**Requirement\_Analysis\_App\_vwo  
  
Project:** A/B Testing Tool - [App.vwo.com](https://app.vwo.com/) (Phase 1)  
**Document Version:** 1.1  
**Date:** October 26, 2023  
**Prepared by:** [Your Name/QA Lead]

**1. Introduction**

This document provides a precise, point-to-point analysis of the requirements for Phase 1 of the [App.vwo.com](https://app.vwo.com/) A/B Testing Tool. The goal is to transform high-level and ambiguous statements into explicit, testable conditions. Each requirement is broken down to define the "What" (the requirement), the "How" (from a testing perspective), and the specific validations needed ("Testing Keywords"). This eliminates guesswork and ensures full traceability.

**2. Detailed Requirement Analysis Table**

**Authentication Requirements**

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| --- | --- | --- | --- | --- | --- |
| Req ID | Source | Original Requirement | Analysis & Clarification for Testing | Testing Keywords | Ambiguities & Questions |
| **AUTH-001** | P1 | "Login Page" | The system shall present a login page at a defined URL (e.g., [app.vwo.com/login](https://app.vwo.com/login)). The page must contain: 1) An input field for 'Email', 2) An input field for 'Password' (masked), 3) A 'Sign In' submit button. | UI Validation, Positive Login Flow, Negative Login Flow, Field Validation, Session Creation | 1. What is the specific URL for the login page? 2. Are there "Forgot Password" or "Remember Me" features in scope? |
| **AUTH-002** | P1 | "Login and Sign Up" | The system shall provide a 'Sign Up' hyperlink or button on the login page. Clicking it shall navigate the user to a registration page where they can create a new account with Email, Password, and other mandatory fields. | Navigation, User Registration Flow, Data Validation, Email Uniqueness Check, Account Activation | 1. What are the specific fields for the sign-up form? 2. Is email verification required? If so, what is the workflow? |

**Dashboard Requirements**

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| --- | --- | --- | --- | --- | --- |
| Req ID | Source | Original Requirement | Analysis & Clarification for Testing | Testing Keywords | Ambiguities & Questions |
| **DASH-001** | P1 | "Dashboard" | Upon successful authentication, the user shall be redirected to a main Dashboard page (e.g., [app.vwo.com/dashboard](https://app.vwo.com/dashboard)). This page is the central hub post-login. | Post-Login Navigation, URL Verification, Access Control | 1. Confirm the post-login redirect URL. 2. Can the dashboard be accessed without logging in? (Negative test) |
| **DASH-002** | P2 | "Hi Wingify, ..." | The dashboard must display a personalized greeting message at the top of the page. The text "Hi {username}," must be dynamically populated with the name of the currently logged-in user. "Wingify" is assumed to be a placeholder. | Data-Driven UI, Personalization, Dynamic Content | 1. What is the data source for the username (e.g., from profile, from login email)? 2. What is the default if the user's first name is not set? |
| **DASH-003** | P2 | "## Free Trial has expired..." | The system shall detect and display a persistent notification banner when a user's account is in an "expired trial" state. The banner's text must be exactly as specified. All campaigns for this user must be automatically paused. | System State UI, Business Logic Validation, Background Process, Campaign Status Check | 1. What is the specific trigger for this state (e.g., a date field in the user's account)? 2. Is the banner dismissible? |
| **DASH-004** | P2 | "Purchase now to" | The expired trial notification banner must contain an active, clickable 'Purchase now' button. Clicking this button shall redirect the user to a secure payment gateway or upgrade page. | CTA Functionality, Link/Button Navigation, External Integration Point | 1. Provide the exact URL for the payment page. 2. Is this payment flow within our application or an external system? |
| **DASH-005** | P2 | "### Goals" | The dashboard shall contain a clearly labelled "Goals" section. This section must list the following items as individual, clickable elements: A/B, Multivariate, Split URL, Insights, Personalize, Deploy, Data360, Plan. | UI Component Verification, Navigation Menu Functionality | 1. For Phase 1, which of these items are active links vs. placeholder text? 2. Confirm the expected landing page for the "A/B" link. |

