



CENTERCODE
DELTA '20

Centercode CEO Welcome & Preview

Delta 2020

the fish!

BABEL FISH

Today's Agenda

- 1 Opening Remarks < 5m
- 2 Centercode Overview < 5m
- 3 Customer Validation at a Glance < 5m
- 4 Centercode Release Preview ~40m
- 5 Centercode Roadmap < 5m





Welcome to Centercode Delta 2020



About Me

Luke Freiler

CEO + Co-founder
Centercode

Engineering & UX Background

Previously with Samsung & Ericsson

Hardware & Software • Consumer & Business

✉ luke@centercode.com

in [linkedin.com/in/freiler](https://www.linkedin.com/in/freiler)





Centercode + COVID

It's safe to say we dodged a bullet with this conference... (:

Adaptability is a core value at Centercode

We've been working from home for >3 weeks now

Before this we had zero remote employees

I'm blown away at how effective the team has been



Managing our New Reality

I'm enjoying the unique shared human experience

It's been amazing to watch technology be the hero in a crisis

I'm also excited that our customers were able to so easily transfer to home

We want to be a force multiplier for you - the most economic solution

#viralwins

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Centercode Today

Continuous customer-driven product improvement

Platform



End-to-end SaaS Customer Validation Platform

Services



Complete Customer Success and Managed Services

Testers



Global Network of Highly Profiled Test Candidates

Framework



Customer Validation Process and Certification

Industry Leading Clients



PARTNERING WITH INCREDIBLE HIGH-GROWTH TECHNOLOGY AND MODERN ENTERPRISES

Centercode Delivers



Project design and scoping



Qualified resources



Ideal testers



Persistent user engagement



Useful feedback



Actionable recommendations

- 1 Opening Remarks
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- 3 **Customer Validation at a Glance**
- 4 Centercode Release Preview
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Customer Validation Overview



