

UAT Test Plan & Requirement Traceability

Self-Service Campaign Builder (Web + Mobile)

Version	Author	Date	Comments
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Table of Contents

<i>UAT Test Plan & Requirement Traceability</i>	1
<i>Self-Service Campaign Builder (Web + Mobile)</i>	1
1. Objective	2
2. UAT Scope.....	2
3. Test Strategy	2
4. Test Design Techniques Applied.....	3
4.1 Boundary Value Analysis (BVA).....	3
4.2 Decision Table Testing.....	3
4.3 State Transition Testing.....	3
4.4 Equivalence Partitioning	4
4.5 Negative Testing & Error Guessing	4
5. UAT Scenarios (Representative).....	4
6. UAT KPIs & Quality Metrics.....	5
6.1 Coverage Metrics.....	5
6.2 Defect Metrics	5
6.3 Compliance & Audit Metrics	6
6.4 Workflow & State Metrics	6
6.5 Execution Health Metrics	6
6.6 Cross-Platform Consistency Metrics.....	6
7. Go / No-Go KPI Thresholds.....	6
8. Requirement Traceability Matrix (RTM).....	7
9. UAT Exit Criteria.....	7

1. Objective

The objective of this UAT effort is to validate that the **Self-Service Campaign Builder** enables eligible customers to configure and submit **small to medium campaigns** through Web and Mobile platforms while enforcing:

- Region-based compliance
- Role and organization eligibility
- Campaign size and duration limits
- Fixed pricing and billing approvals
- Audit and governance requirements

UAT confirms that the feature is **business-ready, compliance-safe**, and suitable for a **controlled, limited-region release**.

2. UAT Scope

In Scope

- User eligibility validation (role, org, region)
- Guided campaign configuration flow
- Real-time validations and error handling
- Campaign size, duration, and volume limits
- Fixed pricing calculation and display
- Credit card payment flow
- Billing with approval workflow
- Approval status transitions
- Web and Mobile platform consistency
- Submission confirmation and status tracking
- Audit logging and compliance enforcement

Out of Scope

- Large or custom enterprise campaigns
- Negotiated or variable pricing
- Unsupported regions
- Performance, load, and penetration testing

3. Test Strategy

UAT is executed from a business user perspective, focusing on end-to-end workflows, risk areas, and decision-critical paths.

Risk-Based Testing Focus

Highest priority is given to:

1. Compliance and region gating
2. Billing and approval workflows
3. Campaign limit enforcement
4. Pricing correctness

Medium priority:

- Guided configuration usability
- Validation messaging

Lower priority:

- Non-critical UI presentation issues

4. Test Design Techniques Applied

4.1 Boundary Value Analysis (BVA)

Used for:

- Campaign duration
- Campaign size and volume limits

Example:

If maximum duration = 8 weeks

- 7 weeks → Pass
- 8 weeks → Pass
- 9 weeks → Fail

4.2 Decision Table Testing

Used to validate combinations of:

- Region eligibility
- Organization eligibility
- User role
- Campaign size category
- Payment method
- Approval state

This ensures no invalid combinations bypass guardrails.

4.3 State Transition Testing

Used for approval and payment workflows.

Approval States:

- Draft
- Submitted
- Pending Approval
- Approved
- Rejected
- Launched

Invalid state transitions (e.g., launch without approval) must be blocked.

4.4 Equivalence Partitioning

Used to group valid and invalid inputs:

- Approved vs blocked regions
- Eligible vs ineligible organizations
- Allowed vs disallowed roles

4.5 Negative Testing & Error Guessing

Used to validate:

- Payment failures and retries
- Approval rejections
- Mid-flow eligibility changes
- Duplicate submissions

5. UAT Scenarios (Representative)

Eligibility & Access

- Eligible user from approved region can access builder
- User from blocked region is denied with compliance message
- Unauthorized role cannot submit campaigns

Campaign Limits (Boundary Testing)

- Max-1, Max, Max+1 duration validation
- Min-1, Min, Max, Max+1 volume validation
- Large campaigns redirected to managed service flow

Pricing & Payment

- Fixed pricing calculated correctly
- Price updates when configuration changes
- Credit card payment success allows submission
- Payment failure prevents submission and allows retry

Billing & Approval Workflow

- Billing submission enters Pending Approval state
- Approver approves via Web or Mobile

- Rejected submissions do not launch
 - Unauthorized approval attempts are blocked
-

Audit & Compliance

- Create, edit, submit, approve, reject actions logged
 - Compliance revalidated at submission time
-

Cross-Platform Validation

- Web-created campaigns visible on Mobile
- Mobile approvals reflected on Web

6. UAT KPIs & Quality Metrics

UAT metrics are used to measure **release readiness and risk**, not just test execution.

6.1 Coverage Metrics

Requirement Coverage

- % Functional Requirements validated
 - Target: **100%**

Acceptance Criteria Coverage

- % Acceptance Criteria validated for critical paths
 - Target: **100%**

Scenario Coverage

- Happy-path scenarios: **100%**
 - Negative and exception scenarios: **≥ 90%**
 - Boundary condition scenarios: **100% for limits**
-

6.2 Defect Metrics

- Defects per functional area (compliance, billing, approvals)
- Defect severity distribution:
 - Critical: **0**

- High: **0**
 - Reopened defects count (fix quality indicator)
-

6.3 Compliance & Audit Metrics

- % Compliance rules validated
 - Target: **100%**
 - **of compliance-blocked submission attempts**
 - % of critical actions logged in audit trail
 - Target: **100%**
-

6.4 Workflow & State Metrics

- % approval paths validated
 - Target: **100%**
- Invalid state transitions detected
 - Target: **0**

6.5 Execution Health Metrics

- % UAT scenarios executed
- Pass/Fail rate per cycle
- % successful re-tests

6.6 Cross-Platform Consistency Metrics

- % Web workflows validated
- % Mobile workflows validated
- Web vs Mobile discrepancies
 - Target: **0 for critical paths**

7. Go / No-Go KPI Thresholds

Metric	Go Threshold
Critical Defects	0
High Defects	0
FR Coverage	100%
Compliance Rules Validated	100%
Approval Workflow Coverage	100%
Audit Logging Coverage	100%
Boundary Coverage	100%

Failure to meet any threshold results in **No-Go** or limited rollout

8. Requirement Traceability Matrix (RTM)

Requirement ID	Description	UAT Scenarios
FR-01	Role, org, region validation	UAT-01, UAT-02
FR-02	Region compliance blocking	UAT-02
FR-03	Guided configuration	UAT-01
FR-04	Campaign limits	UAT-04, UAT-05
FR-05	Real-time validation	UAT-04
FR-07	Fixed pricing	UAT-07, UAT-08
FR-08	Credit card payment	UAT-09, UAT-10
FR-09	Billing with approval	UAT-11-UAT-14
FR-11	Audit logging	UAT-15

9. UAT Exit Criteria

- All Go thresholds met
- No open Critical or High defects
- All compliance and approval paths validated
- Product and QA sign-off completed