**Campaign Management Requirements**

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| Req ID | Source | Original Requirement | Analysis & Clarification for Testing | Testing Keywords | Ambiguities & Questions |
| **CAM-001** | P1 | "3. Campaign" | The application shall have a dedicated section for managing A/B tests, accessible via a main navigation item labelled "Campaigns". This section must list existing campaigns and provide a "Create New Campaign" button. | Navigation, CRUD Operations - Read, UI Layout | 1. What is the URL path for the campaigns page? 2. What columns are displayed in the campaigns list? |
| **CAM-002** | P3 | Steps 1-5 of an A/B test | The system shall provide a user workflow to: **1. Decide:** A 'Create Campaign' wizard. **2. Create:** Inputs for campaign name, and tools to define Variation A (original) and Variation B (challenger). **3. Run:** A 'Start Campaign' button to launch the test, serving both variations simultaneously. **4. Track:** A configuration step to define a conversion goal (e.g., URL, button click). **5. Analyze:** A report dashboard showing visitors, conversions, and conversion rate for each variation. | E2E Workflow Testing, Form Validation, Traffic Routing, Data Tracking, Reporting Accuracy | 1. How is the visual editor for creating variations implemented? 2. What is the algorithm for traffic splitting (e.g., 50/50)? 3. How often is the report data refreshed? |
| **CAM-003** | P3 | "Track conversions" | During campaign creation, the user must be able to define a conversion goal. The system must track when a unique visitor completes this goal and attribute it to the correct variation (A or B) they were seeing. | Goal Configuration, Conversion Attribution, Data Integrity | 1. What types of goals are supported (URL, CSS Click, Form Submit)? 2. How is a "unique visitor" defined (cookie, IP, user ID)? |

**Content & Documentation Requirements**

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| --- | --- | --- | --- | --- | --- |
| Req ID | Source | Original Requirement | Analysis & Clarification for Testing | Testing Keywords | Ambiguities & Questions |
| **CONTENT-001** | P2 | "There are 1 ps" | **Critical Ambiguity.** This text fragment must be replaced with the intended, meaningful copy. Based on context, the expected text could be "There is 1 paused campaign" or similar, reflecting the state of the user's campaigns. | Content Validation, Defect Logging | **Action Required:** Product Owner must provide the exact, final text for this UI element. |
| **CONTENT-002** | P2 | Testimonial & "Trusted by" | The dashboard shall display static marketing content, including the Jenny Hughes/Ubisoft testimonial and the "Trusted by 2500+..." text, as per the design. | Content Accuracy, UI/UX Consistency | 1. Confirm that this content is static and not dynamically loaded from a CMS. 2. Provide the final approved copy and brand logos. |
| **CONTENT-ERROR-001** | P3 | "ab testing tool - The ab testing tool is an excellent way..." | **Critical Documentation Defect.** This content describes a physical fitness product and is entirely irrelevant. It must be stricken from the requirements document. All text on Page 3 after "Analyze results" should be considered erroneous until confirmed otherwise. | Documentation Defect | **Action Required:** Product Owner must confirm the removal of this text and provide the correct requirements for any additional features or content intended for Page 3. |

**3. Summary of Key Testing Focus Areas**

1. **Authentication Module:** Testing the complete user journey from Sign-Up to Login, ensuring security and data validation.
2. **Dashboard State Management:** Rigorously testing the UI and functionality based on the user's account state (e.g., Active Trial vs. Expired Trial).
3. **Core A/B Testing Engine:** This is the highest risk area. Testing will focus on the End-to-End workflow of creating, launching, and analyzing a campaign, with particular emphasis on the accuracy of traffic splitting and conversion tracking.
4. **Data Integrity:** Ensuring that all user data, campaign configurations, and result metrics are stored, processed, and displayed accurately.
5. **Content and Localization:** Verifying that all text, including dynamic content and error messages, is correct and free from typos or placeholder text.

**4. Next Steps & Immediate Actions**

1. **Stakeholder Clarification Session:** A meeting with the Product Owner is **mandatory** to resolve all items in the "Ambiguities" column, especially the critical CONTENT-ERROR-001 and CONTENT-001.
2. **Requirements Sign-off:** The updated and clarified requirements document must be formally signed off before test case design begins.
3. **Test Case Design:** Upon sign-off, detailed test cases will be authored, each linked to a Req ID from this analysis to ensure 100% coverage via a Traceability Matrix.

**5. Approvals**

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| --- | --- | --- | --- |
| Role | Name | Signature | Date |
| QA Lead | Simran Shaikh |  |  |
| Product Owner | TBD |  |  |
| Development Manager | TBD |  |  |