Alpha

Product Quality

20+ Testers

2-4 Weeks

Technical Market



Beta

Customer Satisfaction

50+ Testers

3-6 Weeks

Target Market



Delta

Product Evolution

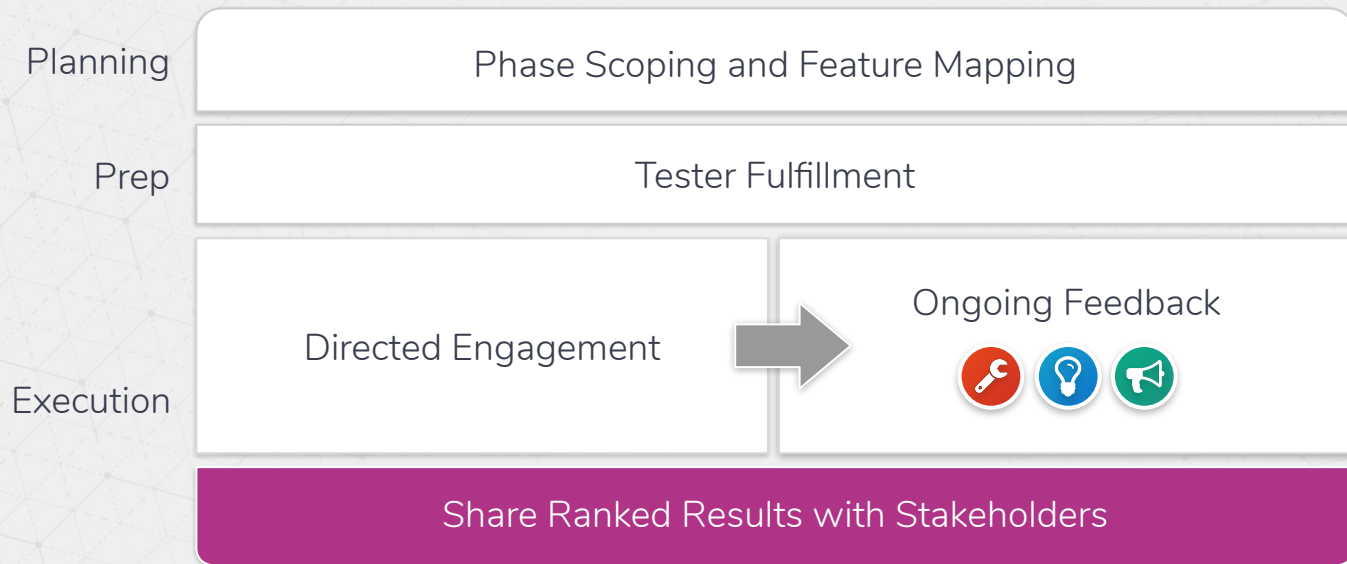
100+ Testers

Continuous to EOL

Existing Customers

LAUNCH

Customer Validation Process Overview



Repeated Each Test Week

Customer Validation Results



Fix

Issues

Engineering, QA,
& Support



Improve

Ideas

Product Management
& UX/CX



Promote

Praise

Marketing, Sales,
& Executives

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The Problem...

Reliable and consistent **tester engagement** (participation) is the leading reported challenge in customer testing ($n=330$; 2018)

Poor tester engagement greatly increases direct test expense, exposure risk, and test management effort

Tester engagement is traditionally difficult to measure and often relies on tester-facing surveys



But surveys create their own problems....

Effective survey writing requires deep domain expertise

Surveys take significant time to program and code

Surveys train participants to reserve their energy

Surveys capture redundant data

Surveys create inactionable data silos

Welcome

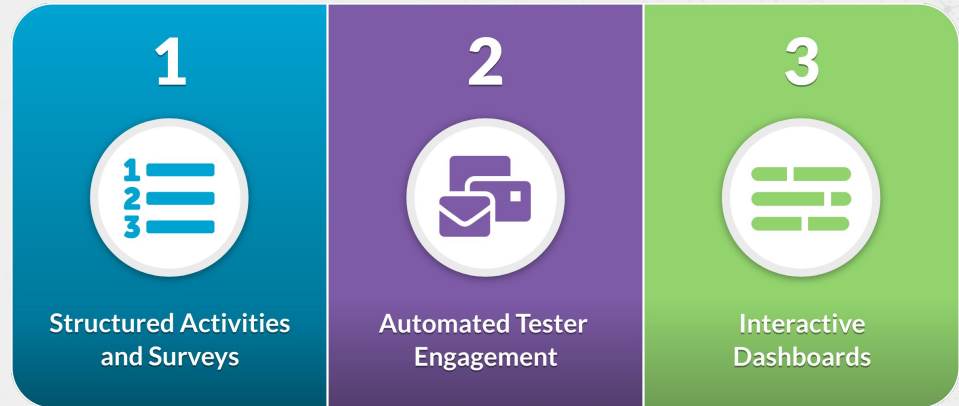


Your New

Tester
Engagement
Director

Ted is CVF codified
into Centercode

A collection of features offering a
best-practices "prescriptive" approach to
tester engagement management





Today's Preview



Creating a Structured Project



Engagement Automation (i.e. "How Ted Thinks")



Tester Experience



Live Dashboard Preview



Structured Testing





Engagement Automation





Ted the Centercode Bot

Ted is a **virtualization of Centercode services**

Ted leverages more than a decade of data analysis and best practices

Ted gets smarter as it learns more about your project and testers

Ted exists to do your heavy lifting - he works for you

Ted can be localized

Ted is the coolest thing we've ever built

Engagement Automation

Ted maximizes engagement by adjusting channel, cadence, and messaging per participant based on individual behaviors and project performance.

Onboarding

Project Welcome
(Explain Process, Set Expectations)



Send times are personalized

Welcome to Product
(System training)

Staggered testers (i.e. late start) receive a contextual variant of this messaging

Welcome to Phase
(Feature Set List)

Test

Is tester caught up?

Yes

Missing Feature Feedback?

High Value Features Underrepresented?

Encourage feedback

No

Activity Reminders
(Compliance)



Channel/Cadence adjust based on individual user behavior

Closure

Thank You
(Recap)

Ted Operates on Facts

These facts constantly guide and shape Ted's behavior throughout a test.

