



# Pre-Launch QA Checklist


for effective Experience Optimisation

Complete this checklist before launching an experiment to ensure a successful launch while avoiding common pitfalls that can hinder optimal customer experiences.

## ERROR CHECK AND VALIDATION

1. Ensure there are no unwanted warnings or errors in the browser console
2. Validate the syntax of JSON objects returned by the experimentation platform, especially in server-side and mobile app experiments
3. Ensure unintended debug messages (like console.log, alerts, etc) are removed

## NAVIGATION TESTING

4. Test the journey from landing page to the targeted page and ensure there are no UI/UX issues
-  **Tip** : Don't only test the experience on the targeted page, test the complete user journey from a user's perspective
5. Ensure the experience works as expected when navigating to and from the target page using the browser back button or platform navigation (particularly with SPAs)

## EXPERIENCE TESTING

6. Make sure that the images, textual content, and assets presented in the experience match the intended design
7. Ensure the experiment is triggered on the intended pages or screens
8. Make sure the experiment is not being triggered on any non-intended page or screen
9. Ensure there is no flickering on the experience
10. Make sure all links configured as part of the experiment are working as expected e.g. no broken links, wrong destinations




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## CROSS-DEVICE AND BROWSER TESTING


11. Ensure the experience renders correctly on different devices (desktop, tablet, mobile)

 **Best Practice:** Using real devices for testing is highly recommended

 **Tip:** You can use tools like BrowserStack for testing


12. Ensure the experience is uniform across various responsive breakpoints

13. Test the experience across various browsers (Chrome, Firefox, Safari, Edge, etc.) to ensure compatibility


 **Best Practice:** While doing cross-browser testing, test with multiple versions, the current versions along with the 3 latest versions.

## INTEGRATION TESTING

14. Ensure data consistency across Analytics/Reporting & Experimentation platforms

 **How:** Ensure accurate data transmission from the Tag Manager by inspecting network requests, validating variable mapping, triggering events, and collaborating with developers to verify correct values.

15. Ensure events are fired correctly for both Analytics & Experimentation platforms

 **Tip:** For customers using an Analytics platform such as GA4 or Adobe Analytics for reporting experiments configured in your Experimentation platform, check if the events firing from the JS code are passing into your Analytics platform correctly.

16. Ensure data is captured properly in Analytics platforms for the Experiment's success metrics

 **Tip:** Don't forget goals or metrics that are further down the journey such as sales or revenue.



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## AUDIENCE TESTING

- 17. Test with target audience to ensure that the experience is delivered to the intended segment
- 18. Ensure experience is not delivered to unintended audiences


## COLLISION TESTING

- 19. If there are multiple experiments on a single page, make sure both the final experience loads as expected and there are no conflicting elements
- 20. Ensure there won't be any conflicts between the experiment and any planned and upcoming changes that will be applied to the target page


 **Tip:** Check the roadmap for any planned changes for the target page during the planning phase of the experiment

## ENVIRONMENT TESTING

- 21. Verify that the experience is consistent when the experiment is replicated from a lower environment (e.g. QA) to a higher environment (e.g. Prod)

 **Tip:** CSS selectors and classes should be the same in prod and dev environment

- 22. If the website supports multiple languages, test the experience in all the languages to ensure consistent experience

 **Tip:** Lots of websites have language selectors. Check that the experience is consistent when a different language is selected.



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