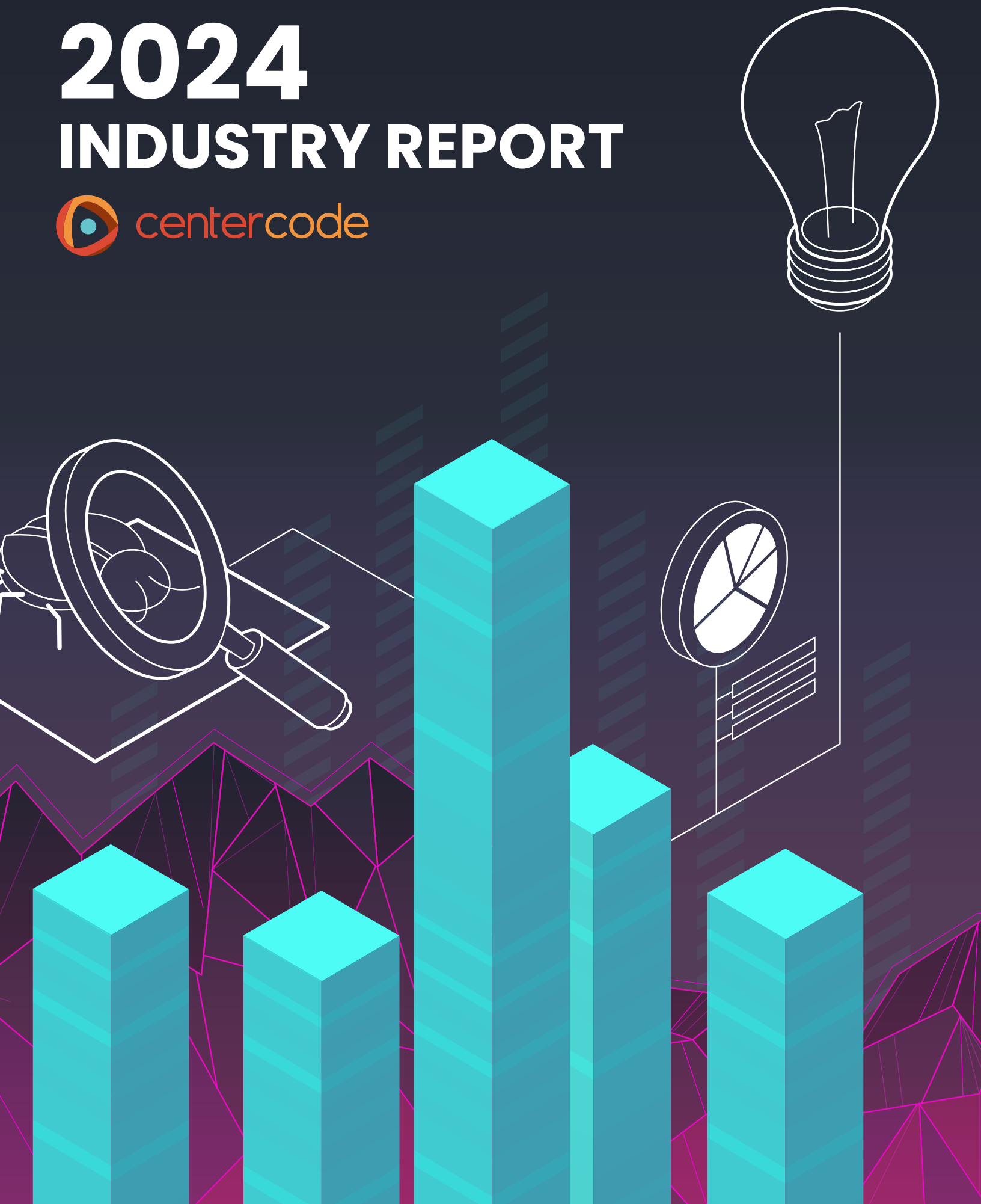
2024
INDUSTRY REPORT

centercode



Introduction

Since 2016, Centercode has produced an annual report from a survey of industry professionals involved in various types of beta testing. This year is the biggest and baddest report we've ever done, in a good way. As usual, it includes survey responses from Centercode customers and professionals using various other tools to manage beta. But this year's report is extraordinary.

We've included data from hundreds of test runs over the past 3 years, a decade of beta recruitments from betabound.com, forum posts from producthunt.com related to beta, and even an analysis of over 10,000 pieces of tester-submitted feedback across nearly 50 beta projects. All of these data points make the 2024 report the most jam-packed report we've ever made.

Why include this extra data? Beta testing has been around for a long time. However, there is little data shared on it. This means people may not have answers to questions like "How long should my beta test be?" or "How many beta testers do I need?". Companies have historically struggled with comparing their beta tests to tests at other organizations. This report aims to provide insights and data to help companies set their own benchmarks and understand their beta test programs on a deeper level.



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Executive Overview: Key Insights

Programs & Process

- **98%** of companies conduct customer beta testing in some form
- More than **80%** of companies **leverage employee beta testing** (dogfooding) within their organization
- **4 in 5 companies** conduct smaller beta tests for iterative **post-launch software updates**
- Beta programs are viewed as **"informative" (55%), "interesting" (29%), and "crucial" (26%)**
- **"Finding and recruiting testers" is the #1 challenge** for test managers
- **1 in 3** struggle with organizing data and test results

The Average Beta Test

- The average beta test lasts between **3 and 8 weeks with 26 to 75 testers**
- **The average product rating** at the conclusion of a beta test is between **4.11 and 4.56 stars**
- **63.4%** of all feedback on a beta test is submitted during the **first two weeks**
- Testers submit **4.84 pieces of feedback per test**
- When a test has **more than 60 testers,** the **feedback** submitted per tester **begins to decline**

Tester Perception

- Companies that **beta test** are perceived by customers as **more committed to improving** their products (97%), more **customer-focused** (94% agree), and more **open to feedback** (91%)

- **Poor communication and limited instructions** are the most frustrating challenges for testers

Methodology Overview

The comprehensive methodology underpinning our 2024 industry report encompasses a blend of targeted surveys, detailed data analysis, and forum scrutiny, all designed to provide a 360° view of the user testing industry.

We began with the industry survey aimed at a diverse and informed group of professionals in product development. We balanced the quantitative and qualitative elements by complementing it with an in-depth analysis of project and feedback data from our 2022 managed services beta projects. The project data analysis focused on identifying key patterns and establishing benchmarks for beta testing. The feedback data analysis aimed to unravel the dynamics of feedback distribution over the course of these projects. Both analyses were completed with the intent to inform future strategies and optimize resource allocation.

In parallel, we engaged the Betabound tester community through a nuanced survey about their perspective on beta tests. We also analyzed the beta test advertisements that had been posted to the Betabound community by a wide-range of companies. These exercises offered insights into tester perceptions and the evolving landscape of beta testing.

The 3rd dimension complementing these structured studies was our qualitative examination of ProductHunt.com forum discussions. These posts provided a pulse on the prevailing concerns and interests within the beta testing professional community.

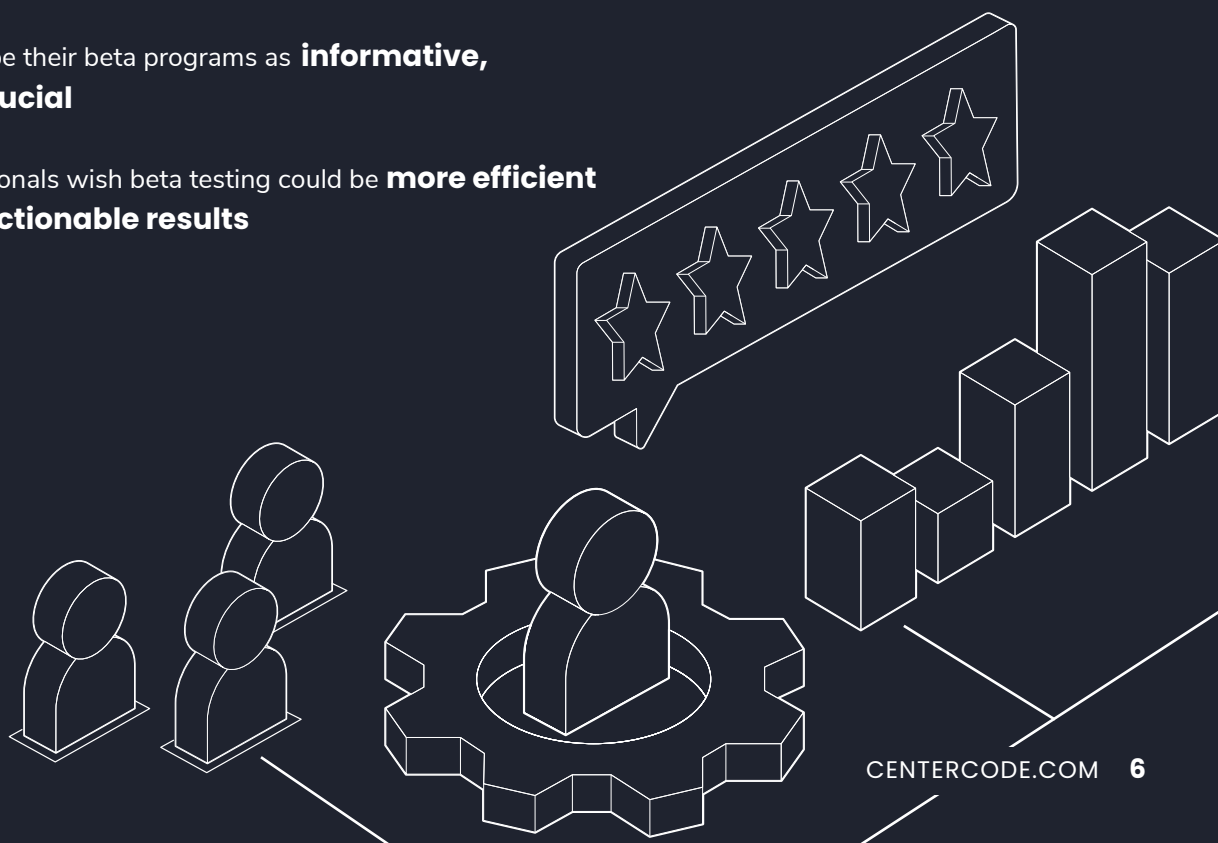
Across all methodologies, we maintained a steadfast commitment to ethical standards, ensuring confidentiality and informed consent, while recognizing the inherent limitations of our data sources and analysis scope. This multifaceted methodology, grounded in a combination of data-driven analysis and community engagement, has been instrumental in shaping a holistic view of the current state and future directions of the user testing industry.

SECTION 1: TESTING INSIGHTS FROM MORE THAN 100 SURVEYED COMPANIES

Guided by insights from a tapestry of over 100 industry professionals, this section dives into the world of managing beta tests. We'll unravel the current trends and challenges in beta testing to offer a clear snapshot of how companies today navigate this crucial phase of product development. It's an under-the-hood look at what's working, what's challenging, and the evolving strategies shaping beta testing in the tech industry.