Program Facts



Company Name
Community Name

User Profile Facts



Name
Timezone
Location
Age

User Behavior Facts



Login Window
Frequency Preference
Channel Preference
Feedback Preference

User Performance Facts



Completed Activities
Submitted Feedback
Login Frequency
Complete History

World Facts



Date
Day
Topical

Project and Product Facts



Product Type
Project Audience
Product Market
Product Price
Effort Expectation

Phase Facts



Phase Type
Phase Name
Feature Name

Feature Facts



Value
Effort
Satisfaction
Required
Blocked

Feedback Facts



Amount
Impact
Popularity

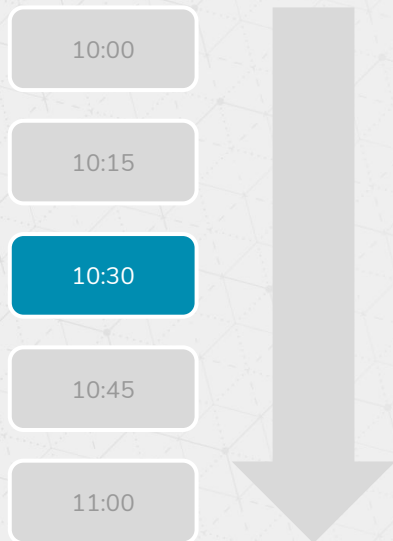
Message Sentiment Facts



Positive
Encourage
Beg
Guilt

Ted Works Around the Clock

Each **Period** Ted begins a new message batch.



Ted builds a custom **Pool** of users based on each individual matching an **Ideal Sending Window**, and currently being under messaging **Capacity**.

Ted considers each user in the pool, one by one, to **Compose** a message unique to that user.



John



Erin

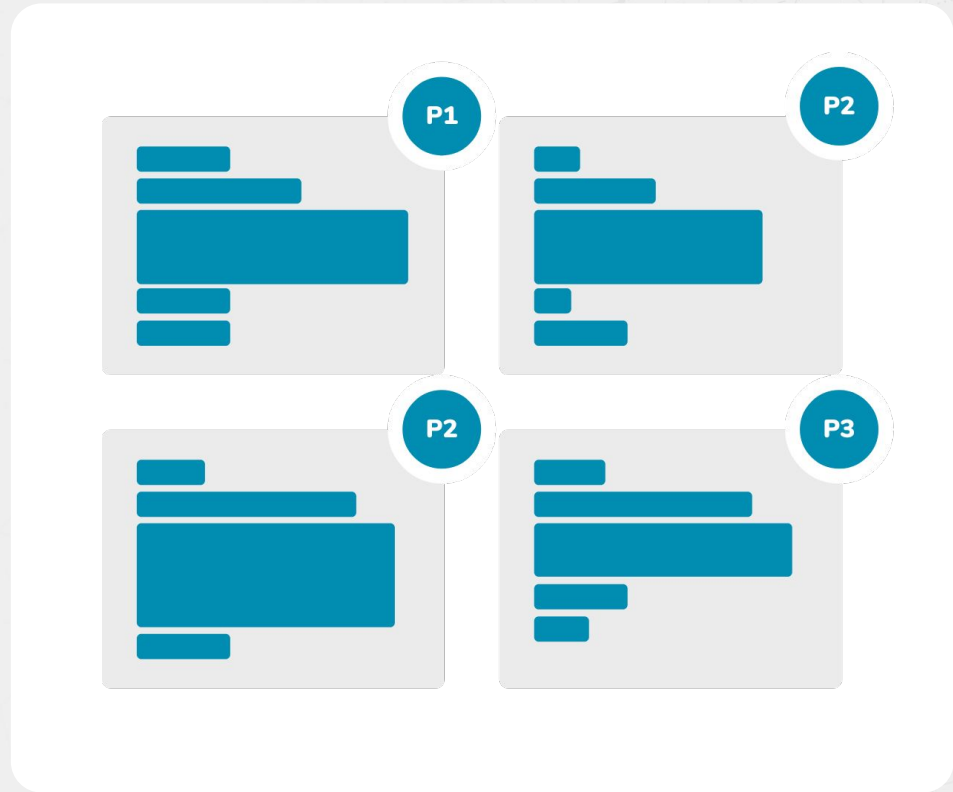


Tom

Ted's Message Template Library

Ted will query the Template Library to find the ideal message using a collection of **Rules** based on the **Facts** he is currently aware of.

Every message has a **Priority** assigned. The highest priority which matches the Rules is selected.



Message Composition

Messages are composed with each **Component** being **selected** and **augmented** based on the various **Facts** Ted is aware of.

