



CENTERCODE
DELTA'20

5 Tips for Better Tester Engagement

About Me

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VP - Customer Success
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8+ years growing with Centercode

Insight into hundreds of CV Programs

Background in Business & Human Resources

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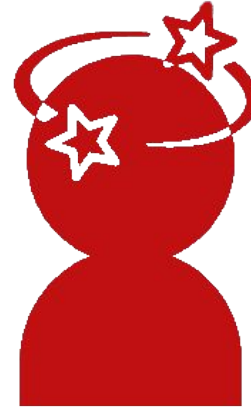
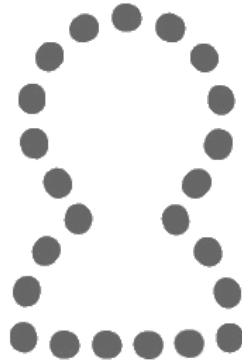
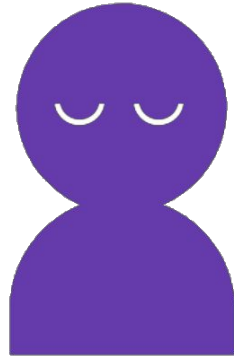
Agenda



1. Why Poor Tester Engagement Leads to Failure
2. Current Solutions
3. Keeping the Customer in *Customer* Validation
4. Your Next Steps

1. Poor Tester Engagement Leads to Failure
2. Current Solutions
3. Keeping the Customer in *Customer* Validation
4. Your Next Steps

Engagement is Essential



No customer means no **customer** validation

Tester engagement is single greatest industry challenge

Engagement isn't black and white - **quality** matters

Engagement **Quality** Matters

Do testers drop out, disappear, or
“ghost” you mid-test?



Engagement **Quality** Matters



Do you feel like you have to micromanage
testers to keep them on track?

Engagement **Quality** Matters



Do you spend most of your time processing responses or relocating misfiled feedback into the right buckets?

Engagement **Quality** Matters



Do you struggle to collect sufficient response data
to provide results that are actionable?

1. Poor Tester Engagement Leads to Failure
2. **Current Solutions**
3. Keeping the Customer in *Customer* Validation
4. Your Next Steps

Swimming Against the Current



Two common homegrown frameworks for CV tests:

1. Transactional Customer Validation
2. The Spaghetti Method

Let's Make a Deal: CV Edition

Complete ***this one thing*** for us and...



Perpetuates CV testing as a direct exchange
Indicates unreliable (or a lack of trust in) testers
Common for Internal or Enterprise CV programs

Issues with Transactional CV

The *One Thing* typically **sucks** for testers



Issues with Transactional CV

Non- or minimal response (insufficient data)

Speeding through responses (misleading data)

*Questionable results for
herculean effort*



Issues with Transactional CV

Reward relative to tester effort or value - Rational Loyalty



Issues with Transactional CV

Reward relative to tester effort or value - Rational Loyalty

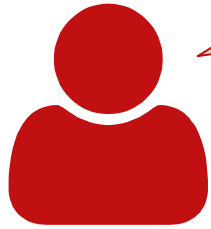


Issues with Transactional CV

Promotes bad habits



The Spaghetti Method



“Here’s the product. You have 2 weeks. Test everything!”

Throwing the product at testers to see what sticks out
The result of insufficient planning, tools, or bandwidth
Common for “Not My Day Job” CV programs

