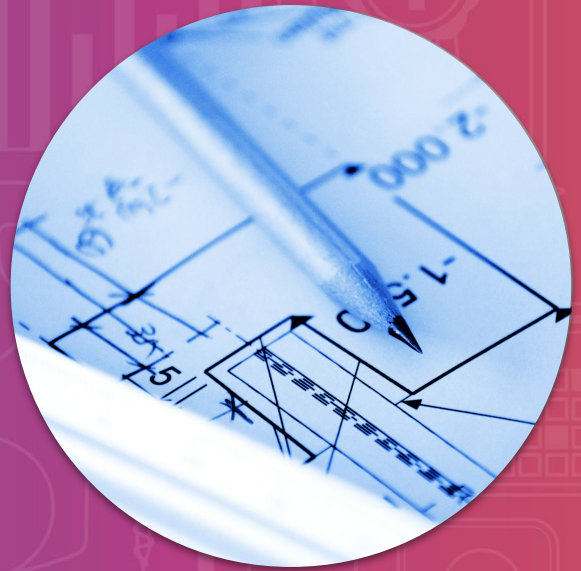
WEBINAR

THE BUILDER'S BLUEPRINT TO ***BETA TESTING***



centercode

Housekeeping

This webinar is being recorded and will be sent to you following the event.

The webinar should be around 30-45 minutes.

Q&A will be at the end. Send me your questions during the presentation!

Centercode Offerings

Centercode Platform

The leading platform to empower product ops teams to meet their user testing goals with minimal effort and maximum results.

PLATFORM OVERVIEW

Capabilities

- ✓ Feedback Automation →
- ✓ Reporting Automation →
- ✓ Tester Automation →
- ✓ Integrations →
- ✓ Project Automation →
- ✓ Security & Compliance →

Delta Testing Solutions

Product Launch →

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

Use Cases

- Beta Tests
- User Acceptance Tests
- Fields Tests

Product Growth →

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

Use Cases

- Progressive Delivery
- Early Access
- 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 intelligence about their products

Use Cases

- Competitive Intelligence
- Marketing Testing
- Comparative Research

About Me

John Little

Sr. VP of Product Marketing
Centercode

Business Research & Management in

Product, Programs, and Leadership

Focus | Communication | Sense of Urgency



john@centercode.com
linkedin.com/in/jslittle

Blueprint

Sketching The Plan

Gathering Materials

Avoiding Hazards



Sketching The Plan

Defining The Goal

Begin with the end in mind.

Set your goal before you begin detailed planning to get the most from the test.

Stability
Does the product work well? Do all of the experiences function without bugs?

Satisfaction
Are the experiences meeting the level of satisfaction we're looking for?

Adoption
How is the product being used (or not used) as it's adopted into ecosystems?

Establish the Timeline



Both hardware and software often share milestones in a product's release. Find the right spot in the timeline depending on the goals and overall schedule.

Passing QA

Product is stable in test environments and no critical issues are unresolved.

Product is stable in all testing. Usability issues are still being addressed.

Release Candidate

Initial Update

Product is planning to be launched and the first revision is in the works.

Identifying Ideal Length

How many features are being tested?

Testers can review 3-5 features per phase

How long for adoption?

The more frequently it's used, the faster

Are there unique environmental factors?

Industrial interfaces; hot/cold/humid; etc



Typical Length:

Stability: 1 - 2 weeks

Satisfaction: 3 - 4 weeks

Adoption: 4+ weeks

Understand Your Audience



Core - Global demographic, geographic, or technical requirements for basic test participation eligibility.



Demographic - division of a population into groups based on shared characteristics such as age, gender, income, education, and location.



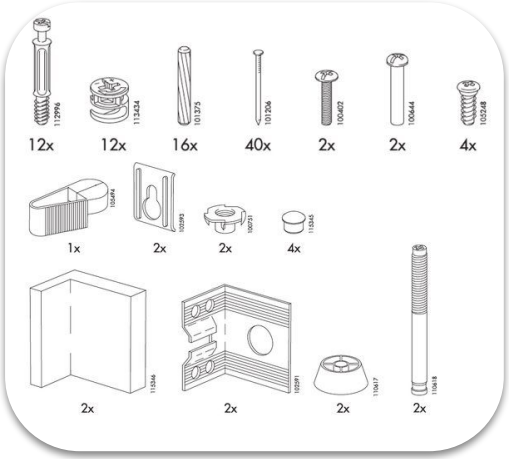
Technographic - division of a market or customer base into groups based on their technology usage, preferences, and behavior.

Mapping the Product

Categories for feedback

List of prioritized experiences

Sequence provides a guided tour





Note: Guidelines for Features

Features are...

Name of a feature with an experience

Accomplished through an activity

Something done with a product

Often related to marketing content

Generally obtained by asking, "what can I do with this?"

Features aren't...

