

Testing Strategy 2.0 – Continuous Quality for a Content-First, Navigation-Rich App

Executive Summary

Our website is the digital front door to mVara. Every tap, swipe and scroll reflects directly on our brand. Yet traditional, phase-gated testing slows delivery, hides quality issues until late in the cycle and frustrates both engineers and stakeholders.

Testing Strategy 2.0 replaces hand-offs with a *Continuous Quality* model that embeds testing in the flow of work, protects our unique 5-tab + hidden-screen navigation, and empowers cross-functional teams to ship faster with higher confidence.

Business Impact for Leadership

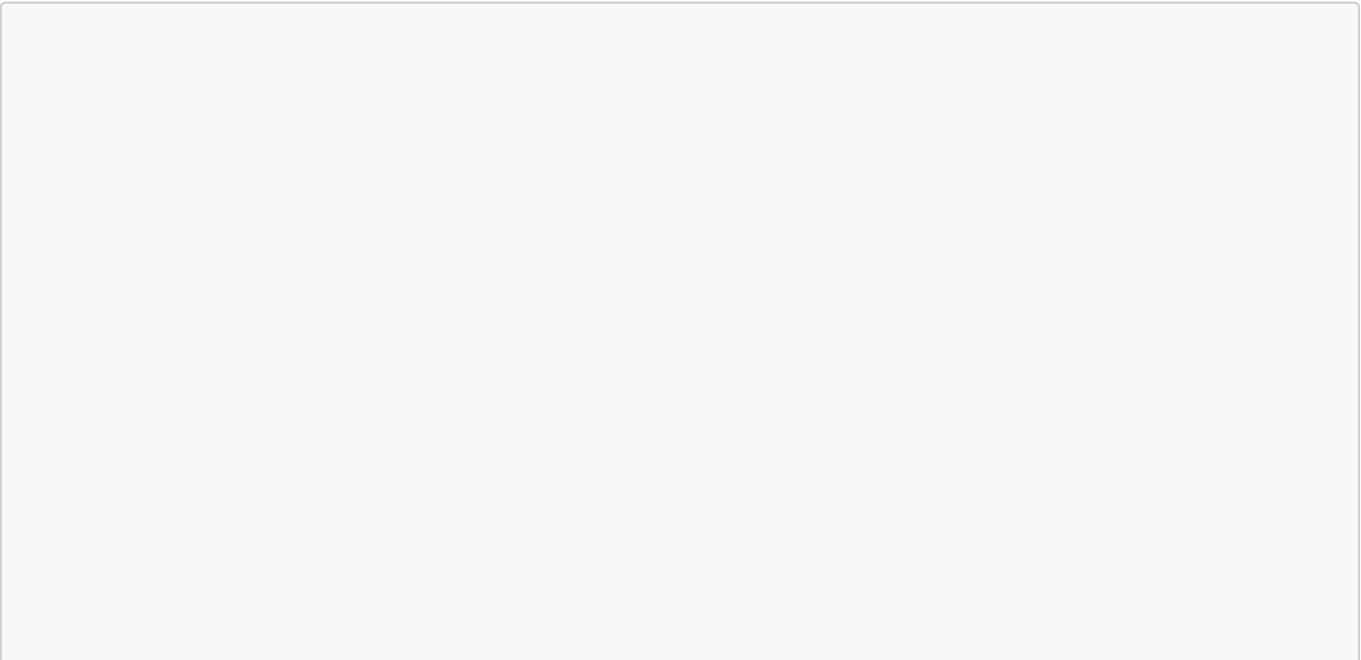
- **30 → 15 min** average commit-to-green-CI time on pilot flow (target Q2).
- **50 % drop** in navigation/content regressions by introducing a single data-driven test harness.
- **Happier teams:** survey confidence score $\geq 8/10$ after first sprint.