PRIORITY

TAGS

Rule

Beginning of a Test Phase

1 send per Phase

.....

SALUTATION

INTRO

ENGAGEMENT

BODY N

OUTRO

CLOSING

POST-SCRIPT

Email Component Library

Intro Part Library

Rule	Part
(Tag IS Positive) AND (Day IS Monday)	Happy Monday!
Date={Birthday}	Happy Birthday!

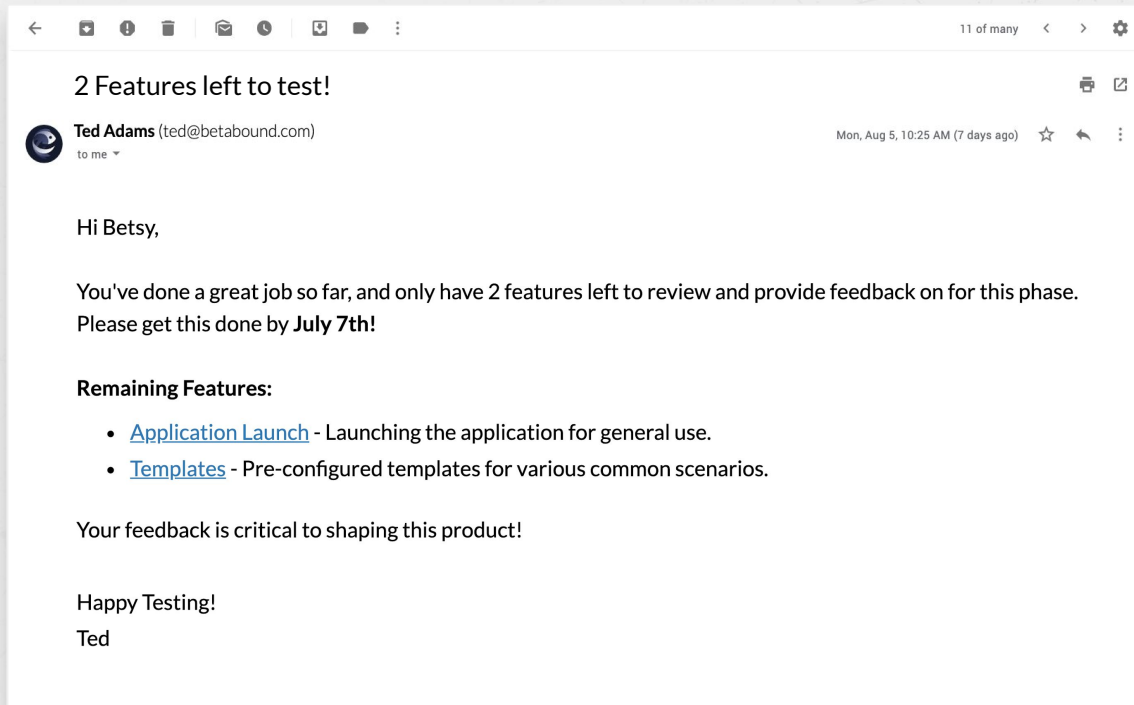
Post-Script Library

Rule	Part
Project Type IS Public	P.s. Please tell your friends!
Project Type IS Private	P.s. Please keep this test confidential!

Fully Personalized Messaging

Ted's personalization increases based on individual behavior, history, and performance.

Ted's messaging drives users to an auto-generated, **Structured Surveys** that cover each individual feature/activity.