KEY INDUSTRY TRENDS

- **98%** of companies conduct customer beta testing in some form
- **4 in 5** companies conduct smaller beta tests for iterative post-launch software updates in some form
- The majority of companies doing post-launch iterative testing work with groups of **50 or fewer testers**
- Large companies are over **2x** as likely as small companies to be satisfied with the testing resources available
- **#1 challenge** in beta testing in 2023 is **finding and recruiting testers**
- **85%** of companies conduct employee beta testing (dogfooding) in some form
- Respondents describe their beta programs as **informative, interesting, & crucial**
- Beta testing professionals wish beta testing could be **more efficient** and produce more **actionable results**

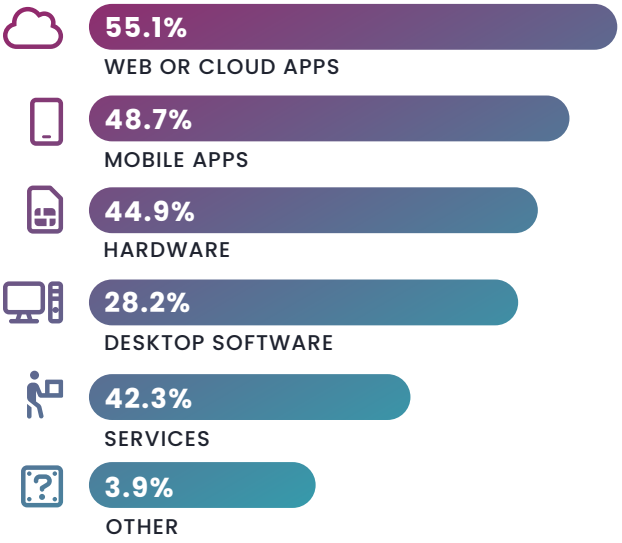


Methodology

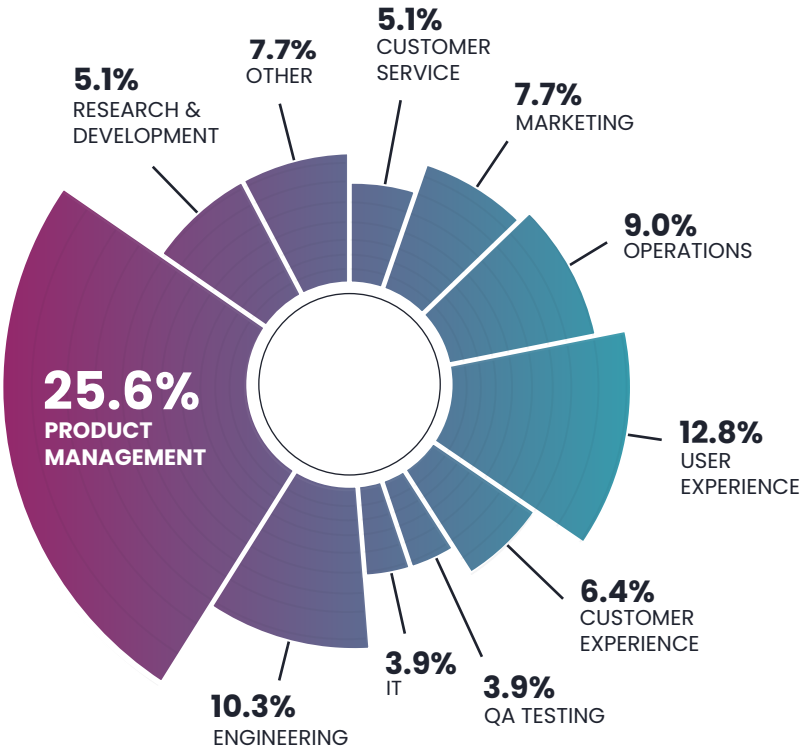
The methodology for our Industry Survey focused on capturing insights about beta testing in product development from a diverse group of professionals. We designed the survey to extract both quantitative and qualitative data from participants selected from our extensive marketing database, which features over 11,600 individuals in related roles.

Of the 121 respondents who started the survey, 78 with relevant experience completed it, providing a wide range of perspectives. We analyzed these responses to identify key trends in beta testing practices. However, it's important to acknowledge the limitations of this approach, including the potential for self-reported biases and the representativeness of our sample.

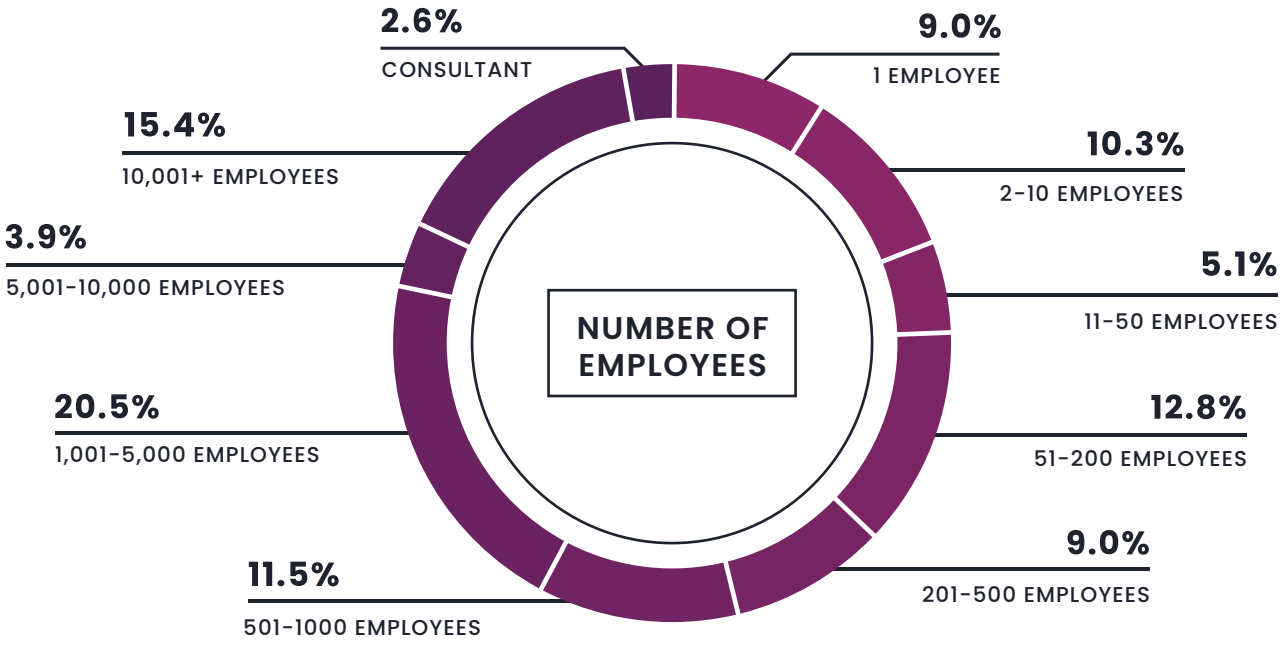
PRODUCT TYPES



DEPARTMENTS



NUMBER OF EMPLOYEES



INSIGHT #1

Customer beta testing remains nearly universal, but finding good testers is still an unsolved problem.

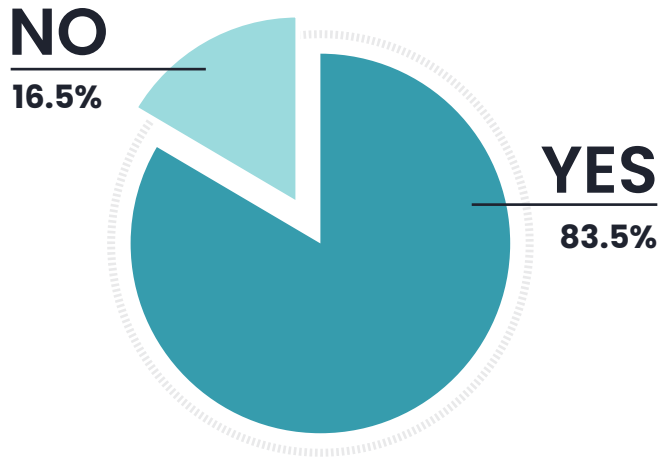
In 2023, customer beta testing is nearly ubiquitous with almost all of those surveyed (98%) indicating their organization conducts some kind of customer beta testing. With the increasing complexity of modern products, pre-release customer beta testing is no longer a luxury.

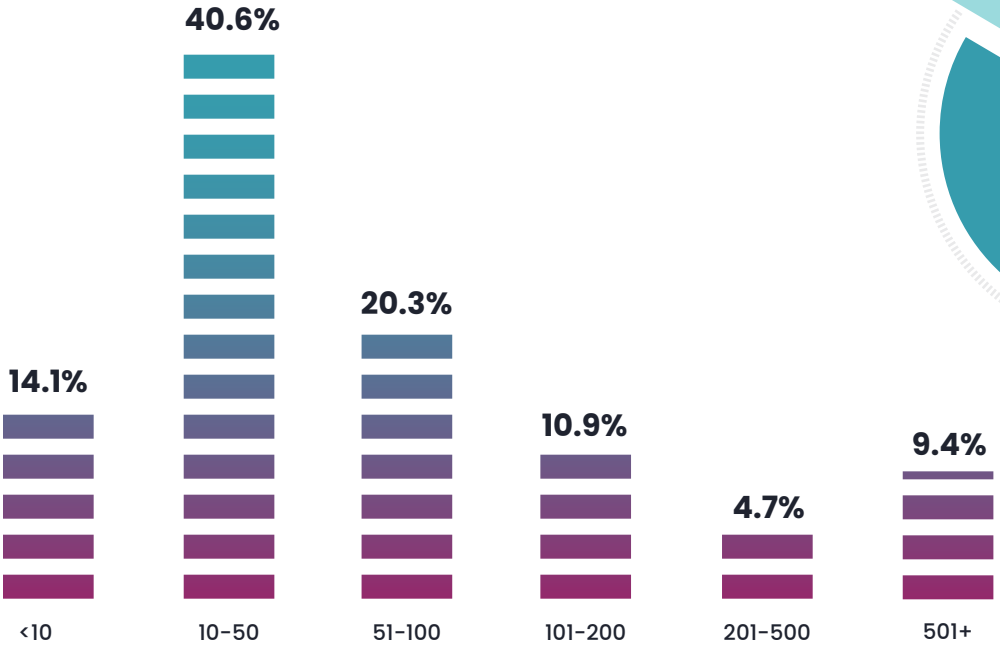
The Cycle Repeats

To stay relevant and maintain compatibility with other products, teams are developing frequent software updates long after a product has launched. Four in five companies are running smaller, iterative beta tests for regular software updates after launch. These post-release tests rely on smaller groups of customer beta testers to validate that the update improves the product experience and doesn't have a hidden problem.

A majority of companies work closely with groups of 50 or fewer testers for this iterative testing. While it's generally good to have a small, reliable group of testers focused on regular iterative updates, the group's size may be a result of the most challenging part of beta.

BETA TESTS FOR SOFTWARE UPDATES





AVERAGE NUMBER OF USERS TESTING UPDATES

Finding Testers - An Unsolved Problem

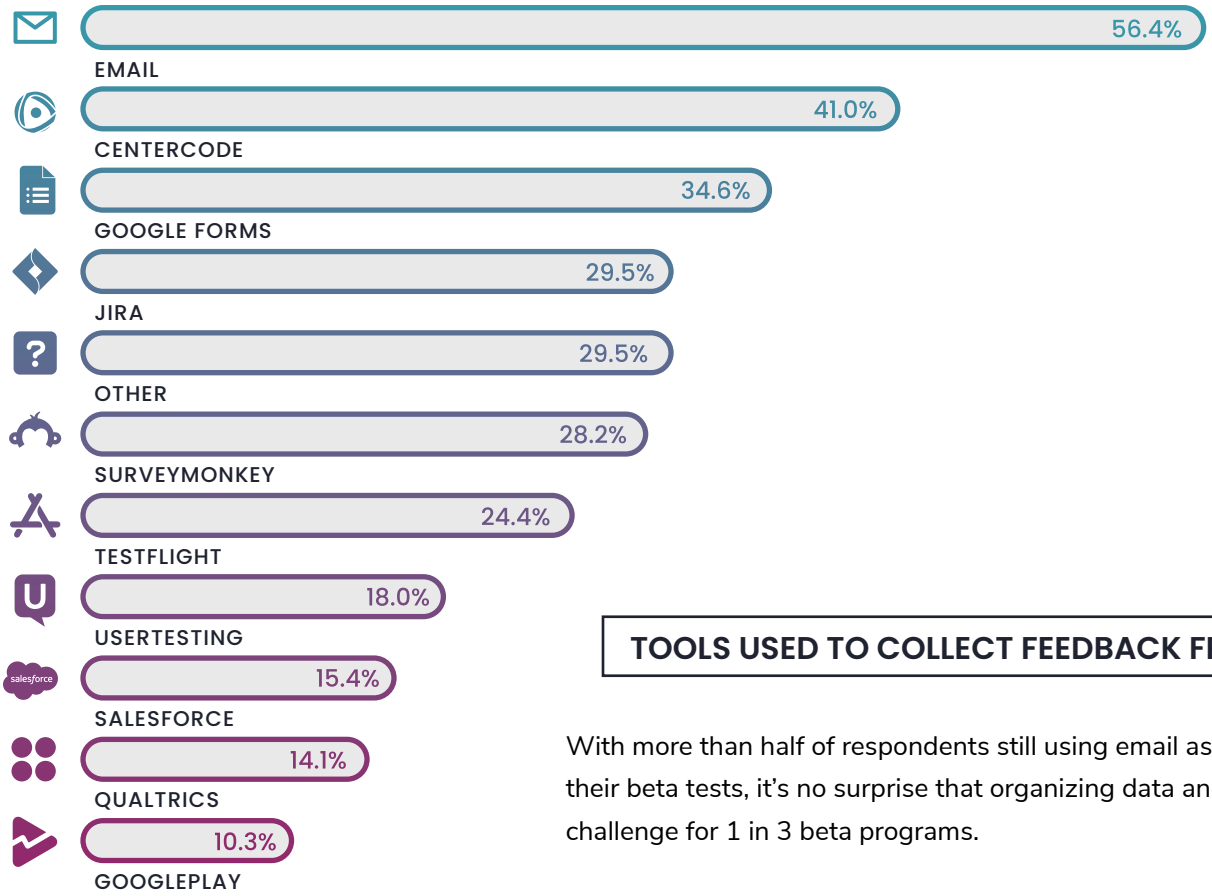
The most challenging issue test managers report facing is finding and recruiting testers (55%). Unfortunately, without testers, there's no feedback, no data, and no test.

