IAra Labs – QA Documentation

Gian Luca Caravone

Project: Marketer IA

Role: Front-End Developer & Manual QA (Internship)

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1. Project Context

IAra Labs develops **AI-powered specialized agents for SMEs**, helping companies reduce costs and optimize operations.

The agent I contributed to was **Marketer IA**, designed to automate digital marketing workflows, including:

- Creation of personalized campaigns.
- Social media and email automation.
- Dynamic landing pages for lead generation.
- Content generation and marketing strategies.

My role focused on **designing and testing landing page prototypes** to demonstrate Marketer IA's functionalities before full integration.

2. QA Objectives

- Validate that **landing page prototypes** were functional, accessible, and aligned with product requirements.
- Identify **UI/UX inconsistencies** before final implementation.
- Guarantee **cross-device and cross-browser responsiveness**.
- Ensure smooth user flows across six main functional categories.

3. Testing Strategy

- **Test Types:**
    - Functional Testing (forms, buttons, navigation).
    - UI/UX Validation (layout, alignment, style consistency).
    - Compatibility Testing (Chrome, Firefox, Edge, Safari mobile).
    - Accessibility Testing (keyboard navigation, ARIA labels, contrast checks).
    - Regression Testing (after each design iteration).

- **Tools & Methods:**
    - Manual exploratory testing across browsers and devices.
    - Screenshots/GIFs for evidence.
    - Bug tracking simulated via spreadsheets (as in Jira workflows).

Content Generation

Content for Landing Pages
Conversion-optimized copy

Blog Content
SEO Optimized Articles

Instagram Captions
Attractive texts for posts

LinkedIn Articles
Professional content

Product Descriptions
Copy for ecommerce

Social Media

Social Media Calendar `Popular`
For Instagram, LinkedIn, Facebook and TikTok

Instagram Content
Optimized posts and stories

LinkedIn Content
Professional posts

Facebook Content
Posts para engagement

Email Marketing

Email Campaigns
Emails that convert

Newsletters
Professional Newsletters

Email Sequences
Effective automations

Multimedia

Image Generation `IA`
AI Imaging

Image Reading
Intelligent Visual Analysis

Video Scripts
Professional scripts

Podcast Scripts
Audio Content

Virtual Events
Masterclass y webinars

Campaigns & Advertising

Meta Campaigns
Facebook e Instagram Ads

Google Campaigns
Optimized ads

LinkedIn Campaigns
B2B Advertising

Conversion Funnels
Sales funnels

Marketing 360
Comprehensive strategies

Strategy

Ideal Customer Profile
Define tu buyer persona

Product Launch
Complete strategies

Service Launch
Professional campaigns

Idea Generator
Campaign inspiration

4. Test Cases

Test's Names	Module	Preconditions	Steps	Expected Result	Actual Result
TC-001 – Contact Form Validation	Landing Page – Contact Form	Page loaded in Chrome, guest user.	1. Open landing page. 2. Fill all fields with valid data. 3. Click **Submit**.	Confirmation message "Your request was successfully submitted."	OK ✅
TC-002 – CTA Button "Request Demo" ✅	Landing Page – Hero Section	Page loaded on mobile.	1. Scroll to hero section. 2. Click **Request Demo**.	Redirect to demo registration form.	Bug detected in Firefox (button not redirecting). **Fixed** after report. ✅
TC-003 – Responsive Layout Validation ✅	Landing Page – Benefits Section	Tested on 1920px, 1024px, and 375px.	1. View cards on desktop. 2. Repeat on tablet and mobile.	Grid adjusts to 3-2-1 layout depending on screen size.	Bug detected in Safari (text overflow). **Fixed** after CSS adjustment. ✅
TC-004 – Accessibility Keyboard Navigation	Landing Page – General	Browser open, mouse disabled.	1. Use **Tab** to navigate through interactive elements. 2. Use **Enter** to activate buttons.	All interactive elements accessible via keyboard.	"Request Demo" button was not focusable. **Fixed** after bug report. ✅

TC-005 – Access to Functional Modules	Content Generation → Blog Articles	Page loaded.	1. Click "Blog Articles." 2. Check if editor/related screen opens.	Correct module page is displayed.	OK – module loaded correctly. ✅
TC-006 – Email Campaign Creation	Email Marketing → Campaigns	Authenticated user.	1. Enter "Email Campaigns." 2. Fill campaign form (subject, body, recipients). 3. Save.	Campaign stored and listed in dashboard.	OK-Campaign stored and listed in dashboard. ✅
TC-007 – Iconography and Visual Consistency	All functional sections	Test on desktop and mobile.	1. Verify icons match function (content, ads, social, etc.). 2. Compare alignment, spacing, and size across sections.	Consistency across modules.	OK – icons and layout consistent across all sections. ✅
TC-008 – Feature Card Responsiveness	Campaigns – META Features	Test on desktop, tablet, and mobile resolutions	1. Resize window to 1920px, 1024px, and 375px. 2. Verify all feature cards remain aligned and readable.	Cards adapt correctly (grid → stacked on mobile).	OK – layout adjusts properly across all tested resolutions. ✅

5. Bug Register (Final Status)

Bug ID	Relation TC	Severity	Description	Status	Evidence
BUG-001	TC-003	Medium	Text overflow on mobile Safari	Fixed	Screenshot
BUG-002	TC-002	High	"Request Demo" CTA not redirecting in Firefox	Fixed	Screenshot + steps
BUG-003	TC-004	High	CTA not accessible via keyboard	Fixed	GIF evidence

6. Conclusions

Through this QA process:

- Critical inconsistencies were detected and resolved before final delivery.

- Accessibility and responsiveness were significantly improved.

- Business-critical flows (Email Campaigns, Content Generation, Strategy modules) were validated successfully.

- Marketer IA's landing pages were delivered as a stable, accessible, and user-friendly showcase for SMEs.

This QA effort ensured that the product not only demonstrated functionality but also provided a professional and reliable user experience aligned with IAra Labs' mission.

Example: TC-008 – Feature Card Responsiveness

Module: Campaigns – META Features (Segmentation, Audiences, Metrics, Multichannel)

Preconditions: Test on desktop, tablet, and mobile resolutions.

Steps:

1. Resize window to 1920px, 1024px, and 375px.

2. Verify all feature cards remain aligned and readable.

Expected Result: Cards adapt correctly (grid → stacked on mobile).

Actual Result: OK – layout adjusts properly across all tested resolutions.

Mobile: 375px.