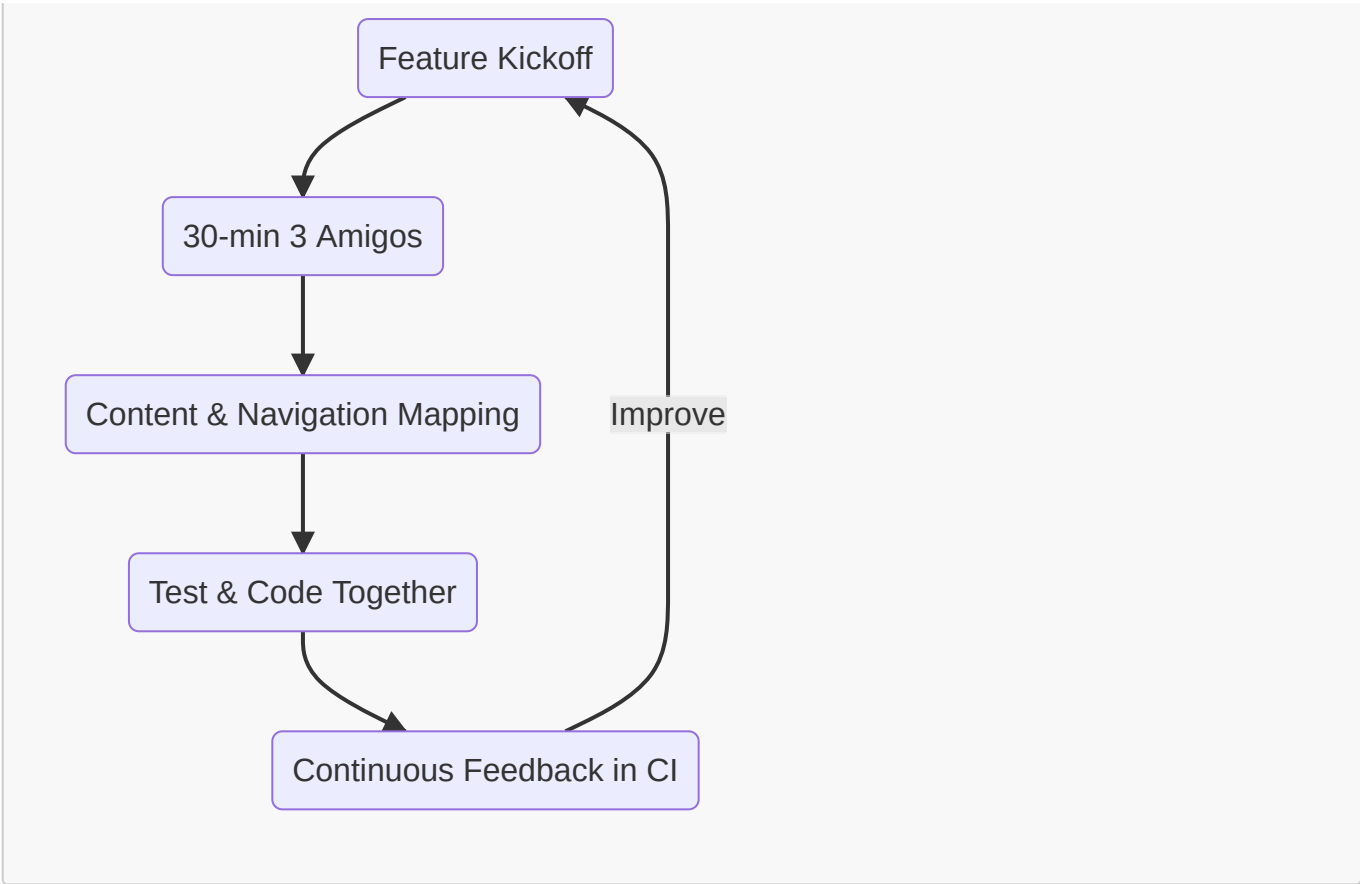
Investment is minimal—mostly coaching time and a small increase in automated-test minutes on CI—and delivers compounding returns through faster releases and fewer production fixes.

1 The Core Challenge

- Serial hand-offs (Dev → QA → UAT) create wait states.
- Knowledge silos hide assumptions about content relationships across tabs.
- Hidden screens receive ad-hoc, manual checks and become regression hotspots.
- Changing content can unexpectedly break navigation contracts.