BETA TESTING CHALLENGES RANKED



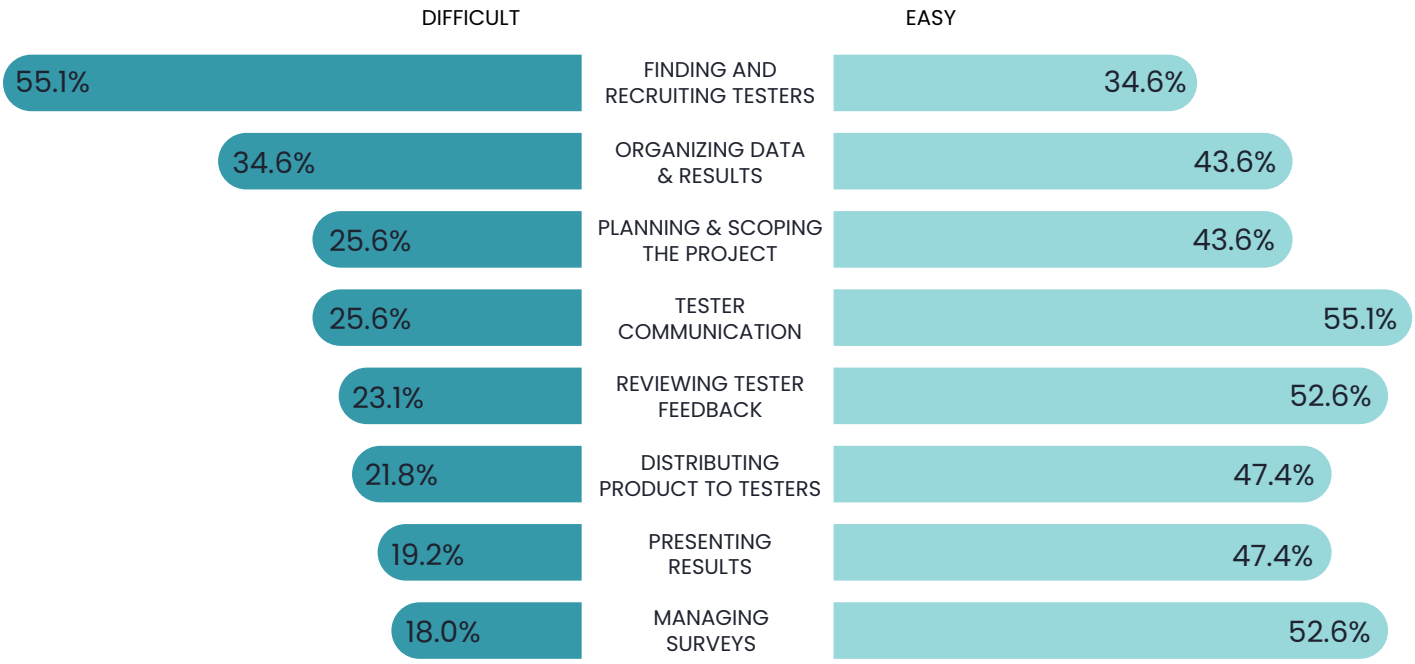
55.1% Finding and recruiting testers	**34.6%** Organizing data and test results	**25.6%** Planning or scoping the project	**25.6%** Relationship with testers	**23.1%** Reviewing Feedback	**21.8%** Distributing products to testers	**19.2%** Presenting results	**18.0%** Managing Surveys

TOOLS USED TO COLLECT FEEDBACK FROM TESTERS



With more than half of respondents still using email as part of managing their beta tests, it's no surprise that organizing data and test results is a challenge for 1 in 3 beta programs.

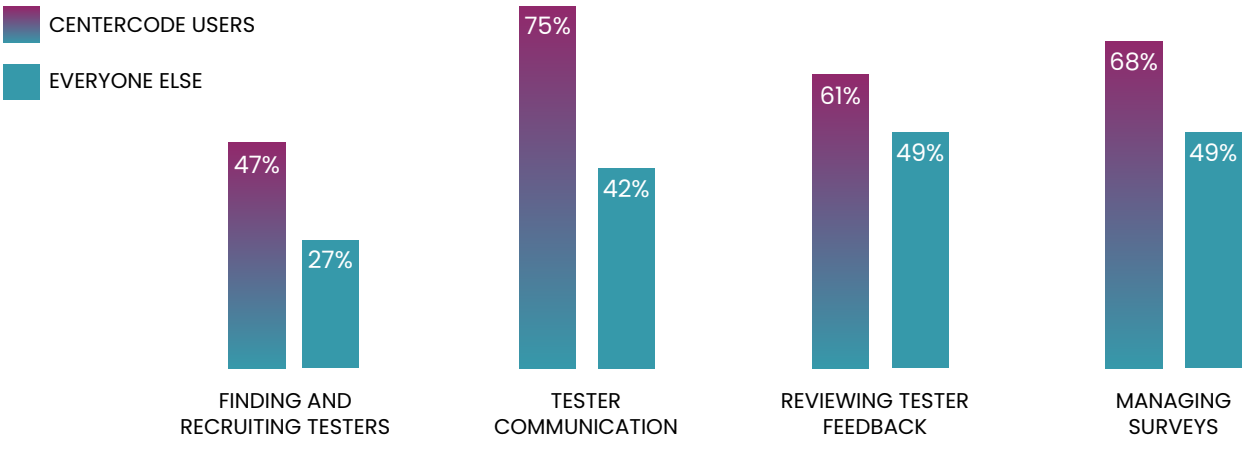
BETA ACTIVITIES: EASE VS DIFFICULTY



While the industry struggles with tester recruitment and organizing results, Centercode users are finding many beta testing tasks easier than their counterparts who aren't using Centercode. When it comes to the most challenging aspect of beta testing, finding and recruiting testers, 47% of Centercode users find it "easy" compared to only 27% of non-Centercode users. Tester communication saw the biggest gap with 75% of Centercode users finding the activity easy compared to only 42% of non-Centercode users.

Based on this data, it's clear that specialized tools for beta testing, like those offered by Centercode, don't just add a layer of convenience—they fundamentally transform the experience. This transformation is evident in the stark contrast between the ease with which Centercode users navigate the traditionally challenging areas of beta testing, such as tester recruitment and communication, and the struggles faced by those without these tools.

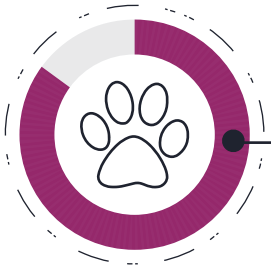
EASE OF BETA ACTIVITIES



INSIGHT #2

Most companies are doing some form of employee testing (dogfooding)—and it's proved to be an effective strategy.

Employee beta testing, frequently called "dogfooding" or "customer-zero" has held its ground as a key product development and go-to-market strategy. Today, 85% indicated that they're doing some form of employee beta testing at their organization (compared with 86% in the 2022 report).



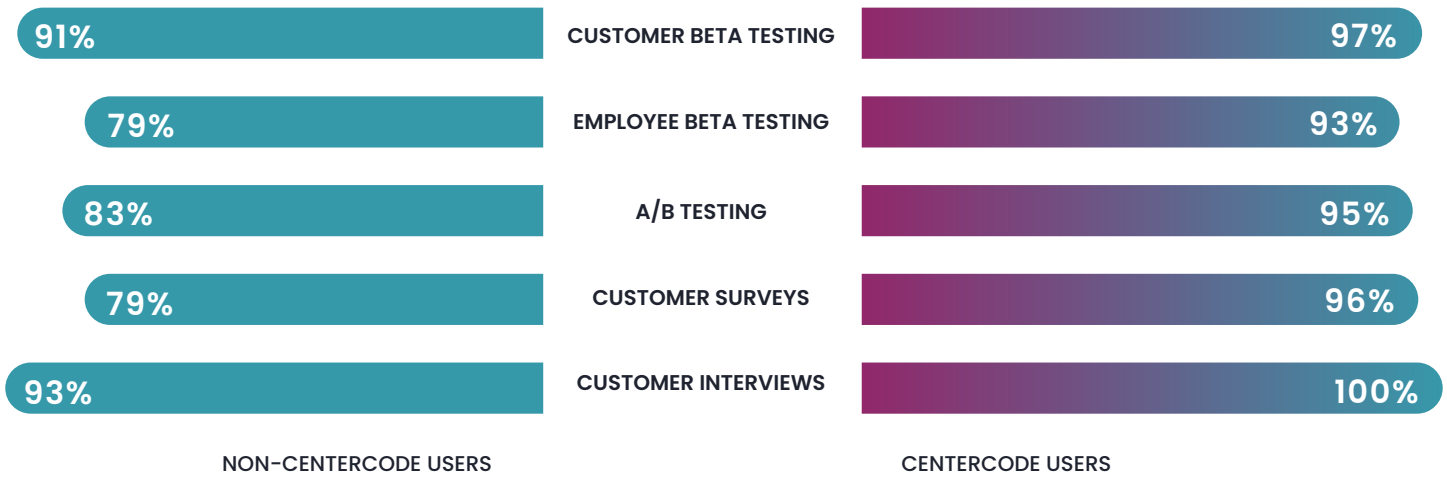
85%

Of companies conduct employee beta testing (dogfooding)

While employee beta testing may not be as universal as customer beta testing, those that incorporate dogfooding into their strategy see it as more effective today than in the past. 85% find employee beta testing to be moderately to extremely effective compared to 72% in 2022's report. Further still, Centercode users find employee beta testing to be more effective (93%) than non-Centercode users (79%).

EFFECTIVENESS OF TESTING ACTIVITIES

(SUM OF MODERATELY, VERY, AND EXTREMELY EFFECTIVE)



Connecting the Dots: Employees as Customer Zero

The benefits of involving employees in pre-market product testing extend far beyond ironing out kinks before launch. In a world with more remote workers, bringing employees into product optimization can also create a culture of collaboration, increasing employee engagement and streamlining employee training along the way.

INSIGHT #3

Customer beta testing is an increasingly informative and engaging process, but still struggles with actionability.

In recent years, the beta testing landscape has been perceived as increasingly informative and engaging. From 2022 to 2023, data shows a nearly 20% increase in respondents who consider their beta testing programs 'informative' and a notable uptick in those finding it 'interesting'.

These changes are largely driven by unpredictable economic conditions, compelling companies to streamline their product development. With a focus on launching fewer, yet higher-quality products, each release is subject to intensified scrutiny and heightened expectations. Consequently, beta testing is more important than ever.

The perception of beta testing as 'crucial' and 'influential' has seen a notable increase, moving from 23% to 26% and from 13% to 23%, respectively. This shift reflects a deeper, more strategic collaboration with customers in enhancing product quality to ensure impactful and successful product launches in challenging times.