Tester Experience





Project Dashboards





Ted Dashboards

An interactive project infographic designed to drive stakeholder meetings

An extensive overview of each individual feature

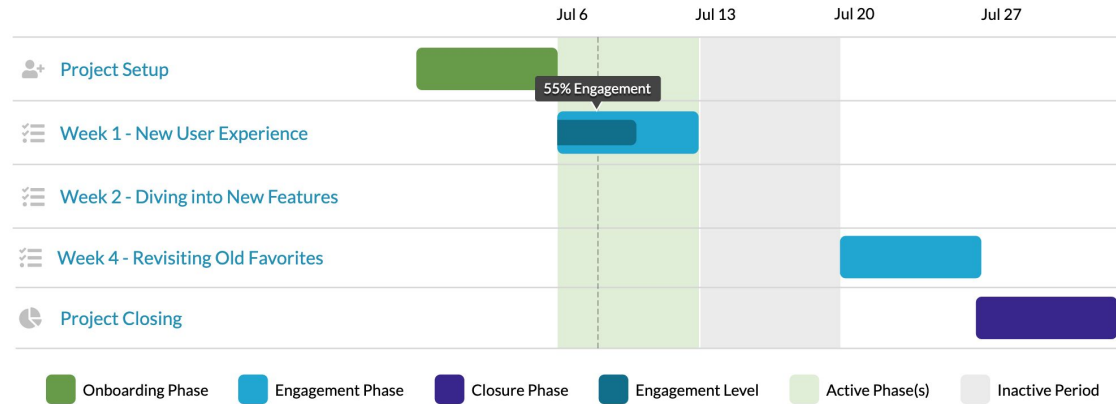
Highly curated - deceptively simple

Distributed weekly as a snapshot summary email

Mountains of polish remains...

Project Schedule

Project Schedule

[Add New Phase](#)

Product Satisfaction Overview

Project Overview

Start

Phase 8

End

Phase 8

[Current](#) [Complete](#)

Feature-Set Satisfaction Rating

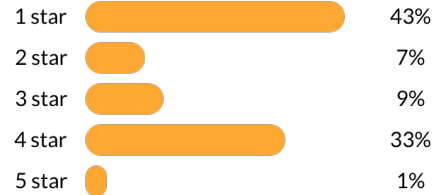


Estimated Review Score ?

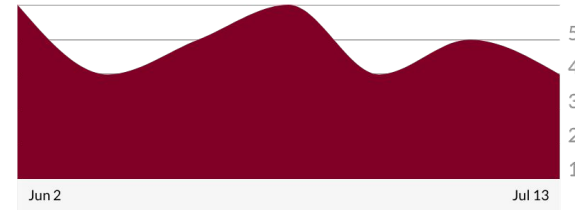
DELTA



Rating Distribution 201 Ratings



Rating Evolution



Tester Feedback by Feature

Impact Score by Feature

[Show All Features](#)

Feature



Default Order

Satisfaction

Week 1 - New User Experience

Installation



Account Creation



Account Retrieval



Application Launch



Templates



35 Praise Feedback - 390 Impact Score

Top Tester Feedback

Top Feedback



All Features



[Show All Feedback](#)

Rank

Title



1



ISS-0086 TEMPLATES

Team Template Crashes On Load

5 (1)

5 (3)

223

*2



IDE-0041 TEMPLATES

Add Templates for Contributors

5

14

165

3



ISS-0033 ACCOUNT CREATION

Unable to Add Location in Account

6

6

112

4



IDE-0075 INSTALLATION

Add Configure Settings Later

4

5

89

5



PRA-0024 APPLICATION LAUNCH

Love the Product Tour On Launch

4

8

73

[Next 5](#)

Tester Engagement

Activity Engagement

[Show All Features](#)

Feature



Week 1 - New User Experience



Top Testers

Ted's Top Testers



All Teams



[Show All Testers](#)

Participant



1



Bryan Rustrum

12 (4)

6

3

3

28

12

194

2



Betsy Freiler

10

7 (3)

0

0

12

29

185

3



Easy Zamora

5

6

2

2

3

8

152

4



Austin Meyer

2

4

6

6

17

5

121

5



Old Nelly

0

12

8

8

22

12

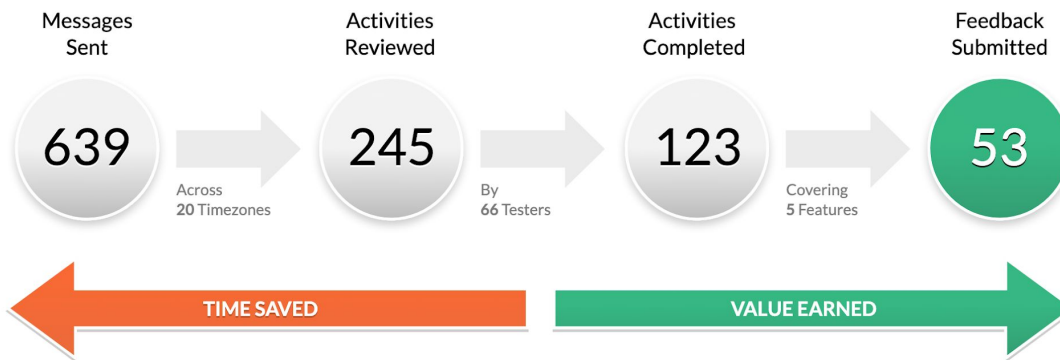
89

[Next 5](#)

