

Getting Your Recruitment Right for Your Beta

About Me

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~10 years of UX experience

Focus areas:
desktop products Snagit & Camtasia

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Tech-who?



I work for TechSmith, makers of Snagit and Camtasia

Our products help you show what you know.

Create and share images and videos for better training, tutorials, lessons, and everyday visual communication.

Agenda

- 1 Our variety of test
- 2 Why recruitment matters
- 3 Listening to the right people
- 4 Getting it wrong
- 5 Getting it right

1. Our variety of test



- Alphas – early in feature development (*hot & busted*)
- Betas – closer to release
- Directional studies – early stage products
- Technical Preview – early access program **to add text**

2. Recruitment matters

- The testing population should match the goals of the test.
- You want to listen to the right people



3. Listening to the right people



- Use “Personas” or “Jobs to be Done” info
- Use marketing and sales info
- This helps with the Project Recruitment plan

4. If you get it wrong...

- Miss an opportunity to deliver great features
- Build features for the wrong audience



5. When you get it right ...

- Understand user satisfaction, per feature
- Understand product satisfaction, overall
- Build and enrich the right areas of the product



Thank You!



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