

# Test Strategy Document - apo.vwo.com

Test Strategy Document

Product: apo.vwo.com - A/B Testing Platform

Prepared By: QA Team

Reviewed By: QA Lead (20+ Years Experience)

Version: 1.0

Date: [Insert Date]

## 1. Introduction

### 1.1 Objective

To define the overall testing strategy for apo.vwo.com, ensuring the delivery of a high-quality A/B testing platform through structured, risk-based testing, covering all functional, non-functional, and technical quality aspects.

## 2. Scope

### 2.1 In Scope

- Core Functional Workflows: User Sign-Up, Login & Session Management, Dashboard Interaction, A/B Test Creation and Launch, Reporting and Analytics
- User Account Management: Profile updates, Password recovery
- Integrations: Google Analytics, Website script integration
- Platform: Web UI (Desktop and Mobile Responsive Views)

### 2.2 Out of Scope

- Native mobile applications (iOS/Android)
- Backend infrastructure-level performance
- Custom 3rd-party integrations on customer-specific setups

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## 3. Test Approach

### 3.1 Testing Methodologies

Functional Testing: Manual and automated (Cypress)

Regression Testing: Automated test suite

API Testing: Postman / REST Assured

Exploratory Testing: Session-based charters

Load & Stress Testing: JMeter, Artillery

Security Testing: OWASP ZAP, Manual Pen Testing

Cross-Browser Testing: BrowserStack, LambdaTest

Accessibility Testing: Axe-core, Lighthouse, NVDA Reader

### 3.2 Levels of Testing

- Unit Testing: Developer responsibility
- Integration Testing: QA via Postman and stubs
- System Testing: End-to-end UI workflows
- UAT: Executed by stakeholders in staging

## 4. Focus Areas

Functional, Usability, Performance, Security, Compatibility, Accessibility, Data Accuracy

## 5. Test Deliverables

Test Strategy Document, Detailed Test Plan, Test Case Repository, Daily Execution Reports,

Regression Automation Coverage Report, Performance Test Results, Security Audit Report,

Cross-Browser Matrix, Accessibility Compliance Summary, UAT Sign-Off Report, Final Go/No-Go Report

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## 6. Test Environment

Environments: DEV, QA, STAGING, PROD

Test Data Setup: Factory-based, Faker.js or snapshot DB, Role-specific credentials

## 7. Test Team & Schedule

Team Composition: QA Lead, Manual Testers, Automation Engineers, Security Consultant, Performance Tester

Schedule:

Month 1 - Functional & Smoke Testing

Month 2 - Feature & Regression Testing

Month 3 - Performance & Security Test

Month 4 - Compatibility, UAT & Sign-off

## 8. Entry & Exit Criteria

Entry Criteria: Approved user stories, Stable build on QA, API specs finalized

Exit Criteria: 100% critical test cases passed, 0 critical/high defects, UAT sign-off, Deliverables submitted

## 9. Risks & Mitigation

Examples: API delays, UI volatility, inconsistent environments, data issues

## 10. Compatibility Matrix

Browsers: Chrome, Firefox, Safari, Edge (L-2), across Windows/macOS/iOS/Android

## 11. Tool Stack

TestRail/Xray, Cypress, Playwright, Postman, JMeter, ZAP, BrowserStack, Jenkins, Axe-core, JIRA

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### 12. Sign-Off

Reviewer: QA Lead

Approver: Product Manager

Reviewer: Engineering Lead