Ted Workload and Performance

Ted's Workload and Performance

Week 2 - General Usage



Tester Incentive Calculator

Recommended Tester Incentives

All Testers

90

Compliant
Testers

8

Total Test
Weeks

\$20

Weekly
Incentive*

\$14,400

Total Incentive
Budget

\$160

Incentive Per
Tester

\$1,800

Weekly
Extension Cost

* This recommendation is based on a consumer product with medium effort, valued between \$50 and \$200.

Feedback Impact Calculator

Impact Analysis



All Features



20%

0%

100%



200

Total
Feedback

40

Top
Feedback

1,144
1,430

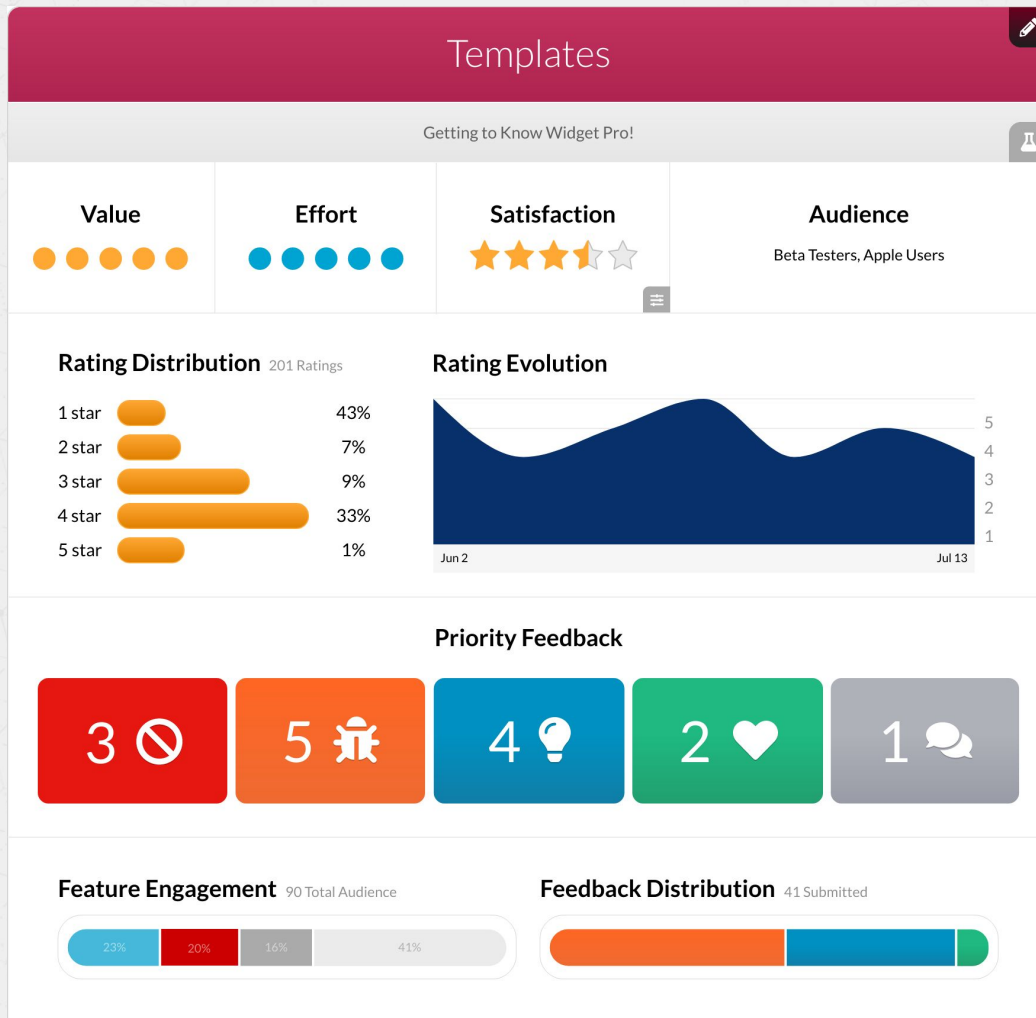
Combined
Impact Score

80%

% of Impact
Score










REVIEW TOP FEEDBACK

Feature Dashboard












Feature Dashboard (cont)