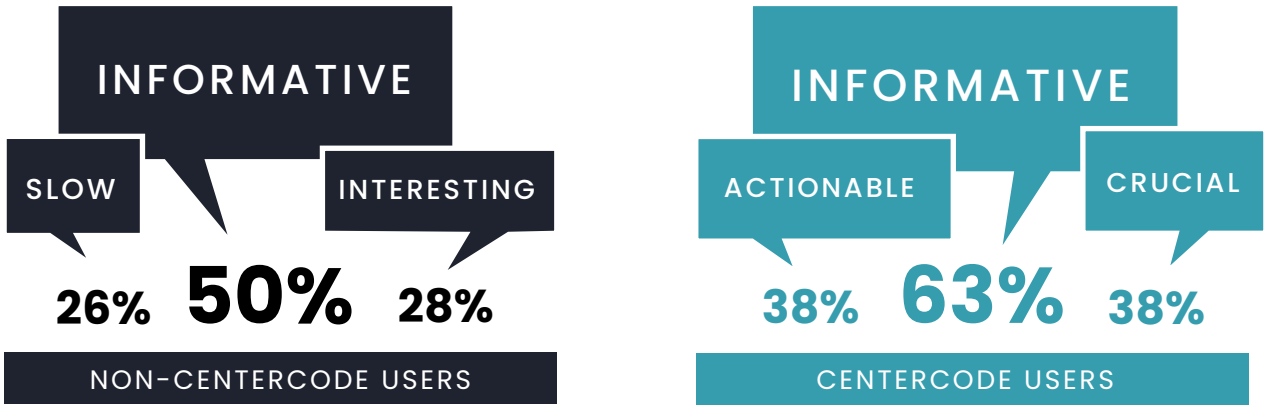
Despite these encouraging trends, the data reveals a decline in the actionability of beta testing, dropping from 36% to 22%. This data indicates a gap between expectations and reality: while companies increasingly rely on customer beta testing to refine product quality, translating the wealth of feedback into practical, effective actions remains a complex hurdle.

BETA PERCEPTION	2022	2023
Informative	37%	55%
Interesting	18%	29%
Crucial	23%	26%
Influential	13%	23%
Actionable	36%	22%
Required	30%	19%
Slow	16%	18%
Cumbersome	10%	17%
Lacking	10%	17%
Basic	24%	15%
Average	19%	14%
New	13%	4%

Looking at company size, larger organizations (with more than 1,001 employees) emphasize the 'crucial' and 'actionable' aspects of beta testing. This could be due to their broader scope and higher stakes involved, making actionable insights more valuable. In contrast, smaller companies seem to perceive their efforts as 'interesting' or 'influential'.

While both non-Centercode and Centercode users agree that beta testing is informative, Centercode users are more likely to find it 'actionable' and 'crucial'. This suggests that the tools and methods used in beta testing can significantly impact perceptions of its effectiveness.

BETA TESTING PERCEPTIONS



Enhancing Actionability and Efficiency in Beta Testing

In our 2023 survey, we asked respondents for their one wish for improving their beta testing program. Our analysis revealed a strong desire for more efficient and action-oriented processes:

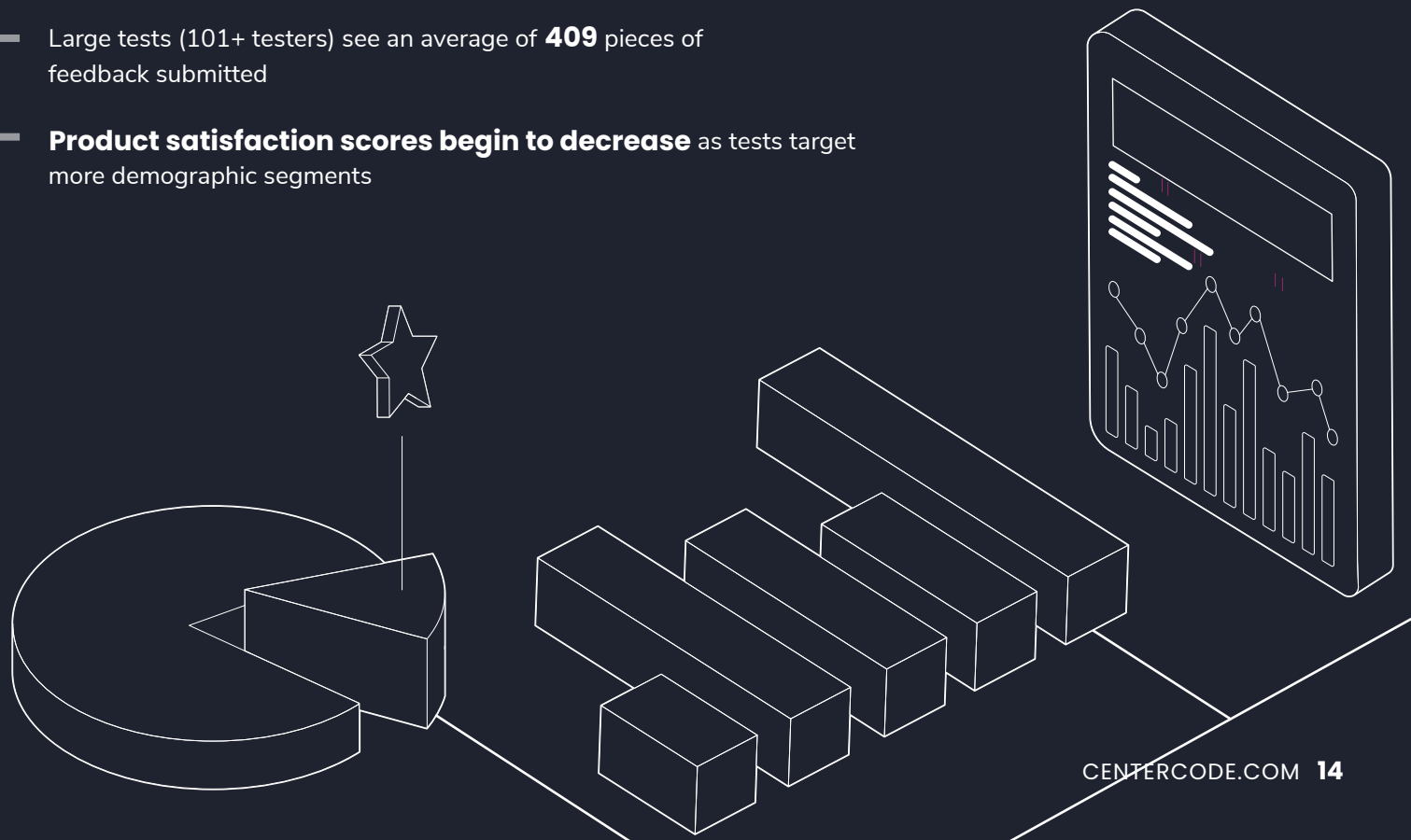
- 22% underscored 'efficiency' as a key area for improvement, suggesting that there's significant value placed on streamlining beta testing workflows.
- 'Feedback actionability' was highlighted by 19% of respondents, indicating a pressing need for feedback to be not just collected, but easily translated into tangible improvements.
- 'Data management' and 'recruitment' were each mentioned by 13% of respondents, reflecting the challenges in managing the influx of data and the importance of simplifying the process of finding and enlisting the right testers.
- While the wish for 'automation' was explicitly mentioned by a handful of respondents, it's likely a common thread that runs through many of the responses, as it underpins the ability to achieve efficiency at scale.

SECTION 2:
ANALYZING OVER 100 TESTS & 6,500+ TESTERS

Now, we delve into the anatomy of successful beta tests. Like Sherlock Holmes, we're on the case. Every piece of data—from test durations to Net Promoter Scores—offers clues to crafting the ideal beta test. We've sifted through numbers and trends to unearth benchmarks and best practices that define the typical and not-so-typical beta tests.

KEY INSIGHTS

- The average beta test lasts between **3 and 8 weeks**
- There are **26-75 testers** in the average beta test
- The average net-promoter score during beta ranges from **19.25 to 60.75**
- At the conclusion of a beta test, testers are rating products between **4.11 and 4.56 stars**
- Small tests (1-50 testers) see an average of **171** pieces of feedback submitted
- Medium tests (51-100 testers) see an average of **325** pieces of feedback submitted
- Large tests (101+ testers) see an average of **409** pieces of feedback submitted
- **Product satisfaction scores begin to decrease** as tests target more demographic segments



Methodology

Our analysis of Centercode's 2022 managed services beta projects was designed to unravel the characteristics of average and above-average beta tests, with the ultimate goal of optimizing resource utilization in future projects. We collated data from all our beta projects conducted in the year to ensure a comprehensive and representative dataset.

This analysis involved scrutinizing a wide range of metrics, including participant numbers, feedback volume, test duration, and Net Promoter Scores, to gain a thorough understanding of the beta testing process. The goals were threefold: to establish benchmarks for an average beta test, to highlight exceptional cases deviating from these norms, and to use these insights to guide future beta test strategies. However, it's important to recognize the limitations of this approach, including its reliance on a single year's data and a focus on quantitative metrics, which may overlook more nuanced, qualitative aspects of participant experiences.

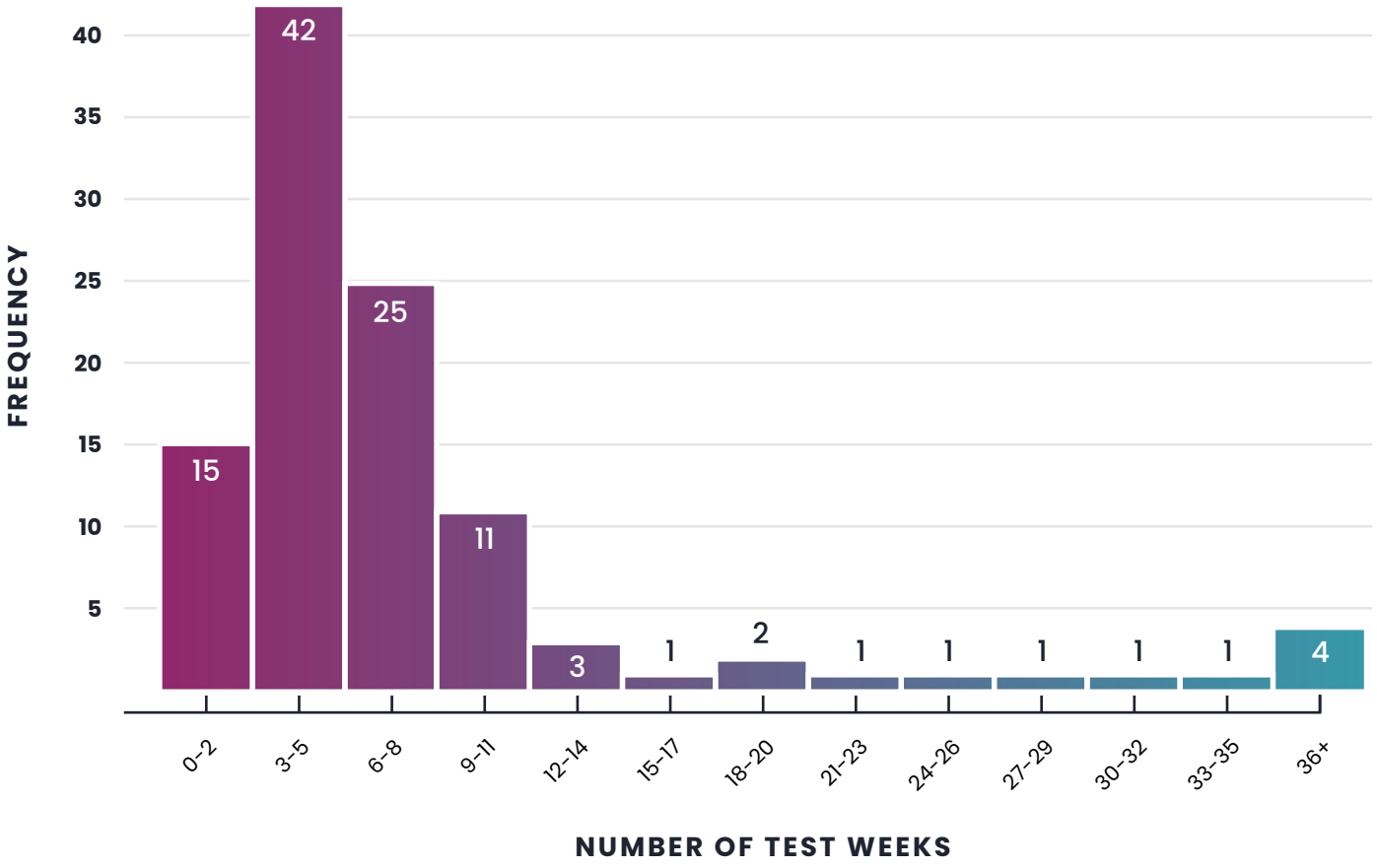
INSIGHT #1 Beta tests are getting longer, but have fewer testers.