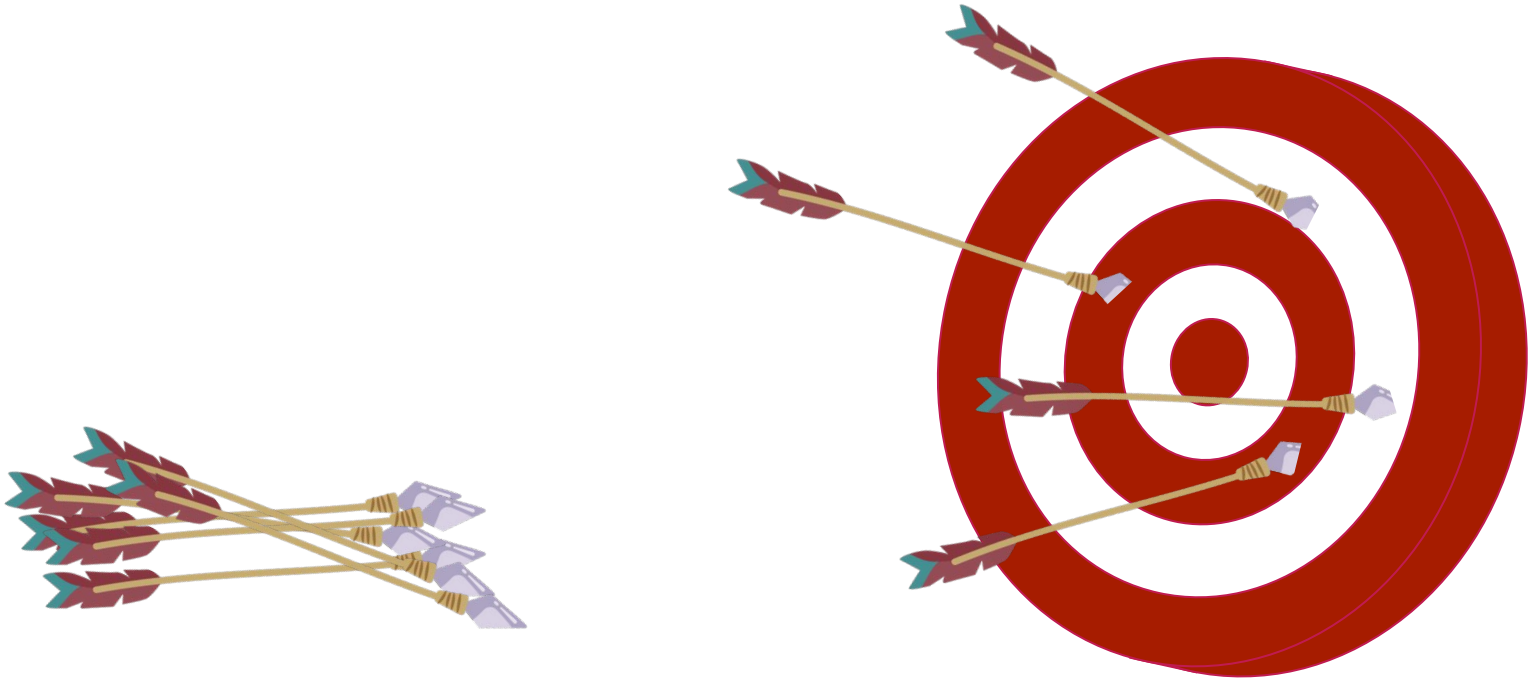
Issues with Spaghetti

Lost focus on **high-value** topics or features



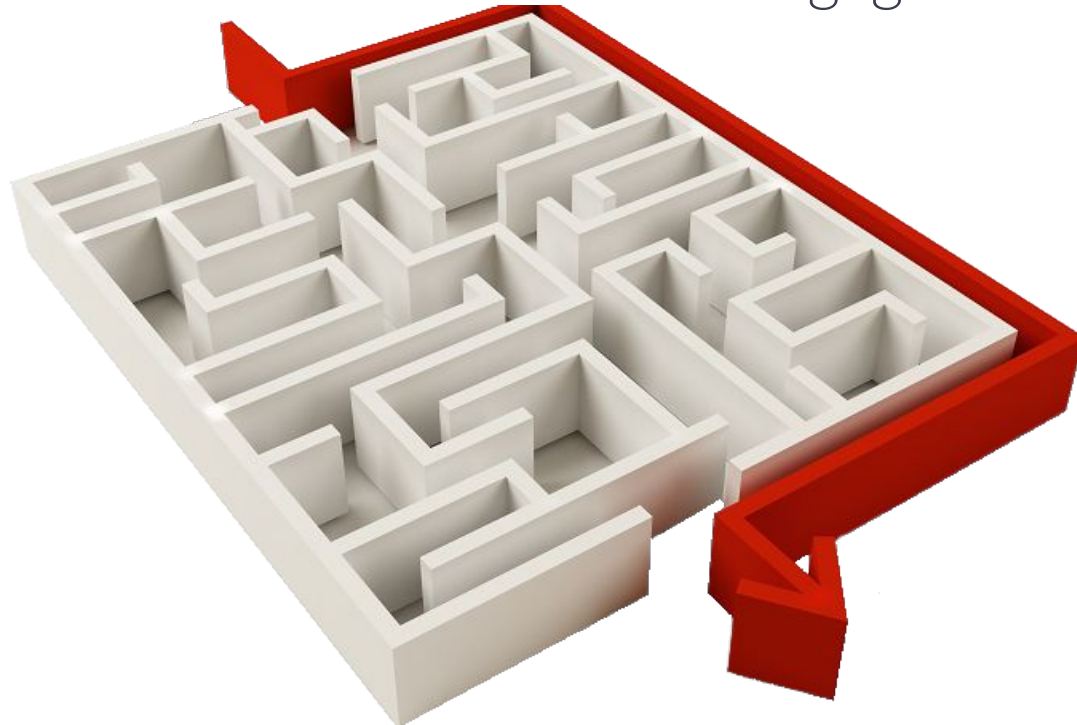
Issues with Spaghetti

Wasted time “herding” and processing



Issues with Spaghetti

Receive minimalistic tester engagement

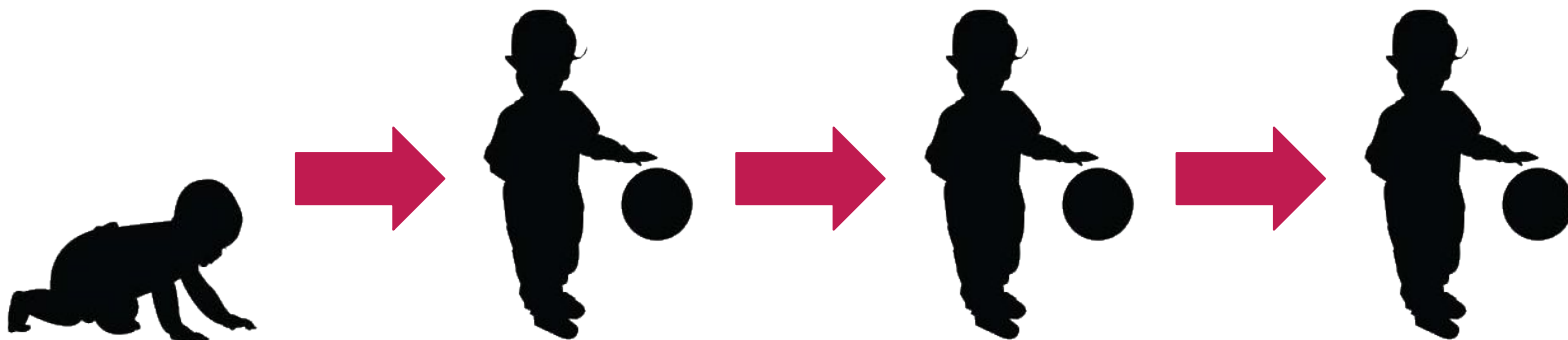


Issues with Spaghetti

Free-form testing is far from free

Novice testers: confused, misdirected, horribly inefficient

Veteran testers: don't exist when testing is always different



The One Truth



Tester Energy is Limited

Respect Testers' Time and Energy



Be organized

Provide ongoing guidance

Simplify the path to engagement

Use tools to their strengths

Encourage collaboration

1. Poor Tester Engagement Leads to Failure
2. Current Solutions
3. **Keeping the Customer in *Customer* Validation**
4. Your Next Steps

Tip #1:

Plan Ahead

Planning Ahead



Understand involvement of all stakeholders, including testers

Reduces potential delays or interruptions

Ensures tester energy is not wasted

Testers can commit and pace themselves (overachieve!)

