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Communicating Effectively with Your Testers

About Me

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Program Manager I, Centercode

QA testing & mobile game development

4 years managing tests at Centercode

Managed 60+ tests, avg 50-100 testers

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Agenda

1   Who Are Testers?

2   Risks of Poor Communication

3   Common Mistakes and How to Avoid Them

4   Strategies to Improve Tester Communication
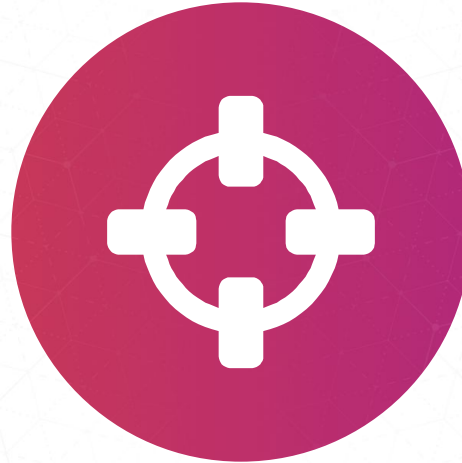
5   Benefits of Effective Communication

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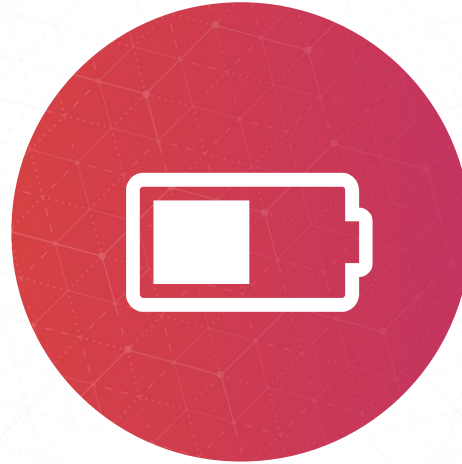# Who Are Testers?

Volunteers

Target Market

Consumers

Tester Energy
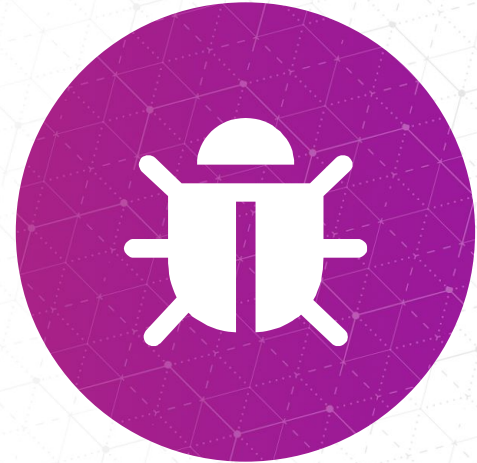

Testers have limited time and energy to contribute

Who Communicates with Testers?

Test Managers

Product Owner

Quality Team

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Risks of Poor Communication

Tester confusion

Tester disengagement

Tester fatigue

Tester Confusion

Sporadic communication

Vague instructions
Overuse of technical jargon

Cluttered formatting
Multiple sets of instructions

Impact of Tester Confusion

Support tickets

Incorrect focus

Testing mistakes

Low participation

→

Takes time to respond to tickets

Lack of feedback on priority topics

Invalid data

Test objectives not met

Tester Disengagement

Sporadic communication
Delayed support response

Automated or "canned" responses

Communication blocked by spam filter

Impact of Tester Disengagement

Low participation

Testers forget
about the test

Test objectives not met

Difficulty recovering hardware

Tester Fatigue

Excessive communication

Too many testing tasks
Overuse of technical jargon
Lack of "thank you" messaging

Cluttered formatting
Multiple sets of instructions

Impact of Tester Fatigue

Testers become overwhelmed and drop out

Testers don't feel their effort is valued

Test objectives not met

Lack of feedback on priority topics

Negative perception of company

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Mistake #1: Vague Instructions

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1. Find custom settings

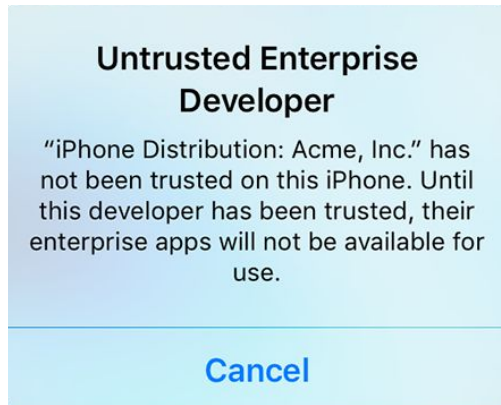2. Report ease of locating settings

1. Navigate to where you would expect to find a feature called 'Custom Settings'

2. Provide feedback on ease of locating 'Custom Settings' in the Week 1 Survey: here (link)

Mistake #2: Missing Logistical Steps

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1. Install and launch iOS beta app

Untrusted Enterprise Developer

"iPhone Distribution: Acme, Inc." has not been trusted on this iPhone. Until this developer has been trusted, their enterprise apps will not be available for use.

Cancel

1. Install iOS beta app

2. Go to Settings > General > Profiles, then select 'Trust'
Note: This step is only needed for beta testing and won't appear in the release app

3. Launch iOS beta app

Mistake #3: Poor Readability

Android users, download the app here:
www.testdownloadandroidversion234908234.apk
iOS users, download the app here:
www.testdownloadiosversion543289723.ipa

You have been assigned to test the app on **iOS**.

Please download and install the app here (link)

Mistake #4: SPAM?

Dear friend.

Congratulations you have been accepted to test!!!
CLICK HERE to join:
http://tin.ylink/23fhjkd. Win a free gift card $$$

Hi Name,

You have been accepted to participate in the Codename test. Please use the following link to complete the signup process: link.