Longer beta tests are becoming the norm, suggesting deeper analysis, but the shrinking size of tester groups points to a need for efficiency and selectivity in feedback collection.

Test Length

The average beta test lasts for 3 to 8 weeks with a median of 5 weeks, which is a significant increase from the median of 3 weeks observed in 2020 and 2018. This trend may be indicative of increasingly complex products that demand more comprehensive testing, underscoring a commitment to launch the highest quality products.

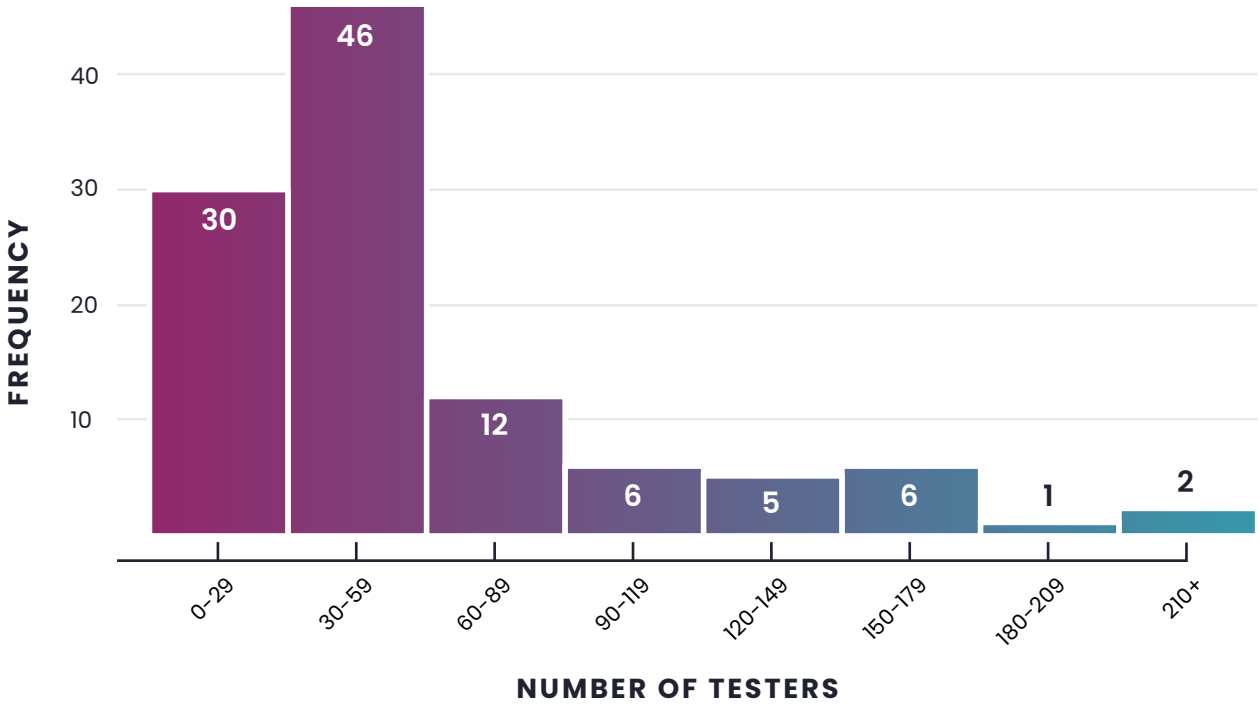
HISTOGRAM OF TEST WEEKS



Tester Group Size

With a range of 26 to 75 testers (and a median of 46 testers), there's also a notable narrowing of the average tester group size. This group size has been trending downward from a median of 50 in 2020 and 70 in 2018. This tightening circle of testers signals a strategic shift: a move towards more efficient and selective processes and more focused test management. The smaller, more curated groups allow for a precise, quality-centric approach to beta that emphasizes depth and richness of feedback over sheer volume.

HISTOGRAM OF TOTAL TESTERS



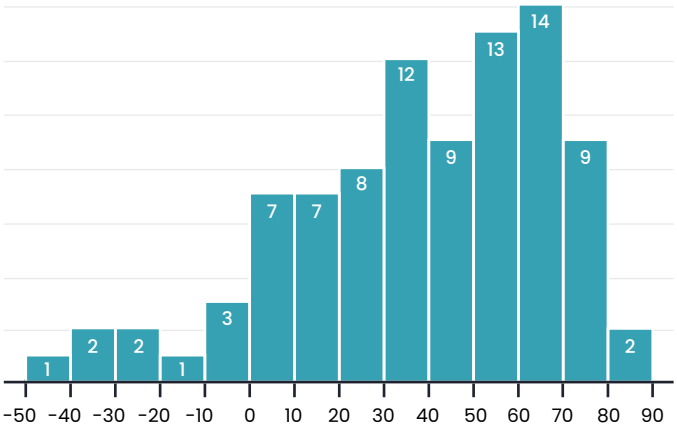
Connecting the Dots: Finding Testers

Given that the number one challenge for test managers is finding and recruiting testers (see Section 1), this progressive reduction in tester group size can likely be (at least partially) attributed to the struggles of finding ideal testers.

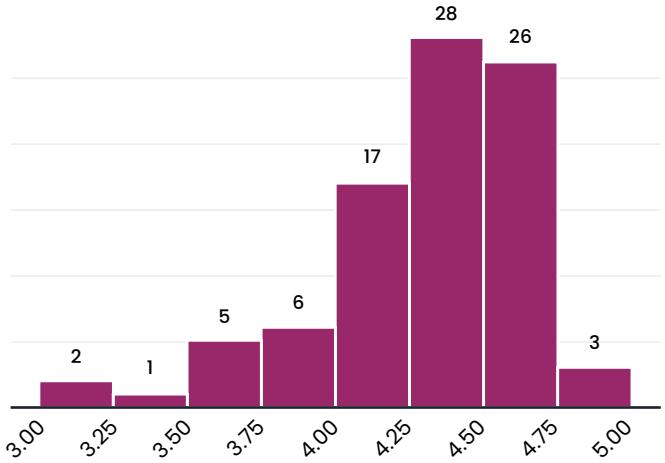
Quality Focus Paying Off

The pivot towards higher test and product quality that we discussed in Section 1 is showing promising signs. The NPS scores for products in-test range from 19.25 to 60.75 with an average of 38 (increasing from 22 in 2020), suggesting that the extra attention to detail does not go unnoticed by users.

Typical star ratings at the conclusion of beta land between 4.11 and 4.56 stars with an average of 4.30 stars, up from 4.08 in 2020. This enhancement in ratings could well be the result of more rigorous testing that ensures products not only meet but exceed user expectations. It's an encouraging nod to the industry's efforts to refine their beta testing in times of economic uncertainty, fine-tuning the balance between depth of feedback and manageability of tester count.



NPS SCORE RANGES



STAR RATING

INSIGHT #2 Maintaining high product satisfaction scores becomes more challenging as tests target more diverse demographics.

Who'd have thought that trying to please a diverse range of people can be a bit tricky? Our extensive research across more than one hundred tests shows an interesting pattern. When projects target a wider array of demographic segments, keeping everyone highly satisfied becomes more challenging. It's like cooking a meal for a big, diverse dinner party – a balancing act, right? This could be due to the complexity of meeting varied expectations or the intricacies of appealing to broader audience needs.

STAR RATING PER NUMBER OF DEMOGRAPHIC SEGMENTS



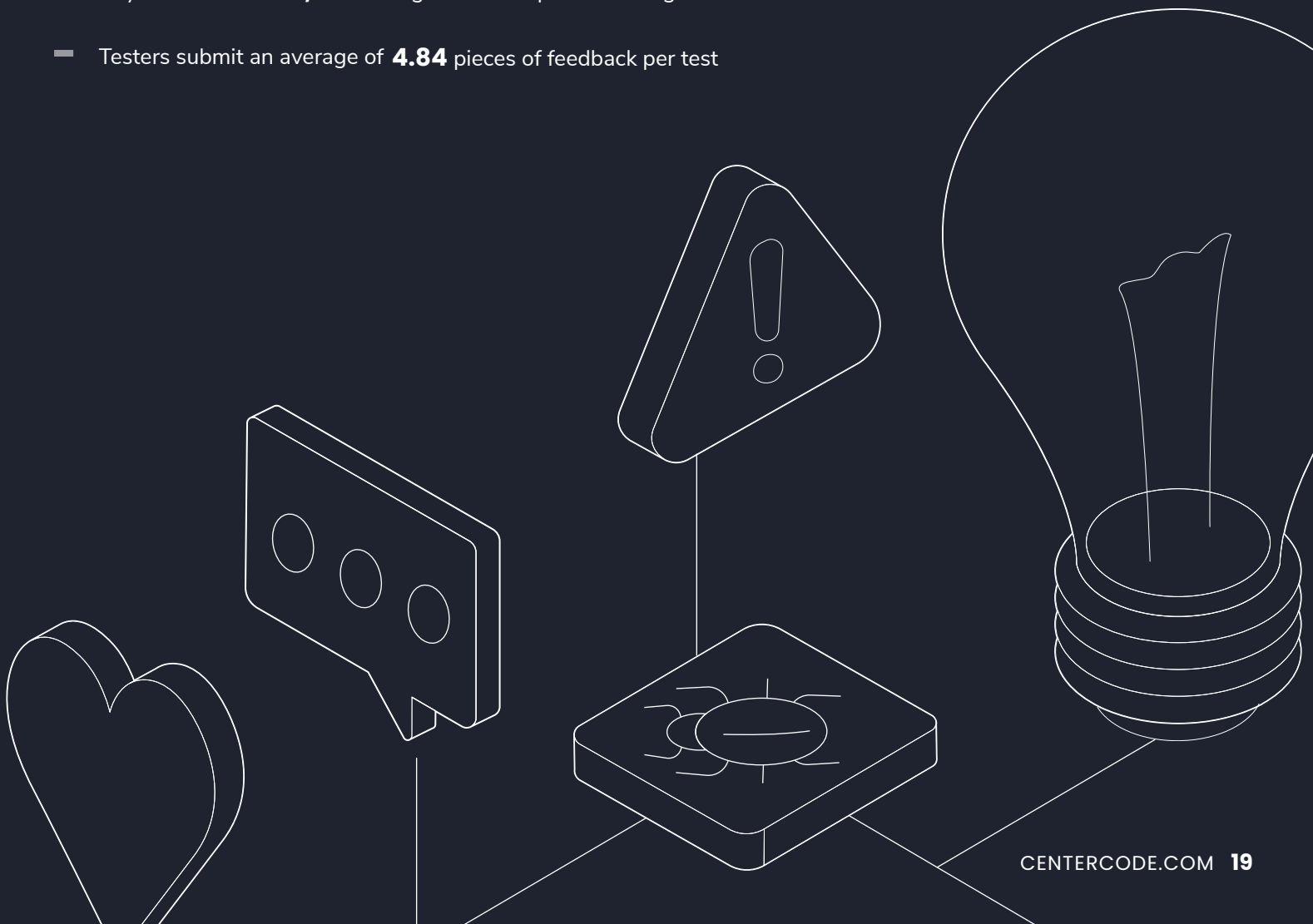
0 SEGMENTS | 2-4 SEGMENTS | 5-7 SEGMENTS | 8+ SEGMENTS

SECTION 3: DIVING INTO 10K+ FEEDBACK ACROSS 50 BETA TESTS

Step into the world of beta test feedback, where timing is as crucial as content. In this section, we dissect feedback from recent managed services beta projects. This isn't just about counting feedback entries; it's about understanding their rhythm and flow to pinpoint the moments of peak tester engagement. Armed with this data we can capture the most potent feedback, right when it's ripe for the picking.