What to Plan For

Stakeholders & Tester Requirements

Priority and definition of product experiences

Schedule & Deadlines

How testers should engage & be measured





Planning Examples

Contributing Teams					
#	Team	Involvement	Budget	Notes	
1	Marketing	Medium ▾	<input type="checkbox"/>	Prepping for launch	
2	Support	Light ▾	<input type="checkbox"/>		
3	Sales	Light ▾	<input type="checkbox"/>		
4	Engineering	Heavy ▾	<input type="checkbox"/>	Fixing issues	
5	Quality	Heavy ▾	<input type="checkbox"/>	Organizing feedback for Engineering	
6	IT	None ▾	<input type="checkbox"/>		
7	Product	Heavy ▾	<input checked="" type="checkbox"/>	Leading the project	
8	UX/CX	Medium ▾	<input type="checkbox"/>	Help reviewing survey data and reviewing usability improvements	
9	Executive Suite	Heavy ▾	<input type="checkbox"/>	Reviewing reports and status	
10	C-Suite	None ▾	<input type="checkbox"/>		
Key Stakeholders					
#	Name	Team	Tech Lead	Product Owner	Notes
1	John Doe	Product ▾	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
2	Jane Doe	Quality ▾	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
3		▾	<input type="checkbox"/>	<input type="checkbox"/>	

Planning Examples (cont.)



#	Name	Description	Activity Summary
1	Installation	Initial installation of the camera unit in a location providing relevant visibility	Unbox your Sirius Video Camera; Install the camera in a suitable location that will provide relevant visibility
2	Mobile App Setup	Downloading and installing the mobile application	Download and install the available version of the Enterprise WiFi Management System
3	Live Video Streaming	Streaming live video and audio from your camera to your mobile device	Check your Sirius live stream on 5 separate occasions; Toggle between 360P, 720P, and 1080P
4	HD Talk and Listen (Mobile)	Mobile feature for listening to and communicating with those within the camera range	Using the mobile application two-way intercom; have a conversation with an individual within the camera range
5	HD Talk and Listen (Camera)	Built-in speaker and mic for listening to and communicating with individuals within the camera range	Stand near the camera; Have a conversation with them while you speak into the camera's microphone
6	Person Alerts	Camera will motion detect individuals up to 50 ft away and alert you	Walk through the detection zone of the camera to trigger motion detection on 3 separate occasions
7	Familiar Face	Facial recognition of frequent individuals that pass through the detection zone	Check "familiar faces" feature in the mobile app; Confirm the app has recognized your face
8	Night Vision	High-power infrared LEDs for ability to see in the dark	Enable night vision mode during the evening hours when it is dark; Check your live stream during the evening hours
9	360 Rotation	Full range of motion for mounted cameras	Open mobile app; Pull Up live stream; Using your mobile app, toggle the camera to 360 rotation
10	Hardware Reset	Resetting the product to factory default settings	Factory reset the product to default settings

Planning Examples (cont.)

