Test Plan for app.vwo.com

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# 1. Objective

This document outlines the test plan for app.vwo.com, which supports A/B testing for website optimization. The objective is to validate all functionalities for users aiming to improve website conversions.

# 2. Scope

Features to be tested: Login Page, Dashboard Page, Create Account Page, AB Testing Campaign.

Testing Types: Manual, Automated, Performance, Accessibility.

Environments: Browsers, OS, Devices.

Evaluation: Defect count, time taken, user satisfaction.

Roles: Test lead, testers, developers, stakeholders.

# 3. Inclusions

Overview of test goals including functionality verification, UX improvement, and performance targets.

Major Workflows: User registration, project creation, variant creation, campaign activation, reporting.

# 4. Exclusions

Out of scope: Backend infrastructure, third-party services (unless affecting flows), performance benchmarking of external services.

# 5. Test Environments

OS: Windows 10, macOS, Linux.

Browsers: Chrome, Firefox, Edge, Safari.

Devices: Desktop, Laptop, Tablet, Mobile.

Test Data: Dummy websites, user personas.

Connectivity: Wi-Fi, wired, cellular.

# 6. Defect Reporting Procedure

Defects identified via requirement deviation, UX issues, and technical bugs.

Reporting via JIRA.

Severity levels defined with SLA (Sev1: 8hr fix).

# 7. Test Strategy

Test Case Design: ECP, BVA, Decision Tables, Use Cases.

Testing Types: Smoke, Sanity, Regression, Exploratory.

Automation: Selenium, REST Assured. Performance: JMeter. Accessibility: Axe.

# 8. Test Schedule

Tasks: Test Plan creation, Test Case design, Execution, Reporting.

Each mapped to timeline and owner using tabular format.

# 9. Test Deliverables

Test Plan, Test Cases, Traceability Matrix, Defect Reports, Summary Reports, Lessons Learned.

# 10. Entry and Exit Criteria

Requirement Analysis, Test Execution, and Test Closure phase entry and exit clearly defined.

# 11. Tools

JIRA, TestRail, Selenium, REST Assured, JMeter, Axe, Word, Excel.

# 12. Risks and Mitigations

Risks: Resource unavailability, URL issues, time crunch.

Mitigations: Backup resources, dynamic scaling, parallel tasks.

# 13. Approvals

Approval table with roles, names, and dates.

Sign-off by Test Lead and Client PM.

# 14. Test Data Management

Test accounts, A/B campaigns, environment resets documented and versioned.

# 15. Traceability Matrix

Requirements mapped to Test Cases and Defects for full coverage assurance.

# 16. Compliance & Standards

WCAG 2.1 for accessibility, OWASP for security, ISO 25010 for quality attributes.