KEY INSIGHTS

- On average, **63.4%** of all feedback from a test is submitted within **the first two weeks**
- **92.1% of a test's feedback** is typically submitted by week 6, beyond which feedback accumulates at a considerably slower rate
- Beyond **60 testers,** the average feedback per tester begins to decline
- Testers submit an average of **4.84** pieces of feedback per test



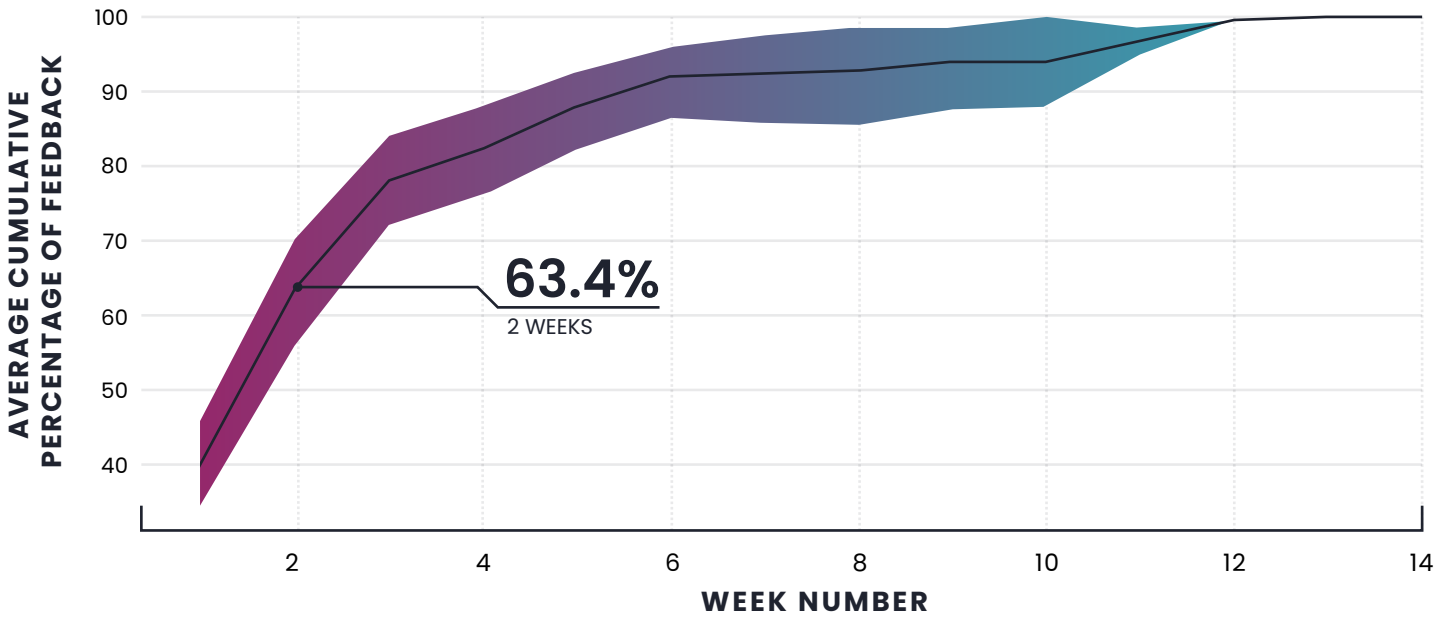
Methodology

The careful examination of feedback gathered during our 2022 managed services beta projects aimed to understand how feedback — categorized as issues, ideas, or praise — was timed across the duration of each project. This approach was crucial in determining whether feedback is typically concentrated at the beginning or end of a project, thereby informing the optimal duration of future beta tests for efficient resource allocation and effective feedback capture. However, this analysis of a single year's data may not fully capture evolving trends or variations across project types, and its emphasis on timing could potentially overlook the depth of the feedback content.

INSIGHT #1 Testers are most engaged during the first two weeks of a test.

Ever wonder what it's like to be sprayed by a firehose (of feedback)? Analysis reveals that tester engagement is highest at the onset of beta testing, with a notable majority of feedback received in the initial stages. Specifically, 63.4% of feedback is typically submitted within the first two weeks. Further still, 78.1% of feedback is usually submitted by the end of week 3.

AVERAGE CUMULATIVE PERCENTAGE OF FEEDBACK



This early influx, covering all feedback types, underscores the importance of the initial stages of a beta test for both steering development and reinforcing tester participation. For project teams, this means prioritizing responsiveness and adaptability when feedback is most abundant to leverage these early insights.

Connecting the Dots: Setting Team Expectations

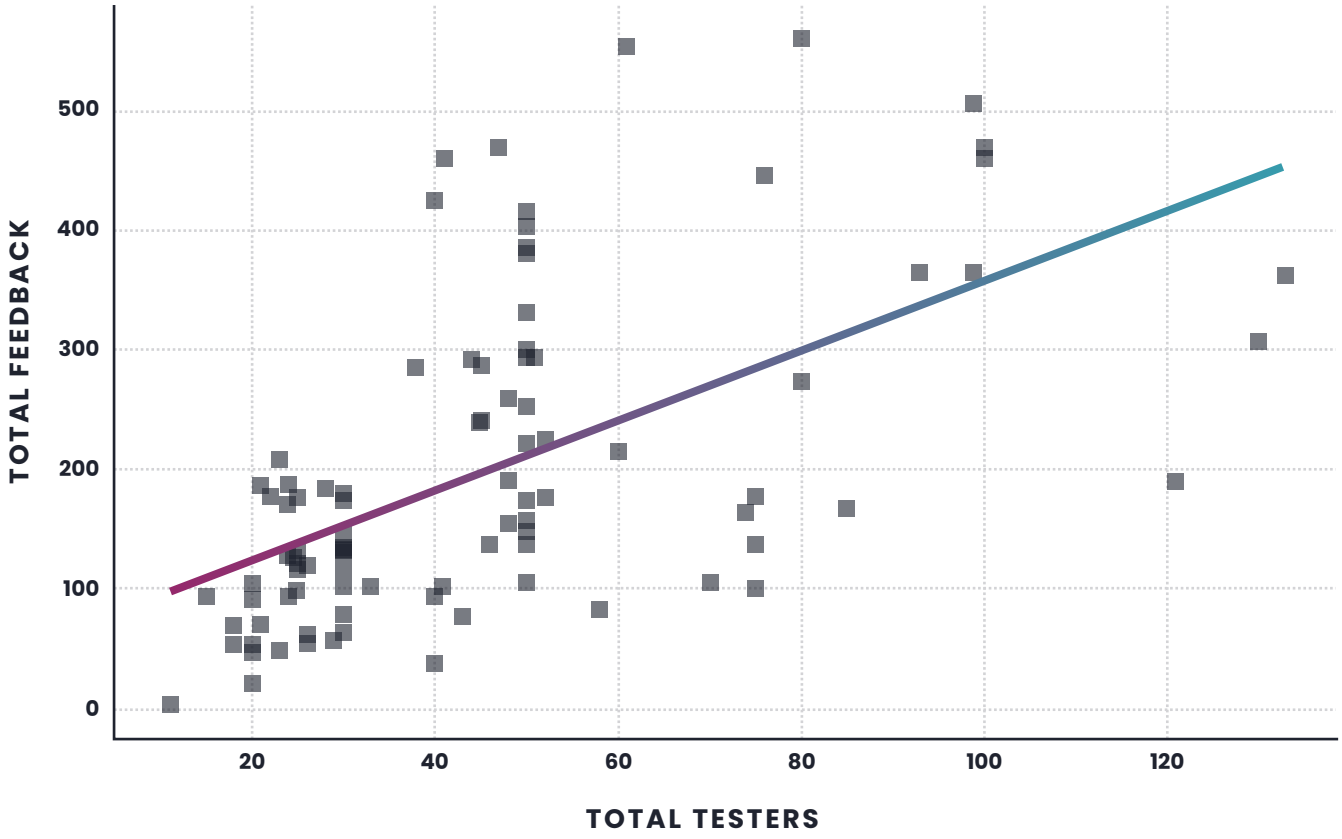
With this information, we can better prepare stakeholders and project teams for a higher volume of user interactions initially. It's crucial to set the expectation that the beginning of a project will be the most intensive in terms of user feedback and required responses.

INSIGHT #2 More testers does not always mean more feedback.

The relationship between the number of testers and the richness of feedback is more nuanced than it appears. Our data indicates that as the number of testers increases to 60 testers, there's a steady rise in the feedback submitted. However, once this threshold is crossed, the feedback per tester starts to diminish. This trend suggests that the sweet spot for optimal engagement lies at around 60 testers, balancing the breadth of feedback with its depth.

The reason? Test managers have limited bandwidth. **As the tester pool grows, their capacity to interact meaningfully with each participant and their input shrinks, leading to feedback that's often less detailed and more repetitive.**

FEEDBACK VS. TOTAL TESTERS (WITHOUT OUTLIERS)



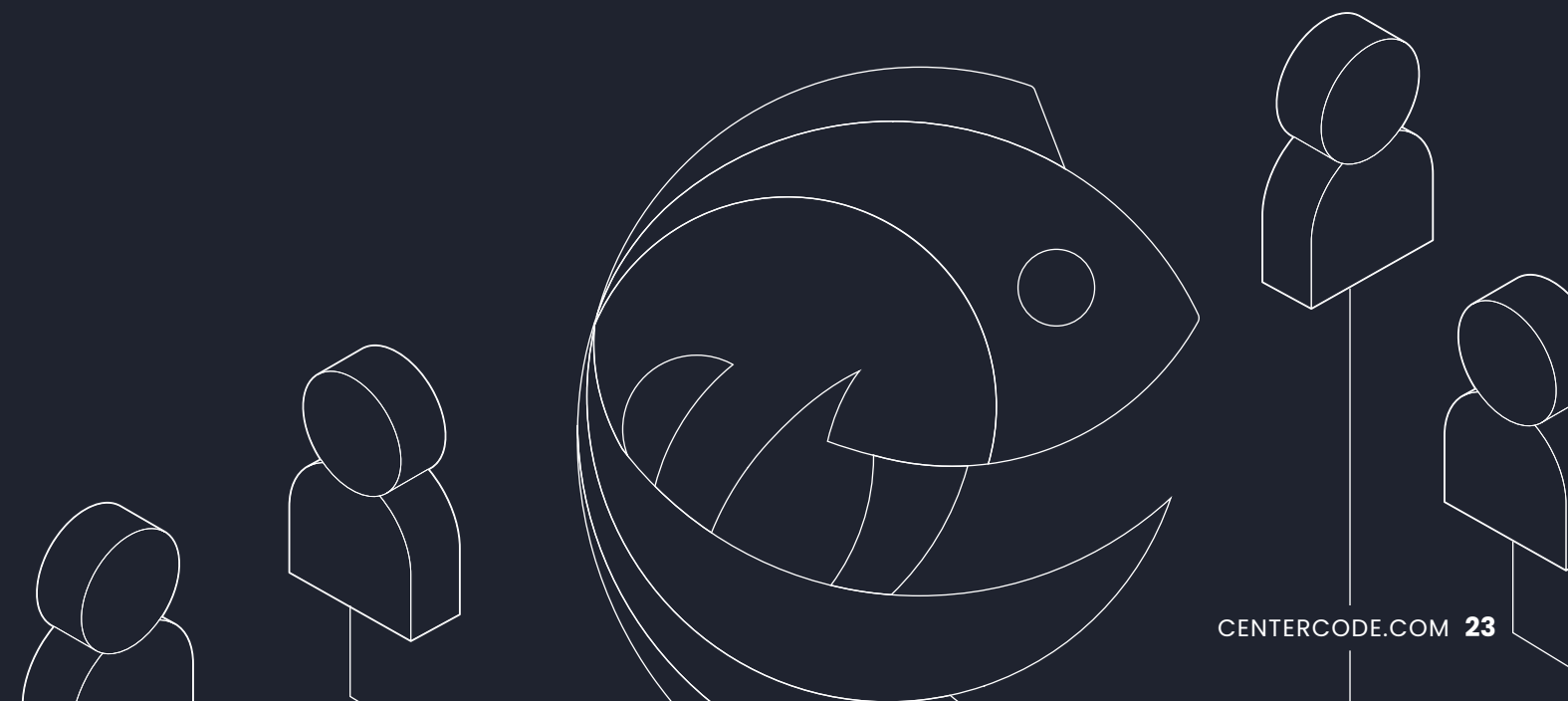
In this analysis, we observed an average of 4.84 feedback entries per tester per test, a noticeable increase from 3.18 in 2021. As beta tests have shifted towards a more concentrated group of testers, the total feedback volume has stayed relatively stable, resulting in richer, more substantial input from each tester. This insight underscores the need for a strategic approach to tester recruitment, focusing on quality interactions rather than sheer numbers.