2 Vision: Continuous Quality





3 Key Practices (Tailored to Our App)

3.1 Content-First 3 Amigos (Dev + QA + PO)

Minute	Activity	Remote-Friendly Tip
0-5	Async prep: each amigo posts <i>Given/When/Then</i> examples in Jira/FigJam.	Use template cards.
5-10	Align on User Impact & success metric.	Screen-share story only.
10-25	Rapid Example Mapping (cluster, pick 2 golden paths + 1 edge).	Timer-driven, colour-code by role.
25-30	Lock Definition of Done & pick next test slice.	Log in story, record call.

3.2 Navigation-Aware, Data-Driven Tests

```
// jest + react-native-testing-library
const fixtures = [
  { tab: 'Home', heading: 'Welcome to mVara' },
  { tab: 'Wins', heading: 'Strategic Wins' },
  { tab: 'Edge', heading: 'Competitive Edge' },
  { tab: 'Blueprint', heading: 'Implementation' },
  { tab: 'Insights', heading: 'About mVara' }
];

describe.each(fixtures)('%s tab', ({ tab, heading }) => {
```

```
it('renders correct hero heading and retains state when switched', async
() => {
  await openTab(tab);
  expect(screen.getByRole('heading', { name: heading })).toBeVisible();
  await openTab('Home');
  await openTab(tab);
  expect(screen.getByRole('heading', { name: heading })).toBeVisible();
});
});
```

One body, five data rows—zero duplication.

3.3 Hidden Screen Contract Tests

```
describe('Hidden screens', () => {
  const hidden = ['SalesIntelligence', 'WindsurfPartnership'];
  it.each(hidden)('%s is reachable and has back nav', async screenName => {
    await openHiddenScreen(screenName);
    expect(await screen.findByTestId(`${screenName}-root`)).toBeVisible();
    fireEvent.press(screen.getByLabelText('Back'));
    expect(screen.queryByTestId(`${screenName}-root`)).toBeNull();
  });
});
```

3.4 Navigation Contract Guard

A unit test that imports the central `TAB_NAMES` map and asserts every route key is registered in the navigator—catches typos at compile time.

3.5 Living Documentation

Tests double as executable specs; storybook snapshots provide visual diffing on content changes.

4 Implementation Roadmap (Team-of-Teams)

Week	Stream	Deliverable	Success Signal
1	Pilot (Home → Edge)	Data-driven harness + 1 flow test green in CI	CI time <15 min
2	Pilot	Hidden-screen param test added	0 regressions on QA build
3	Rollout Team B	3 Amigos coaching, pick their first flow	First test PR merged
4	All Teams	Dashboards for Metrics (see §5)	Leadership review

5 Metrics & ROI

1. **Commit-to-Green-CI Time** (target <15 min).
2. **Escaped Defects per Sprint** (should trend ↘).
3. **Team Confidence Survey** (Slack emoji scale; target ≥8/10).

- 4. **Navigation Regression Rate** (snapshot diff count).

6 Team Collaboration & Governance

- **Guild Lead (QE Architect)** curates harness, reviews navigation tests.
- **Feature Teams** own their fixtures & scenarios.
- **Weekly Guild Sync** surfaces cross-team learnings, updates shared helpers.
- **Leadership Check-in (bi-weekly)** reviews metric dashboard; unblocks resources.

7 Risks & Mitigations

Risk	Mitigation
Engineers perceive tests as extra work	Pair programming + showing reduced rework time.
Snapshot flakes	Lock test data seeds, run CI in deterministic mode.
Hidden screens still overlooked	Contract test fails build if list changes.

8 Conclusion & Next Steps

Our content-first product demands a content-first quality strategy. Testing Strategy 2.0 unifies development and QA into a single flow, cuts cycle time, and safeguards the brand experience across our sophisticated navigation scheme.

Immediate actions for leadership:

1. Endorse the **2-week pilot** and allow 10 % allocation for 3 Amigos + harness work.
2. Approve minor CI budget increase (~\$40/mo) for additional test minutes.
3. Nominate a **QE Guild Lead** to steward cross-team consistency.

With your support, teams will deliver visible quality improvements within the next sprint—and set the foundation for faster, safer releases every quarter thereafter.