

# Curing the Four Common Causes of Low Tester Engagement

# About Me

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# Agenda



- 1 Defining Tester Engagement
- 2 Why Measure Engagement
- 3 Diagnosing Engagement Problems
- 4 Remedies

1. **Defining Tester Engagement**
2. Why Measure Engagement
3. Diagnosing Engagement Problems
4. Remedies



## What is Tester Engagement?

The measurement of participation from testers during a project.

The output of engagement is data.

## Example 1

Tester logs into your project workspace

Tester Activity

Data Collected

# of logins  
Date of last login

## Example 2

Tester completes a survey

Tester Activity

Data Collected

Completes  
Answers on questions

## Example 3

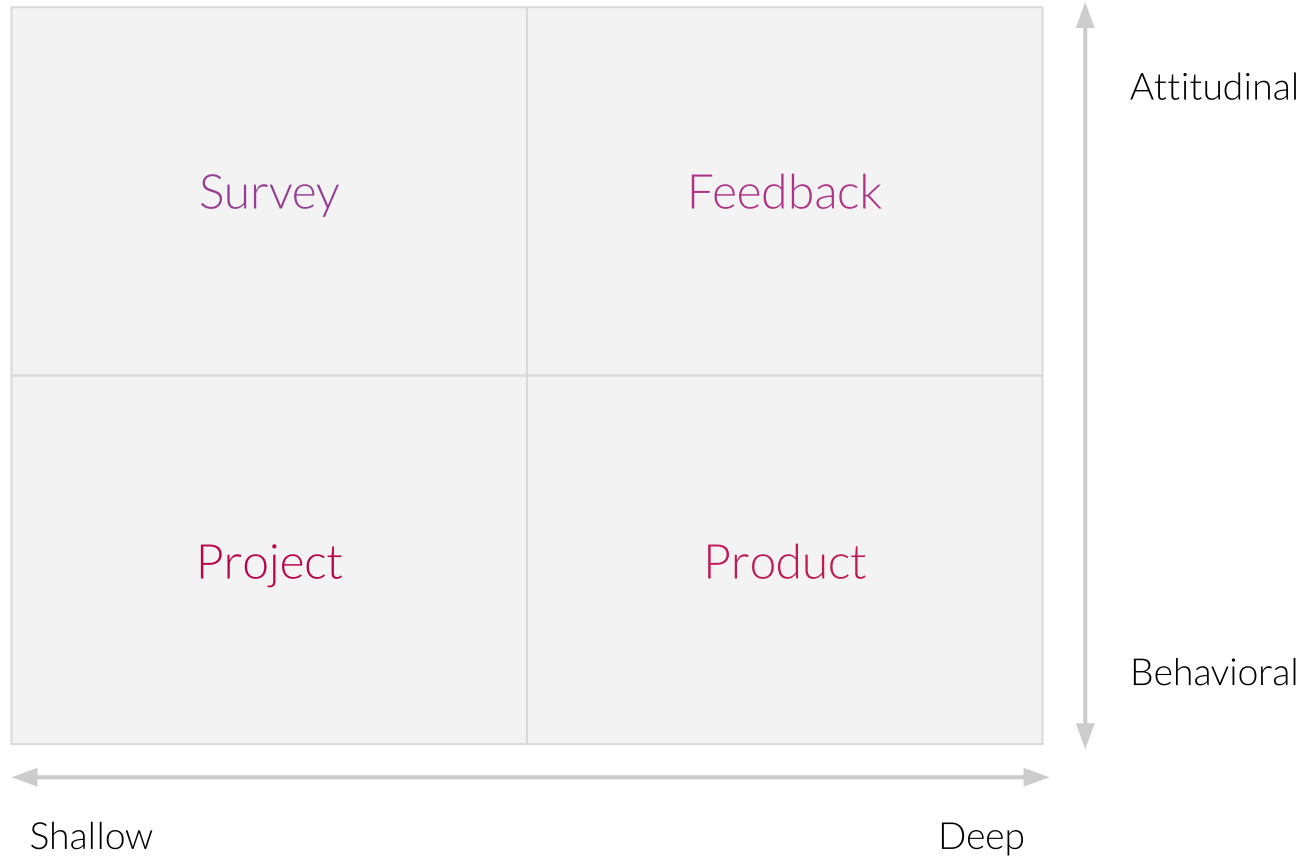
Tester submits feedback

Tester Activity

Data Collected

Answers on Form  
# of submissions

# Types of Engagement



1. Defining Tester Engagement
2. **Why Measure Engagement**
3. Diagnosing Engagement Problems
4. Remedies

# Why Measure Engagement?

Results



Opportunities





# Is Measuring Engagement Important?

Only 50% of testing programs have defined goals.