SECTION 4:
INSIGHTS FROM A COMMUNITY OF 300K+ TESTERS

Here we dive into the Betabound community, blending survey data and an analysis of Betabound website postings to reveal the attitudes of the all-important beta tester. From the nuance of perception to evolving trends in 'smart' product tests, we've pieced together a comprehensive picture of what beta testers truly think and feel. We're going beyond numbers and trends; this is a journey to uncover the values and expectations that drive tester engagement and loyalty.

KEY INSIGHTS

- **'Smart'** appeared in **nearly a quarter** of all Betabound postings
- **'Lack of communication'** and **'limited instructions'** are the **biggest problems** testers face in beta testing
- More than two-thirds of testers **accept** that products will be **buggy** during beta testing
- While public beta tests remained dominant through 2020, in 2021, private beta test postings overtook public tests with 2023 seeing **over 80% private beta tests**
- The most common time for beta testing is **late March through early May** with a second spike in August
- Companies that **beta test** are perceived by consumers as **more committed to improving** their products, more **customer-focused** and more **open to feedback**



Methodology

Our methodology for understanding the beta testing landscape involved a two-part approach focusing on the Betabound community.

Part 1: Betabound Pulse Survey

The Betabound Pulse Survey aimed to capture the attitudes of beta testers towards companies that conduct customer beta testing. Conducted in January 2023, this survey utilized a Likert scale format to elicit nuanced responses from a select segment of the Betabound community, a diverse pool of beta testers. The design of the survey was strategic, aiming to quantify testers' sentiments and frustrations. We analyzed the responses to derive average scores for each question, enabling us to gauge the overall tester sentiment towards different aspects of beta testing and pinpoint areas of significant frustration.

Part 2: Analysis of Betabound Website Postings

We also analyzed beta test postings on the Betabound website, spanning from April 2014 to April 2023. This comprehensive dataset included details like the title, description, and publication date of each posting. Our analysis focused on several aspects: tracking the frequency of postings over time, identifying year-over-year trends in beta testing activities, differentiating between public and private beta tests, and assessing the popularity of smart product beta tests. This allowed us to observe evolving trends and shifts in the beta testing domain.

However, it's important to acknowledge the limitations in both parts. The survey's insights are based on responses from a subset of the Betabound community and may not fully represent the broader beta tester population. Similarly, the posting analysis, while extensive, is confined to Betabound's website and may not encapsulate the full spectrum of industry-wide beta testing trends.

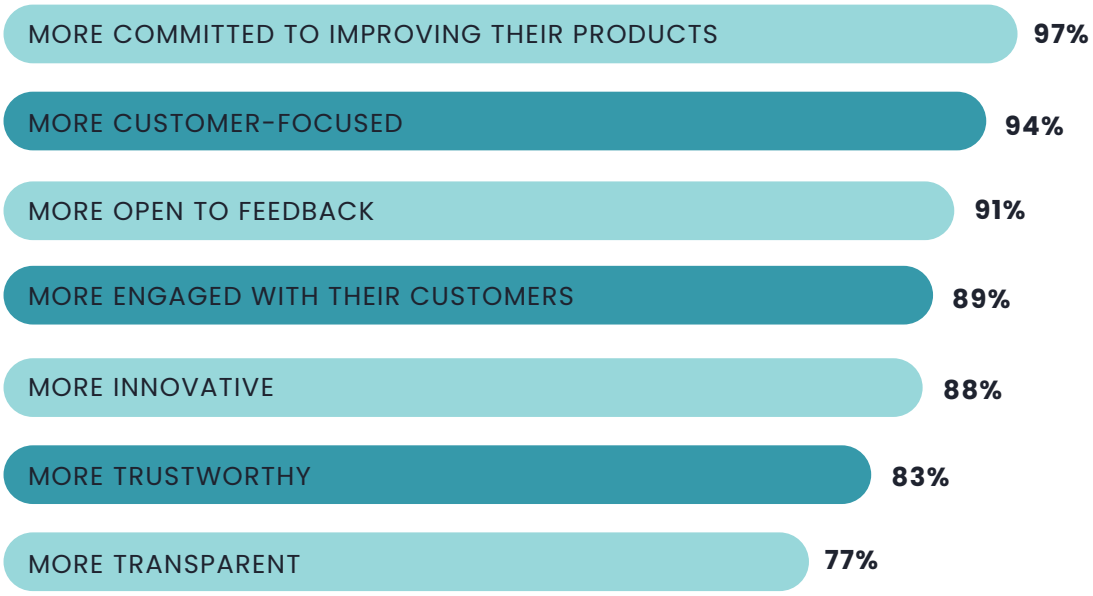
INSIGHT #1

Beta testing elevates company perception as customer-centric and innovative.

Betabounders overwhelmingly view companies that conduct customer beta tests as more committed to improving their products (97% agree), more customer-focused (94% agree), and more open to feedback (91% agree).

Delving deeper, even the lowest scoring statement saw 77% of respondents agreeing that companies that beta test are 'More transparent.' This insight paints a picture of beta testing not just as a product development tool, but as a powerful symbol of a company's commitment to innovation, trustworthiness, and customer engagement.

BETA TESTING - IMPACT ON COMPANY REPUTATION



Cultivating Customer Loyalty

When asked what technology companies should do to cultivate loyalty, testers' responses followed three key themes:



Attention to Feedback and Usability: The most frequently mentioned topic revolves around companies actively listening to feedback and creating user-friendly products. This underscores the critical role of customer experience in product testing and development.



Customer Service and Support: With terms like 'transparent,' 'great,' and 'support,' testers have an expectation that companies will be openly communicative and reliably supportive. This reflects a desire for a relationship with companies that extends beyond mere transactions.



Clarity in Product Development and Communication: Discussing the product development cycle, including beta testing and updates, this theme indicates the importance of clear communication and transparent product offerings.

The frequency of these themes, particularly the focus on customer experience and feedback, points to a growing expectation for technology companies to engage and collaborate with their users.

Connecting the Dots: Customer Loyalty

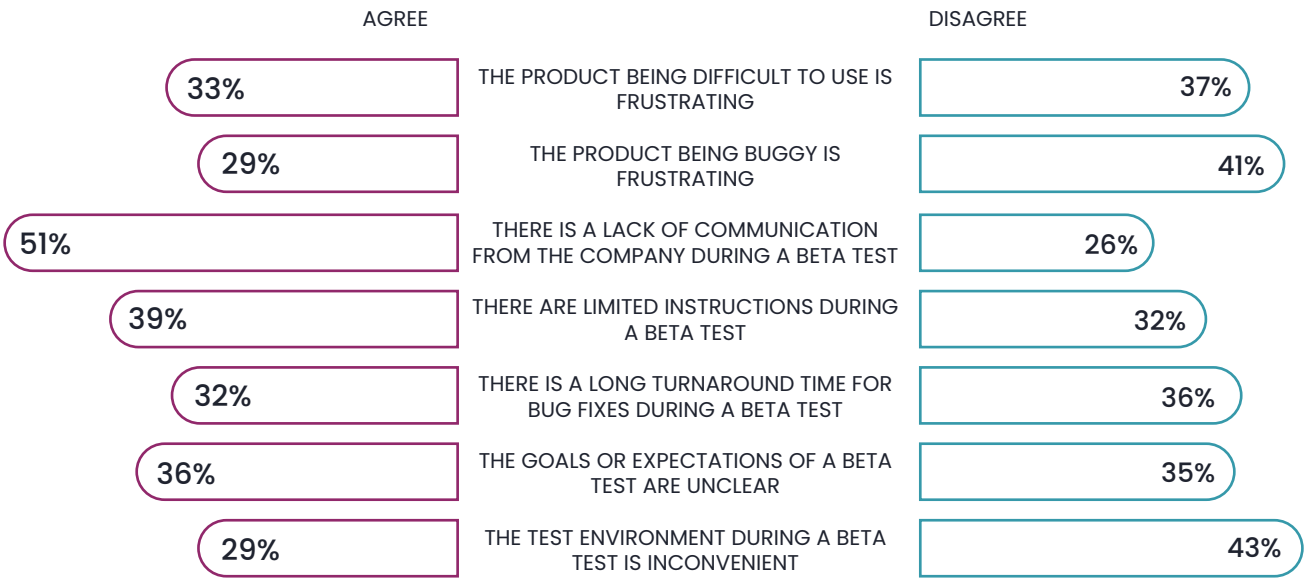
The insights from the beta testing community are a roadmap to earning customer loyalty. Now, it's time to put these insights into practice. We've included some actionable steps to create a customer-focused environment, based on what testers say makes them stay loyal:

- **Actively Listen:** Establish discrete channels for gathering different types of continuous customer feedback during and after beta testing.
- **Implement Changes:** Show that you value feedback by actually making visible changes to your products based on user input, and emphasize when the improvements stem from your customers.
- **Deliver Reliable Support:** Provide responsive and helpful customer support to address user concerns and issues promptly, or indicate when a resolution might be available.
- **Build Relationships:** Develop a customer support strategy that fosters long-term relationships rather than transactional interactions.
- **Communicate Consistently:** Ensure all forms of communication are consistent, clear, and reflect the company's commitment to transparency and quality.
- **Provide Clarity in Updates:** Communicate new features, updates, and improvements in a straightforward and understandable manner.

INSIGHT #2 Clear communication is key for good tester engagement.

Effective communication and clear instructions are vital for encouraging active participation in beta tests. A significant 51% of participants agree that a lack of communication from the company during a beta test is a major frustration. Furthermore, 39% find limited instructions during a beta test to be discouraging, increasing the likelihood that these testers provide poorly written feedback or just give up altogether.

FRUSTRATIONS IN BETA TESTING



The test environment's inconvenience and a buggy product were the least problematic. However, they still represent a notable challenge with nearly one third of respondents agreeing that they're both a problem. Notably, those who did not participate in a beta test in 2022 reported higher levels of perceived frustration across all categories, possibly reflecting either a lack of recent direct experience or preconceived notions about beta testing.

