

FUNCTIONAL REQUIREMENTS SPECIFICATION

Product Name: <https://app.vwo.com>



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Overview

VWO is designed to help businesses to optimize their website and enhance user experiences. VWO is an end-to-end optimization platform that enables businesses to test, personalize, and analyse their digital experiences.

VWO offers a comprehensive solution for optimizing user experience, content, feature variables, and server-side functionality, providing actionable insights to inform data-driven decisions and achieve quantifiable outcomes. VWO has a wide range of features, including A/B testing, multivariate testing, heatmaps, visitor recordings, and analytics. With the help of VWO organizations make data-driven decisions and drive conversions.

Requirements

VWO requires certain technical requirements to be met for the store to operate properly.

- VWO must be compatible with the latest versions of Google Chrome, Mozilla Firefox, Safari, and Microsoft Edge.
- JavaScript must be enabled in the browser.
- Adequate RAM (at least 8 GB) and processing power must be available to ensure smooth performance.

VWO Frontend

This Document is intended to be used as an introduction to the VWO default Login Form.

Login Page

Login Page is the First Default Page after visiting the VWO Website(<https://app.vwo.com>).

The VWO Login page needs to be user-friendly and divided into two parts. First part contains Login Form and second part contain information about VWO's Enhanced Reports.

The first step in becoming familiar with the VWO basic flow and understanding the anatomy of the VWO Pages.

The Login Page has the following options:

1. VWO Logo: Logo should be placed in the middle of the first part (above Login Form).
2. Email and Password Input Fields: The user inserts their credentials and login to the VWO website.
3. Forget Password: User can change their password by clicking on Forget Password option and follow the steps accordingly.
4. Sign in Button: Clickable button and redirect the user to dashboard page if user enter the true credentials.
5. Sign in using SSO: Redirect to SSO Sign in page.
6. Start a Free Trial: Redirect to Sign in page.

Second part of Login Page display information about VWO Enhanced reports with the link which redirect to <https://vwo.com/why-us/technology/statistics/>

Get enhanced reports with sequential testing, customizable statistical parameters, and in-built bias correction.

VWO's enhanced SmartStats - Bayesian powered sequential testing engine provides unparalleled flexibility and delivers fast, reliable results, empowering you to make data-driven decisions with confidence.

[Explore VWO's Enhanced Reports ->](#)

24/7 comprehensive vitals check

Statistical configurations to calculate campaign duration

Experiment vitals View all

- Data Tracking
- Conversion Tracking
- Minimum Runtime Alert
- Guardrails
- Experimentation Conduct

Statistical Configuration View all

- Minimum Detectable Effect (MDE) $\pm 5\%$
- Region of Practical Equivalence (ROPE) $\pm 1.5\%$
- Statistical Power 80%
- False Positives Rate 10%

☒ In-depth data review [Switch views for comprehensive insights](#)

Variations	Conversions/Visitors	Expected Conversion rate	Expected Improvement	Probability of Better
Control	900 / 9,850	9.14%	-15% -10% -5% 0% 5% 10% 15%	Baseline
Variation - 1	1,020 / 10,120	10.08%	-10%	Better than baseline

Forget Password

1) Divided into 2 parts

First part contains Forget Password Form and second part contain information about VWO's Enhanced Reports.

2) Input Email Field

3) Go to Back (Login Form Page) Link

4) Rest Password Button.

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Start a Free Trail Page

Dividing into 2 Parts

- 1) Contain Information related to Vwo
- 2) Register Form

Register Form is implemented into two pages.

First page take input as company email of user. Create a Free Trail Account Button is disable until the Private Policy is agreed.

Second Page contain a Form which take user information such as First Name, Last Name, Phone Number, Password, what are you looking for optimize , optimization capabilities options, Private Policy.

After successful Registration user redirect to Dashboard Page.

“
VWO helped us to conduct experiments and user research, which became the backbone of optimization across our online marketing properties.
JENNY HUGHES
Associate Director, Digital Marketing
UBISOFT

Trusted by 2500+ leading brands globally
Red Bull PayScale ebay
Super Retail Group TARGET Virgin HOLIDAYS

VWO
Signup for a full-featured trial
Free for 30 days. No credit card required

Business Email
name@yourcompany.com

☐ I agree to VWO's [Privacy Policy](#) & [Terms](#)

Create a Free Trial Account

GDPR COMPLIANT CCPA COMPLIANT SOC 2 TYPE II CERTIFIED TUV ISO 9001:2015 TUV ISO 27001:2017

VWO
Set up your password to get started

Business Email *
rachna@gmail.com

First Name *
First Name

Last Name *
Last Name

Phone Number *
India 081234 56789

Password *
show

What are you looking to optimize?
☐ Websites ☐ Mobile Apps ☐ Feature Releases

Select optimization capabilities you like to explore
☐ Analyze visitor behavior ☐ Design and run experiments
☐ Personalize visitor experiences ☐ Rollout and rollback features

☒ I agree to VWO's [Privacy Policy](#) & [Terms](#)

Create Account

We use cookies to ensure you get the best experience on our website. You can control how we use cookies by clicking on Cookie Settings. If you continue to use this site, you consent to our use of cookies.

Cookie Settings Allow Cookies

← → ↻ https://app.vwo.com/#/dashboard

VWO

Verify Account 30 days remaining Upgrade Main Workspace #1054797 Need Help?

Dashboard


Hi ganga, here's an overview of your experience optimization journey

VWO Chrome Extension

For enhanced capabilities in VWO

Install

Goals



No goals setup

Track your key conversion metrics through always-on goals.

[Setup a goal](#)

Funnel Reports

No funnels setup

Track conversion journeys and identify drop-off through funnels.

[Get started](#)