#	Name	Effort	Value	Optional	Satisfaction
1	Installation	High	High	No	Satisfaction
2	Mobile App Setup	Medium	High	No	Satisfaction
3	Live Video Streaming	Low	Very High	No	Satisfaction
4	HD Talk and Listen (Mobile)	Medium	Medium	No	Satisfaction
5	HD Talk and Listen (Camera)	Medium	Medium	No	Satisfaction
6	Person Alerts	High	High	No	Satisfaction
7	Familiar Face	High	Very High	No	Satisfaction
8	Night Vision	Very Low	Medium	No	Satisfaction
9	360 Rotation	Low	Low	No	Satisfaction
10	Hardware Reset	Very Low	Very Low	No	

Tip #2:

Provide Guidance

Ongoing Guidance



Ensure clear communication

Prevent testers from getting lost

Actively *and passively* remind testers to participate

Boost inclusivity - “part of the team”

Don't miss Michelle's detailed session on Tester Communication!

What to Communicate



Communicating with purpose:

What the product or features should do

Where and how to focus their energy

How to provide feedback

When and how their participation is evaluated

Guidance Examples

Magrathea Beta Test

OVERVIEW

RESOURCES

MY TO-DO

FOLLOWING

PARTICIPATION

WELCOME TO THE MAGRATHEA BETA TEST!

We're excited to get into our second week of testing! This week please focus on testing the following product areas, but please don't hesitate to further explore and provide additional feedback on the entire product.

Topics

- Talk and Listen (Mobile)
- Talk and Listen (Camera)
- Person Alerts

Activities

Please make sure you complete these before you complete the survey for each topic.

Complete Week 2 Activities

Thank you for your feedback and happy testing!

Guidance Examples (cont.)

Week 2 Activities

What are we doing this week?

This week we will be focusing on **Talk and Listen (Mobile)**, **Talk and Listen (Camera)**, and **Person Alerts**. We want to understand if each of these topics meets your expectations. Please take the time to focus on the areas listed below.

Topics & Activities

- **Talk and Listen (Mobile)** - Mobile App feature for listening to and communicate with individuals who are within the camera range from your mobile device.
 - These are the activities you should perform for Talk and Listen (Mobile):
 1. Have a conversation using the mobile app with someone else near the camera
- **Talk and Listen (Camera)** - Built-in speaker and mic for listening to and communicating with individuals within the camera range
 - These are the activities you should perform for Talk and Listen (Camera):
 1. Have a conversation using the camera with someone on the mobile app
- **Person Alerts** - Camera will motion detect individuals up to 50 ft away and alert you
 - These are the activities you should perform for Person Alerts:
 1. Walk through the detection zone of the camera to trigger motion detection on 3 separate occasions
 2. Confirm that the alert detected a "person," via the mobile app
 3. Repeat these steps during both the daytime and nighttime

Guidance Examples (cont.)




What's expected this week?

Please complete this week's activities and provide feedback for the areas listed above. After experiencing the identified product areas, please complete the weekly topic survey.

Important:

- Before you submit the survey, please be sure to complete the activities listed for this week as it provides us with feedback on how the product could be improved.
- Please also submit any Issues, Ideas or Praise upon discovery or as needed. Your feedback is critical to us and we look forward to hearing what you have to say!

Weekly Requirements

- Complete Week 2 Activities (listed above)
- Complete [Talk and Listen \(Mobile\) Survey](#) 
- Complete [Talk and Listen \(Camera\) Survey](#) 
- Complete [Person Alerts Survey](#) 

Guidance Examples (cont.)



Communicating Effectively With Your Testers

Tip #3:

