# Test Plan (VWO.com)

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**Test Plan for A/B Testing Website (App.vwo.com)**

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**1. Objective**

This document outlines the test plan for the **A/B Testing Website (App.vwo.com)** application. The objective is to ensure that all features and functionalities work as expected for the target audience, including website owners, marketers, and developers who conduct A/B testing for optimizing website and mobile web performance.

**2. Scope**

The scope of this test plan includes:

**Features to be tested:**

* User Authentication (Login/Signup)
* Dashboard Navigation
* Experiment Creation (A/B Testing, Split URL Testing, Multivariate Testing)
* Targeting and Audience Segmentation
* Goal Setup and Conversion Tracking
* Variants and Control Group Functionality
* Reporting and Analytics
* Integration with Third-Party Tools
* Mobile Website Testing
* Security and Performance Testing

**Types of testing:**

* **Manual Testing:** UI/UX verification, functional testing
* **Automated Testing:** Regression testing, smoke testing
* **Performance Testing:** Load testing, stress testing
* **Accessibility Testing:** WCAG compliance verification

**Environments:**

* **Browsers:** Google Chrome, Mozilla Firefox, Microsoft Edge, Safari
* **Operating Systems:** Windows 10/11, macOS, Linux
* **Devices:** Desktops, laptops, tablets, smartphones
* **Network Connectivity:** Wi-Fi, 4G/5G, wired connections

**Evaluation Criteria:**

* Number of defects found
* Time taken to complete testing
* User satisfaction ratings

**Team Roles and Responsibilities:**

* **Test Lead:** Manages the testing process, assigns tasks
* **Testers:** Execute test cases, report bugs
* **Developers:** Fix defects and implement feedback
* **Project Manager:** Ensures smooth execution of the test plan

**3. Inclusions**

* **Introduction:** Overview of the test plan, including purpose, scope, and goals
* **Test Objectives:**
  + Identify and report defects
  + Ensure smooth user experience
  + Validate all A/B testing features
  + Maintain platform stability under different conditions

**4. Exclusions**

* Backend API testing (unless it affects user experience)
* Compatibility testing with unsupported browsers and OS
* Features in beta or under development

**5. Test Environments**

* **Operating Systems:** Windows, macOS, Linux
* **Browsers:** Chrome, Firefox, Edge, Safari
* **Devices:** Desktop, tablet, mobile
* **Network:** Wi-Fi, mobile data, wired connections
* **Security:** SSL certificates, authentication tokens
* **Access Permissions:** Roles include Admin, Editor, and Viewer

**6. Defect Reporting Procedure**

* **Criteria for identifying defects:** UI glitches, broken links, functional errors
* **Steps for reporting defects:**
  1. Reproduce the defect
  2. Document details (screenshots, logs)
  3. Log it in JIRA with severity & priority
  4. Assign to the appropriate developer
* **Tracking tools:** JIRA, Confluence
* **Communication channels:** Slack, email updates
* **Metrics:**
  1. Number of defects found
  2. Time taken to resolve defects
  3. Percentage of defects fixed before release

**7. Test Strategy**

**Step 1: Test Scenario and Case Creation**

* Equivalence Class Partitioning
* Boundary Value Analysis
* Decision Table Testing
* Use Case Testing

**Step 2: Testing Procedure**

* **Smoke Testing:** Verify critical functionalities
* **Functional Testing:** Ensure all features work as intended
* **UI/UX Testing:** Validate user experience
* **Regression Testing:** Ensure new changes don’t introduce defects
* **Cross-Browser Testing:** Validate across different browsers
* **Mobile Testing:** Ensure A/B testing works on mobile websites

**Step 3: Best Practices**

* **Shift Left Testing:** Start testing early in the development cycle
* **Exploratory Testing:** Identify hidden issues
* **End-to-End Flow Testing:** Validate user journeys

**8. Test Schedule**

* **Week 1:** Test case preparation
* **Week 2-3:** Test execution
* **Week 4:** Defect fixing and re-testing
* **Final Week:** Test summary report submission

**9. Test Deliverables**

* **Entry Criteria:** Signed-off test plan and scenarios, application ready for testing
* **Exit Criteria:** All major defects resolved, test summary report submitted

**10. Tools**

* **JIRA:** Bug tracking
* **Selenium:** Automated testing
* **Postman:** API testing
* **Lighthouse:** Performance testing
* **BrowserStack:** Cross-browser testing

**11. Risks and Mitigations**

| **Risk** | **Mitigation** |
| --- | --- |
| Delayed build releases | Buffer time in test schedule |
| Test environment instability | Maintain backup environment |
| Lack of resources | Assign backup testers |

**12. Approvals**

* **Documents for Client Approval:** Test Plan, Test Cases, Test Reports