Blocking Issues

Rank	Title				
1	 	ISS-0084 Team Template Crashes on Load	5 (1)	5 (3)	223
2	 	ISS-0056 Templates Crashing on Save	5	14	165
*3	 	ISS-0033 Unable to Add Location in Account	6	6	112

Top Issues [Show All Feedback](#)

Rank	Title				
1	 	ISS-0084 Team Template Crashes On Load	 5	9	223
2	 	ISS-0041 Add Templates for Contributors	 5	14	165

1. Leave the area designated in the Geofenced map
2. Open the app
3. Select "Arm device"
4. Enter the arming code

Tell us what happened:

I get a message that says "Arming unsuccessful." and then the app crashes. This happens consistently if I'm outside of the Geofenced area, but Arming works when on-site.





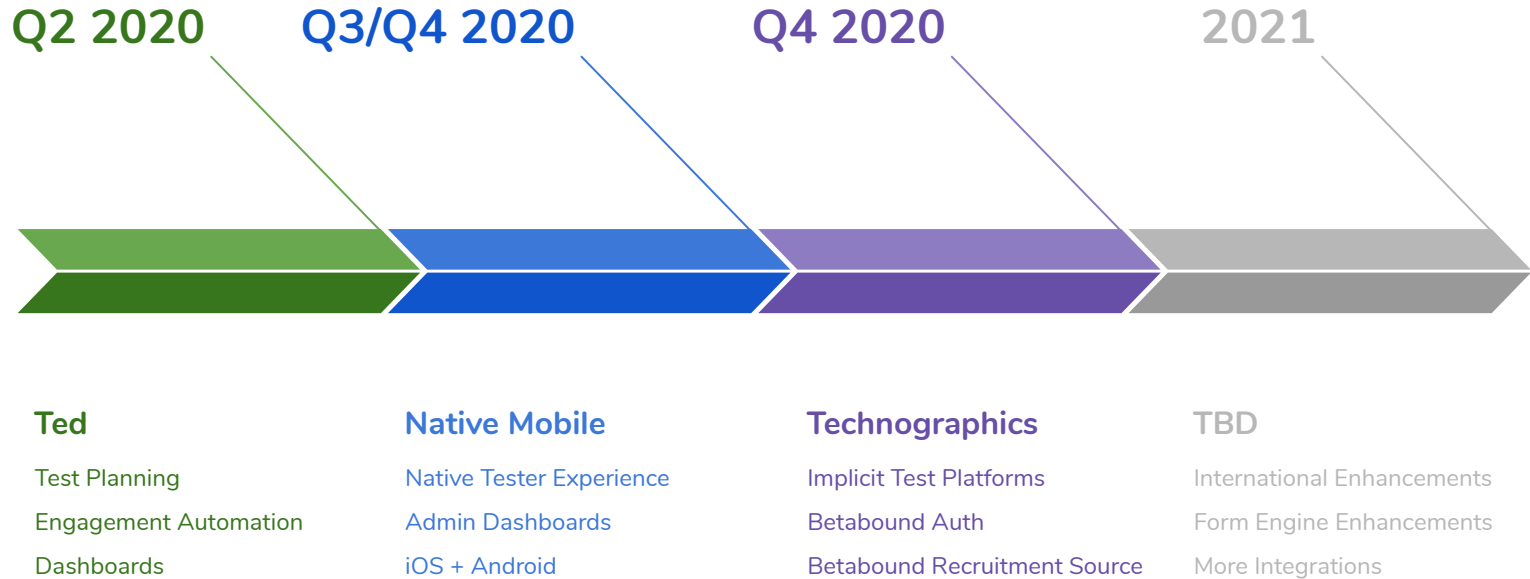
Dashboard Preview



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Centercode Platform Roadmap





THANK YOU

For your time, your business, and your interest