Detailed specifications

All-encompassing experience

First or final impressions

A specific method (e.g. usability)

Recap

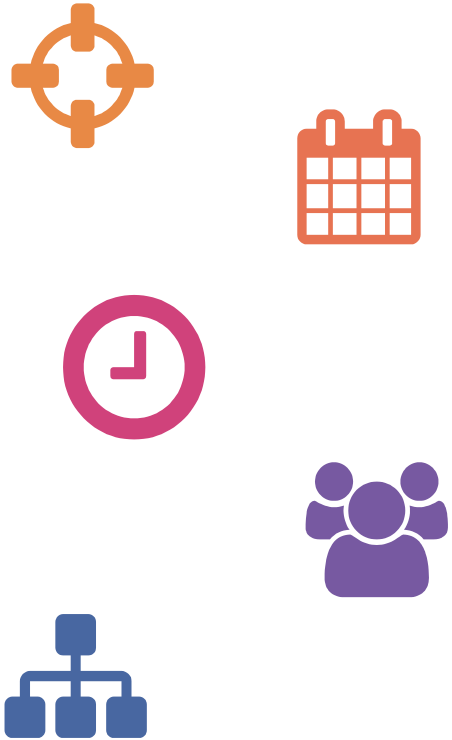
Define the Goal

Know the Timeline

Set the Duration

Understand the Audience

Map the Product





Gathering The Materials

Tale of Two Teams



Feedback is the Key

Building specific feedback types sets tester expectations and ensures feedback is organized for later analysis.

It should be easy for testers to submit feedback during a test.





Issues

Bugs or other problems that testers encounter while using the product



Ideas

Suggestions to add new features or improve specific aspects of the product



Praise

Specific things about the product that were well done or delighted the tester

Quick Sentiment Assessment



Progression of a Test



Launch

Getting the product to testers and encouraging them to get started.

Handling initial support and setup difficulties.



Test Phases

Collecting product feedback, identifying new issues, and working on resolutions.

This often repeats.

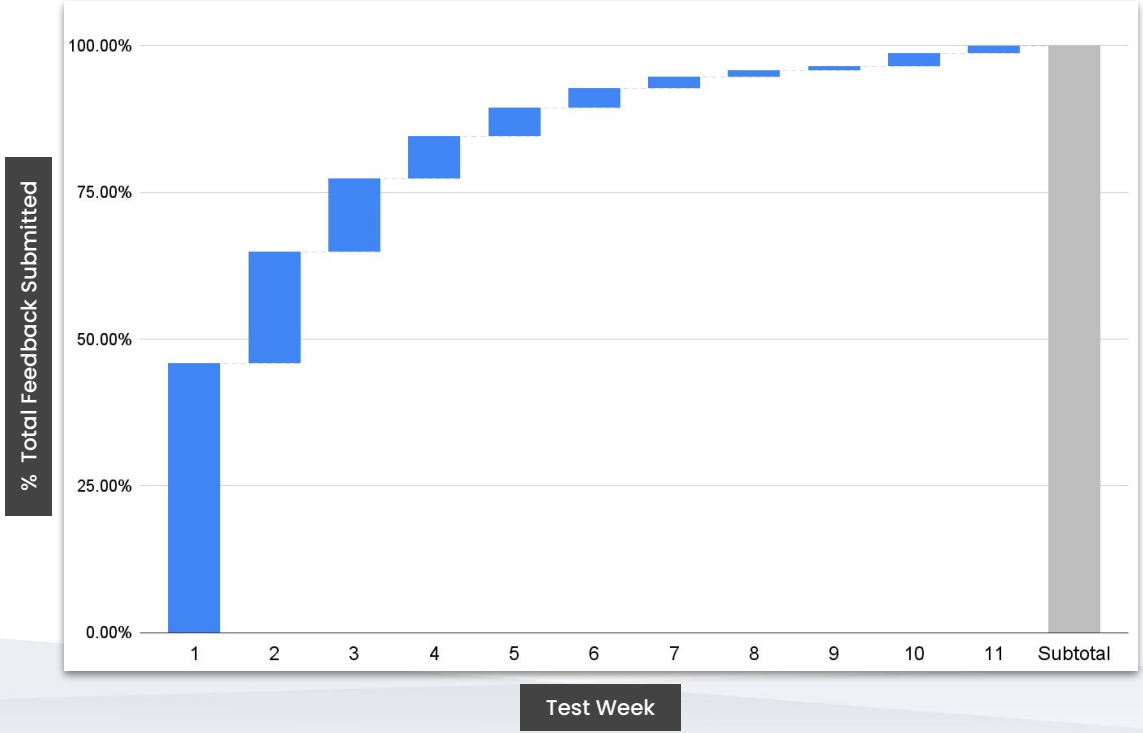


Closure

Completing the goals set at the beginning of the test.

Thanking the testers and releasing them back to their normal lives.

Note: What to Expect During Launch



Recap

1. The Two Teams
2. Feedback (Issues, Ideas, Praise)
3. Quick Sentiment Assessment
4. Test Progression



Avoiding Hazards

6 Things to Watch Out For

1. Not focusing on top issues
2. Specific country or region requirements
3. Privacy and security expectations
4. Batteries, power, or other accessories
5. Tester communication (time zones, work, etc)
6. Significant interface updates (retraining)



Download The Hidden Value of Beta Testers!

To learn about:

- The anatomy of great beta testers
- The hidden value testers provide
- Tips from industry experts



Engage With Centercode



Schedule a Demo
centercode.com/demo



Download Free Resources
centercode.com/resources



Q&A



THANK YOU!

(800) 705-6540 info@centercode.com