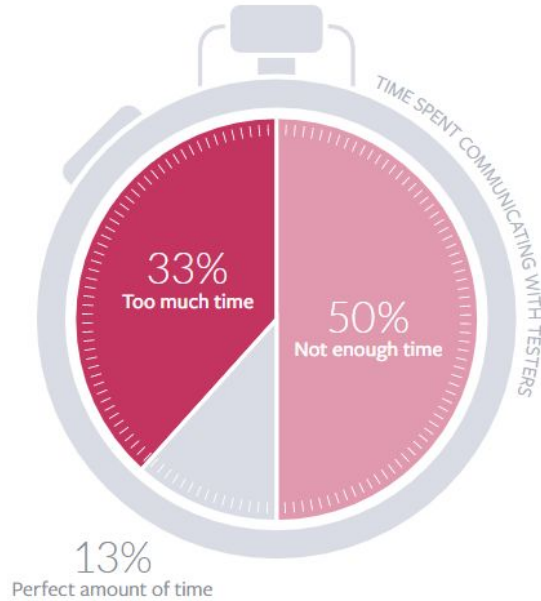
## Program Has Goals

#1 goal is measured by  
engagement

## Program Doesn't Have Goals

#1 attribute of a successful  
project is engagement

# Industry Metrics



Customer Validation  
Industry Report

Trends and Insights for 2020

**REPORT**

**Customer Validation Industry  
Report 2020**

The latest report shows how processes  
and tools are influencing the tactics,  
time investments, and overall success of  
today's CV programs.

# What's Stopping You?

Process / Knowledge

Tools / Resources

Time

# Basic Engagement Metrics Cheat Sheet

## Survey

Completion status  
Completion date

## Feedback

# of submissions  
# of votes  
# of replies  
Submission date

## Project

Activity status  
# of logins  
Date of last login

## Product

# of sessions  
Length of sessions  
Current SW/FW

1. Defining Tester Engagement
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3. **Diagnosing Engagement Problems**
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How do I get better tester engagement?



# Symptoms

Less feedback

Fewer survey responses

Low product usage

Minimal project activity



# Categorizing Causes

## Product

The state of the product during testing

## Testers

The types of people being recruited for testing

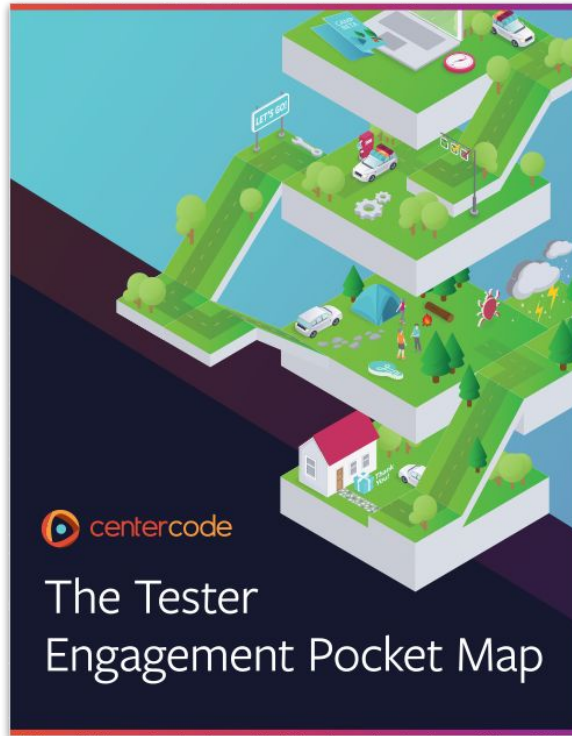
## Tools

The tools being used to manage tester engagement

## YOU

The communication going to testers

# New Resource!



## The Tester Engagement Pocket Map

Explore the causes of low test participation and improve the quality and quantity of your customer feedback with this pocket map for increasing tester engagement.



# Product

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Is your product ready for external testing?

## Warning Signs

- Testers report being unable to complete activities
- Testers aren't submitting ideas or praise
- Product usage is low overall
- You're seeing a large number of duplicates for critical issues

# Testers

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Are you testers part of the target market and motivated to test?

## Warning Signs

- Consistent communication doesn't increase the quality or amount of feedback
- Testers say that they wouldn't/don't use key product features
- Testers aren't completing all of the test activities
- Too much of your feedback is impractical or irrelevant

# Tools

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Your tools are how testers will engage and how you communicate with testers.

## Warning Signs

- There is a very low amount of incoming feedback
- Testers are not completing all of their weekly activities
- Feedback doesn't have logs, troubleshooting files, or steps to reproduce
- You're not getting enough of certain feedback types (usually ideas and praise)

# You

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You set the expectations and drive tester engagement

## Warning Signs

- Testers are confused, slow to respond, or completely unresponsive
- There's a sharp drop-off in feedback after the first or second week
- Feedback is vague (e.g., "It's broken.") or lacks specific details
- Testers send angry replies to activity reminder emails
- You're missing feedback about key product areas

1. Defining Tester Engagement
2. Why Measure Engagement
3. Diagnosing Engagement Problems
4. **Remedies**





# Preventing Product Challenges

Perform manual testing prior to distributing

Lead with smaller tests

Anticipate a delay



# Preventing Tester Challenges

Start to define your tester criteria early

Build a screener or qualification survey

Ask a open-ended question

Try to be selective when possible



# Preventing Tool Challenges

Limit excessive or irrelevant questions

Information needs to be accessible

Single location



# Preventing Communication Challenges

Clear and concise communication

Set expectations

Balance frequency





## Recap: Tips to Remedy

Product: Test Before Launch

Testers: Qualification Survey

Tools: Balance Simplicity with Detail

You: Communicate expectations

# Wrapping It Up

# Thank You!



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