Reduce Friction

Streamline Engagement



Collecting feedback is the ultimate goal

Design every experience to formulate a response

Make capturing that response clear and simple

Avoid burdening the process

How to Keep the Path Clear

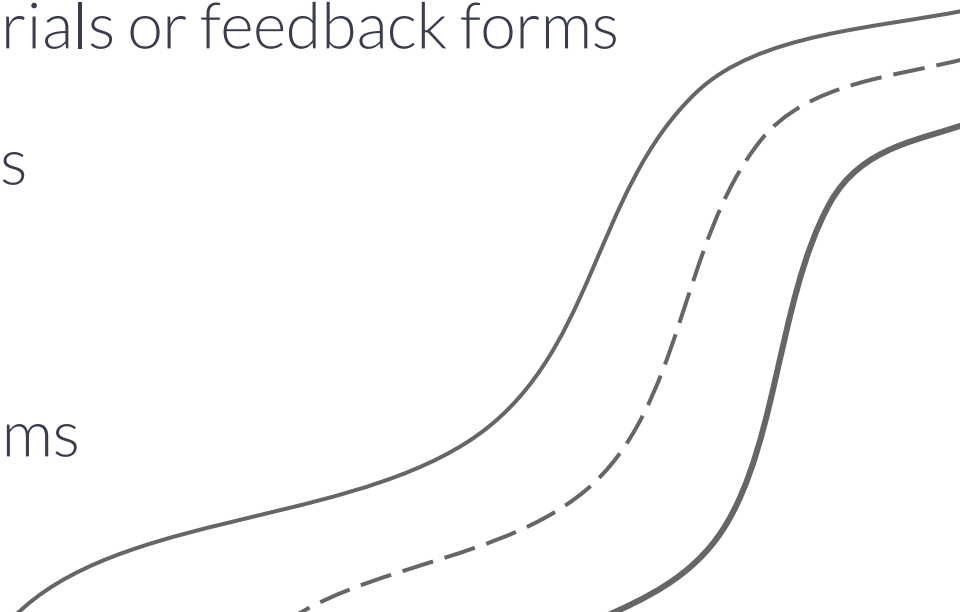
Consider the flow of feedback - Pull out unnecessary stops

Provide helpful links to materials or feedback forms

Centralized landing pages

Homework lists

Surveys → Feedback Forms



Examples of Reducing Friction

Magrathea Beta Test

OVERVIEW

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- Talk and Listen (Mobile)
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- Person Alerts

Activities

Please make sure you complete these before you complete the survey for each topic.

Complete Week 2 Activities

Thank you for your feedback and happy testing!

Examples of Reducing Friction (cont.)




What's expected this week?

Please complete this week's activities and provide feedback for the areas listed above. After experiencing the identified product areas, please complete the weekly topic survey.

Important:

- Before you submit the survey, please be sure to complete the activities listed for this week as it provides us with feedback on how the product could be improved.
- Please also submit any Issues, Ideas or Praise upon discovery or as needed. Your feedback is critical to us and we look forward to hearing what you have to say!

Weekly Requirements

- Complete Week 2 Activities (listed above)
- Complete [Talk and Listen \(Mobile\) Survey](#) 
- Complete [Talk and Listen \(Camera\) Survey](#) 
- Complete [Person Alerts Survey](#) 

Examples of Reducing Friction (cont.)

Please take a moment to provide your honest feedback on this brief 4-5 minute survey.

Please attempt all of this week's Activities before completing this survey!

For the following questions, we would like to hear about your interactions and experiences completing the following Topic activities.

1. Have you completed the Talk and Listen (Mobile) activities? *

Mobile App feature for listening to and communicate with individuals who are within the camera range from your mobile device.


☒ Yes ☐ No

We would like to hear about your overall experience with this topic.

Please rate your satisfaction with Talk and Listen (Mobile). *

1	2	3	4	5
Not at all satisfied				Extremely satisfied

Take a moment

It looks like you see room for improvement in this area. If you haven't already done so, please take a moment to [share any Ideas](#) 

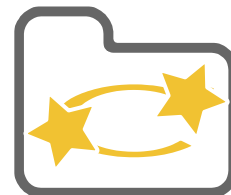
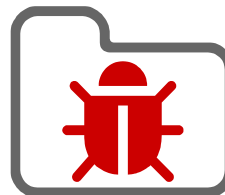
Tip #4:
Maximize Tools

Feedback Done Right

Use tools to drive organized customer feedback

Don't burn all their energy at once!

