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If I were assigned to conduct a system testing plan for a CRM Cloud Software Application, I would involve several types of testing for this product, and all these tests would make this software application eligible to release. First, context-driven testing should be included. Typically, a CRM application is used for dealing with customers' relationship management, and this software must be able to handle the data required in the requirements. For example, I would design test cases to simulate the scenarios when users want to register their information. In this example, their phone numbers, zip codes, and countries would need to be processed correctly in accordance with the work flow defined in the SRS documents. Sometimes, some issues, such as failures to process data, incorrect data sorting and attributes of data, are found and need to be fixed immediately. Thus, context-driven testing should be the most basic type of testing in the system testing stage.

Compatibility testing is also an important test during the system testing stage. Due to the requirement that this CRM software should be able to be incorporated with other applications like Microsoft software, Google applications, and other systems, I need to generate a list which contains the required compatible applications shown in the requirement document and then execute the corresponding compatibility tests to make sure that all the applications in this list are supported.

In the system testing stage, most of the development activities are already finished. Then it is time to involve regression testing. There are two types of testing in regression testing. The first type is on a daily basis, which indicates that the build system will generate a new build daily and execute a regression test in the midnight. Every morning developers and testers arrive to their offices and can receive the daily test report. This approach also involves automation testing because automation testing can make it possible to test without people's manual operations. The other type of regression testing is executed when the critical commits are submitted. Everyone is eager to know the latest status of this product and then knows how to do the next step.

The following testing is relevant to different user roles. Generally, a CRM application can be accessed by employees, managers, customers, etc. Different roles should have different access rights. This mechanism is an important part of CRM products. For example, managers can see more confidential data than employees, and customers must be unable to access the internal data. This test can be done by test teams or quality assurance teams.

Concurrency testing must be included. Generally, CRM systems should support multi-users' logging in simultaneously. Even though a single user logs in the system and the system performs well, this does not demonstrate that 100 people accessing this system at the same time will have the same performance. This scenario must also be tested.

The final testing is compliance testing. Usually CRM applications need to pass certain kinds of certification like ISO standards. Although this certification is offered by external certified organization, I still need to assign developers and testers to conduct this test internally and make sure that our project can pass the certification test since the fee of this certificate offering is usually very expensive.