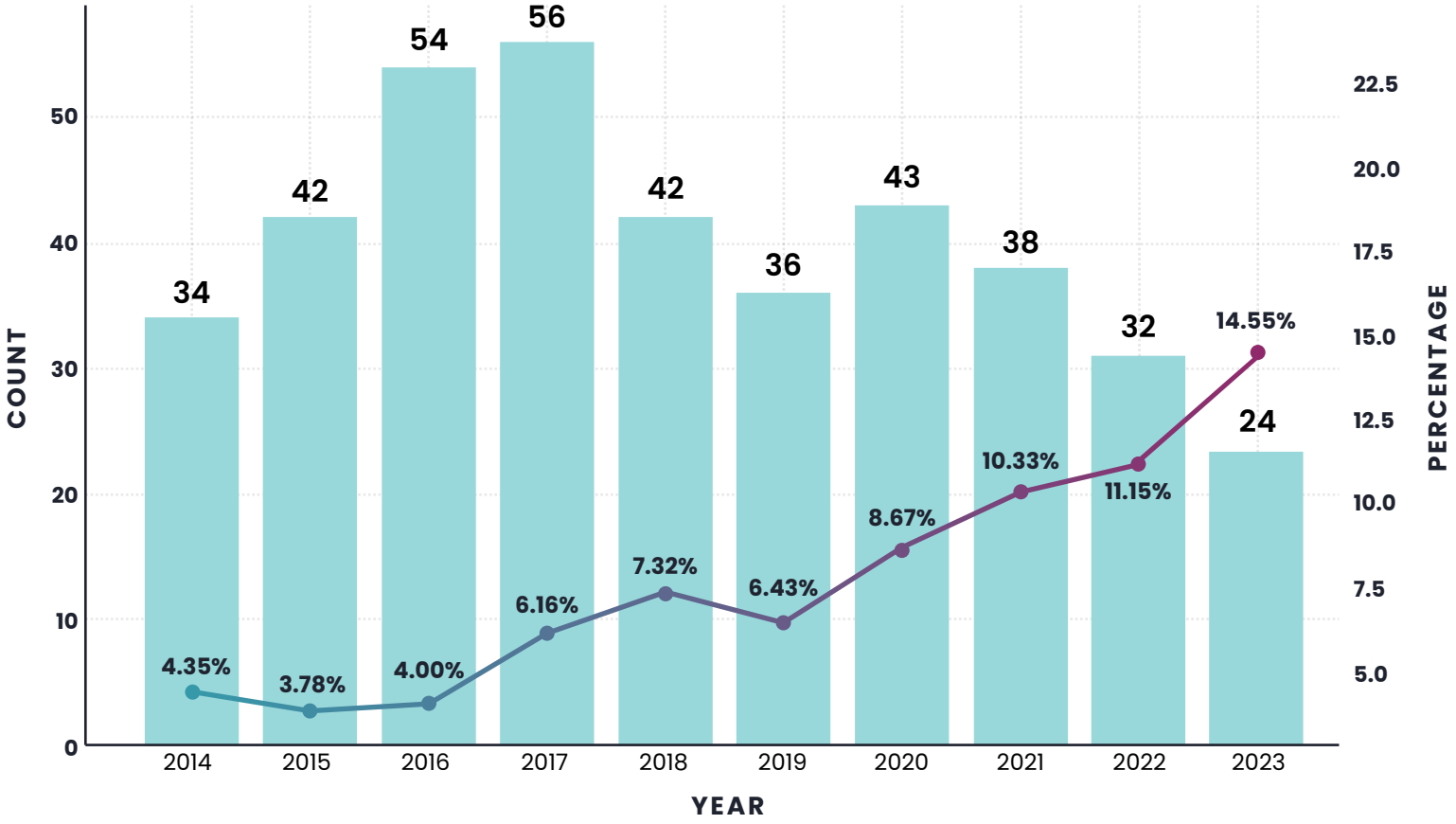
These insights underscore the importance of maintaining robust communication channels and providing clear guidelines to foster a positive and productive testing environment.

INSIGHT #3

New products continue the trend of being more interconnected and reliant on technology.

Our analysis reveals a steady uptick in the use of the term ‘smart’ in titles and descriptions from 2016 through 2022, with a noteworthy increase to nearly 15% in 2023. This shift is indicative of a broader industry movement towards more sophisticated, interconnected products. ‘Smart’ is becoming less of a buzzword and more of a standard.

COUNT & PERCENTAGE OF “SMART” MENTIONS BY YEAR



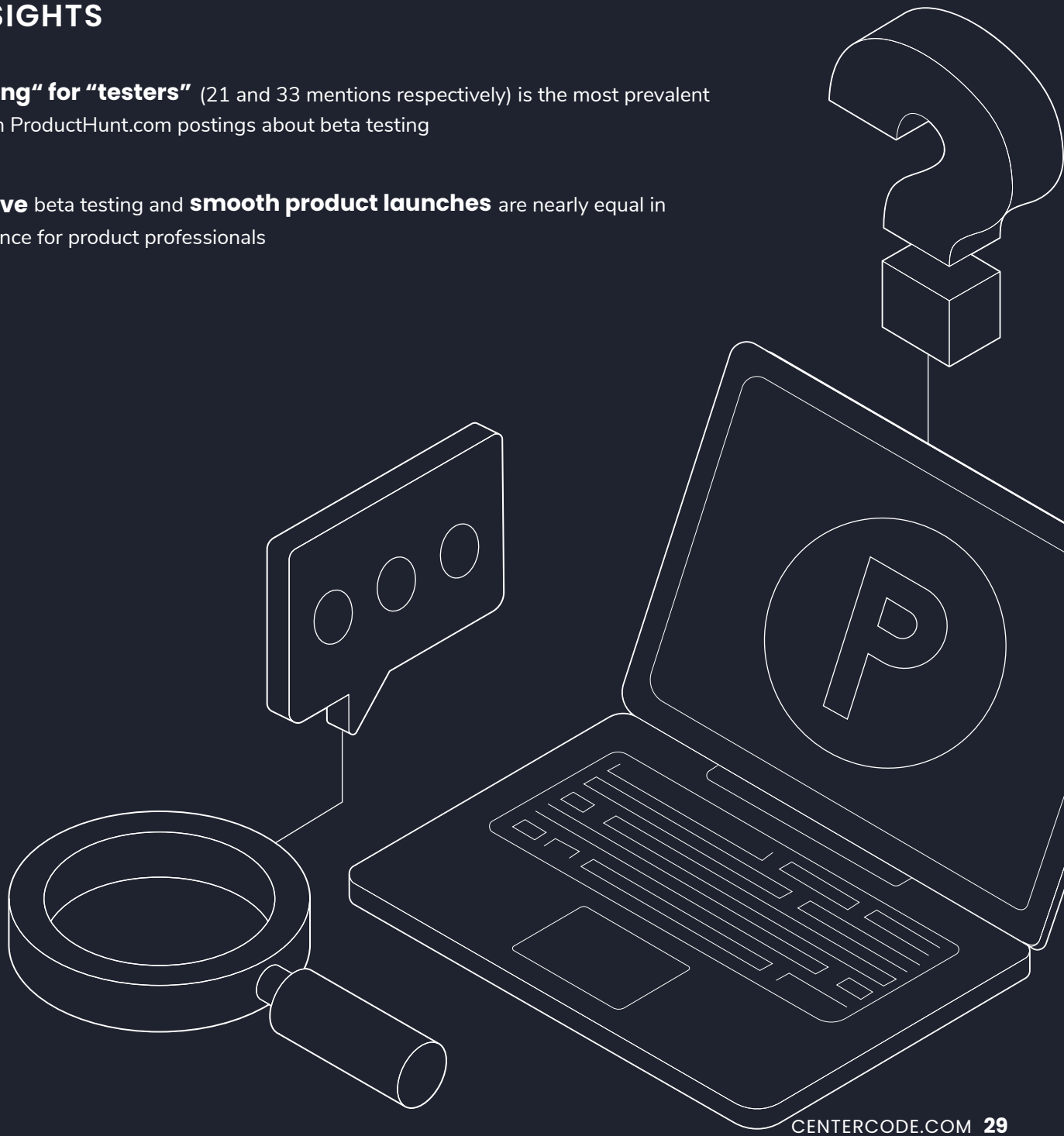
SECTION 5:
DECODING 100+ PRODUCTHUNT.COM POSTS

In this final section, we turn our lens to the vibrant community of ProductHunt.com. By analyzing a collection of beta-related questions from the site, we've tapped into the collective mind of industry experts, offering a unique glimpse into the pressing challenges and critical focus areas they face.

KEY INSIGHTS

- **"Looking" for "testers"** (21 and 33 mentions respectively) is the most prevalent topic in ProductHunt.com postings about beta testing

- **Effective** beta testing and **smooth product launches** are nearly equal in importance for product professionals

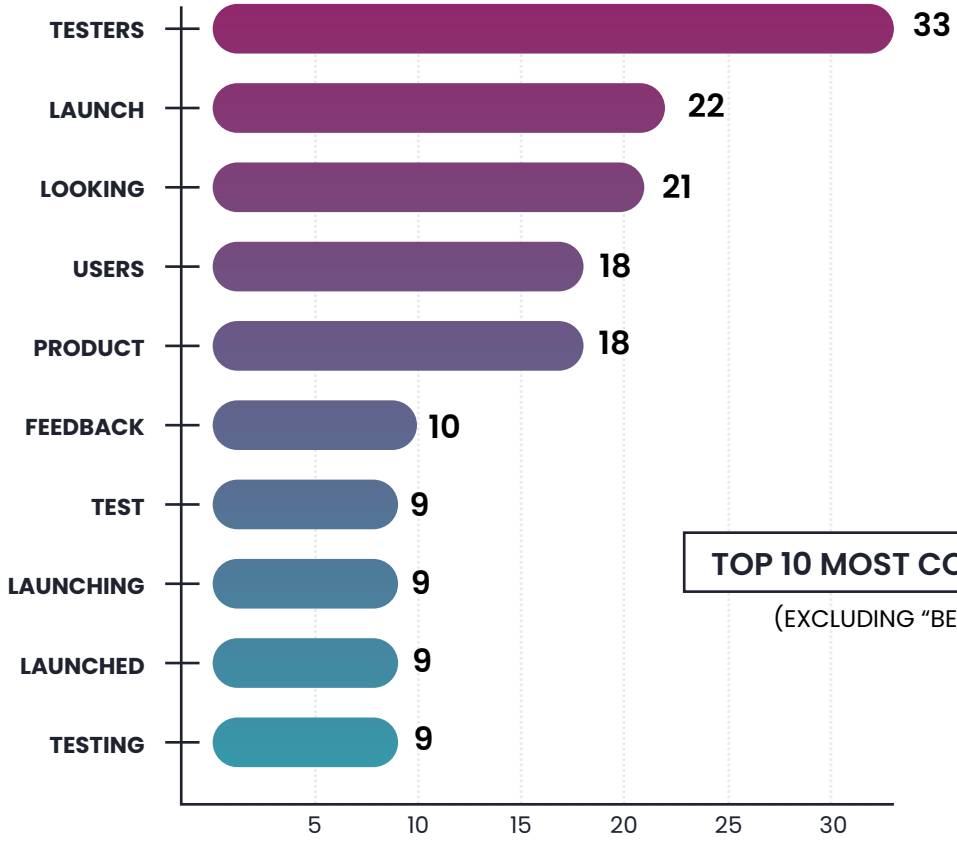


Methodology

In our focused analysis of ProductHunt.com, we aimed to identify common challenges and information needs in beta testing among professionals. Through a data scraping operation, we gathered 123 beta-related questions from the site, analyzing their content to uncover recurring themes and concerns. This approach helped us understand the most pressing issues in beta testing, as perceived by the community. While insightful, this analysis, limited to a single platform's subset of questions, may not fully reflect the broader beta testing landscape's nuances and complexities.

INSIGHT #1 Tester recruitment and engagement are determining factors in a test's success or failure.

The analysis of ProductHunt.com's beta-related posts highlights a pronounced focus on finding and engaging testers, as well as gathering valuable tester feedback during the beta testing phase. This trend reflects the growing importance professionals place on obtaining insightful user feedback to refine their products before the product launches to the wider world.



TOP 10 MOST COMMON WORDS IN POSTS

(EXCLUDING "BETA" & MANUAL STOPWORDS)

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Engage your **Target Market** to successfully bring new products and services to market

USE CASES:
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- User Acceptance Tests
- Field Tests

PRODUCT GROWTH

Recruit **Existing Customers** to continuously mature live products and services

USE CASES:
- Progressive Delivery
- Early Access
- Customer Advisory Boards

CUSTOMER ZERO

Gather **Employee** feedback to enhance your products while fostering a product culture

USE CASES:
- Alpha Tests
- Dogfooding
- Employee Tests

COMPETITIVE EDGE

Enlist **Competitors' Customers** to rapidly gain actionable intel about their products

USE CASES:
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- Market Testing
- Comparative Research

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test cycles

Gain Participation
75% INCREASE
in tester engagement

Save Time
40% + DECREASE
in time managing tests