Surveys aren't **the** answer



How to Use the Right Tools



Keep forms simple

Clear, concise, non-repetitive

NEVER use open-text for “what issues did you have”

Drive focused energy into organized buckets

Specialized Tools

Please take a moment to provide your honest feedback on this brief 4-5 minute survey.

Please attempt all of this week's Activities before completing this survey!

For the following questions, we would like to hear about your interactions and experiences completing the following Topic activities.

1. Have you completed the Talk and Listen (Mobile) activities? *

Mobile App feature for listening to and communicate with individuals who are within the camera range from your mobile device.


☒ Yes ☐ No

We would like to hear about your overall experience with this topic.

Please rate your satisfaction with Talk and Listen (Mobile). *

1	2	3	4	5
Not at all satisfied		Extremely satisfied		

Take a moment

It looks like you see room for improvement in this area. If you haven't already done so, please take a moment to [share any Ideas](#)  that would lead to a better experience.

Submit an Issue

Issues capture detailed information about a bug, defect, or problem that you're experiencing with the product. Please provide as much detail as possible through the form below.

Summary *

Topic *

<Select>



Steps to Reproduce *

B *I* S

- 1.
- 2.
- 3.
- 4.

Tell us what happened:

Issue Related Files

ATTACH FILES

Or drop files here to attach them

Is this issue preventing you from further testing? *

This means you're completely unable to continue testing the product.

- ☐ Yes
- ☐ No

SUBMIT

SAVE DRAFT



Tip #5:
Collaborate

Part of the Team

Feedback Collaboration

Administrative benefits

Curiosity and exploration

Get involved - build rapport and tester loyalty!



How to Join Forces


Centercode's Collaboration is easy!


Be responsive to support requests

Use a collaborative and exploratory tone




Stop, Collaborate, Listen


#6

**Brad Collingwood** Yesterday


The whole "Heard a Noise" functionality seems very sensitive. This click triggers it, as does closing a door across the house.


At this rate, I'd be surprised if cars driving by don't trigger this alert!

#7


**Dillon Baas** Yesterday


Everything is noise. All of it.

#8

**Betsy Harris** Yesterday


Has anyone found a way to disable the 'Heard a Noise' functionality? I agree, it's way too sensitive, which defeats the purpose of having it.

#9

**Max Q** Yesterday

Sounds like an issue to me. We sent this off to the engineering team. Nice find everyone, keep up the good work and keep that feedback coming!

Stop, Collaborate, Listen



Max Q Yesterday



Sounds like an issue to me. We sent this off to the engineering team. Nice find everyone, keep up the good work and keep that feedback coming!

#9

















Stop, Collaborate, Listen

Discussions

SUBMIT TOPIC

Show Public Feedback ▾Newest Feedback ▾Narrow Results☐ UNREAD ONLY

YESTERDAY

5	 Post Patch Thoughts? 	5	 Max Q 17 Hours ago 
5	 Thoughts on No-fog on Lens? 	3	 Betsy Harris 18 Hours ago 
10	 Easy Fixes for the Camera Mount 	6	 Betsy Harris 17 Hours ago 
6	 Reminder to Use 2.4ghz Wifi 	5	 Max Q 17 Hours ago 

BONUS:

Repeat Successes

BONUS: Be Consistent!

Build familiarity and plan around your testing practices

Know where to find guidance instead of being confused

Naturally adopt the engagement pattern

Use the right buckets

Explore the product on their own



USE TEMPLATES!



1. Poor Tester Engagement Leads to Failure
2. Current Solutions
3. Keeping the Customer in *Customer* Validation
4. **Your Next Steps**

Not Just About Numbers

Get higher *quality* test results

Give more consistent results

Build tester (and customer) loyalty

Develop tester expertise and reliability



Make an Impactful Change



1. Responsible Test Planning
2. Clear Tester Education
3. Consistent, Low-friction Testing Process
4. Purpose-driven Feedback Mechanisms
5. High-Quality Collaboration

Thank You!



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