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Strategies

Leveraging email consistently

Tailor messaging
Focus tester attention

Improve readability
Ensure email deliverability

Email Milestones

Test unit shipped (with tracking)

Test open

New instructions posted

Test closed

Email Milestones (cont.)

Delays

Holidays or test pauses

Late survey reminders

Last call for feedback before test close

Tailor Your Messaging

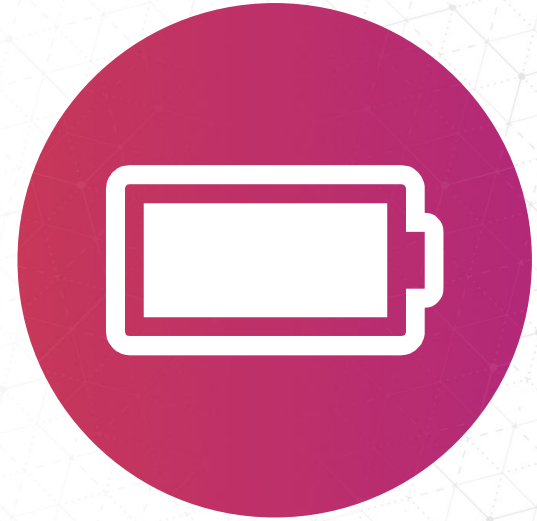Consider your target audience

Create multiple email versions

Thank testers for their time

Focus on Priority Topics

Focus on 2 - 4 specific features
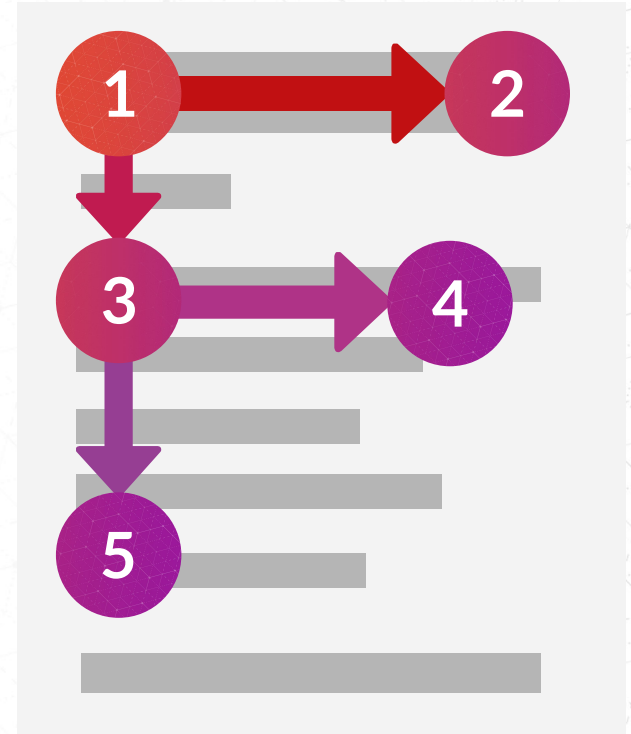or areas of the product per week

Limit surveys to 10 - 15 questions

Improve Readability

F-shaped pattern reading

Most important content on top
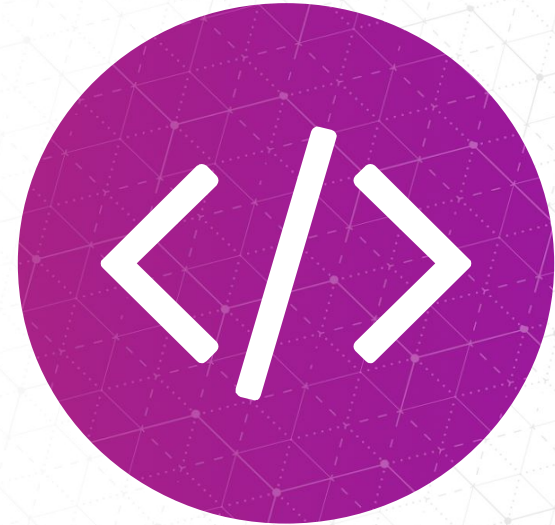
Bullet point lists for information

Ensure Email Deliverability

Avoid using ALL CAPITALS

Avoid excessive punctuation!!!

Avoid spam-filter trigger words
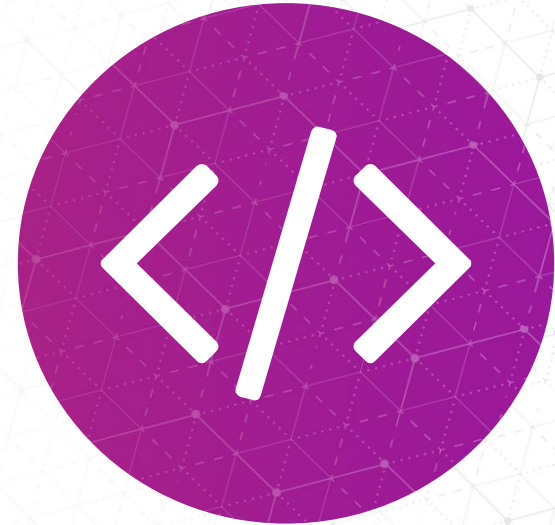
Avoid URL shorteners

Ensure Email Deliverability (cont.)

Authentication Domain
(SPF record)

Send from a reliable domain

Include 'Unsubscribe' option

Use images sparingly

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Recap

Follow a communication schedule

Tailor messaging to your audience

Focus on priority topics

Utilize formatting best practices

Recap

Increase tester engagement

Decrease mistakes

Save test manager time

Thank You!

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