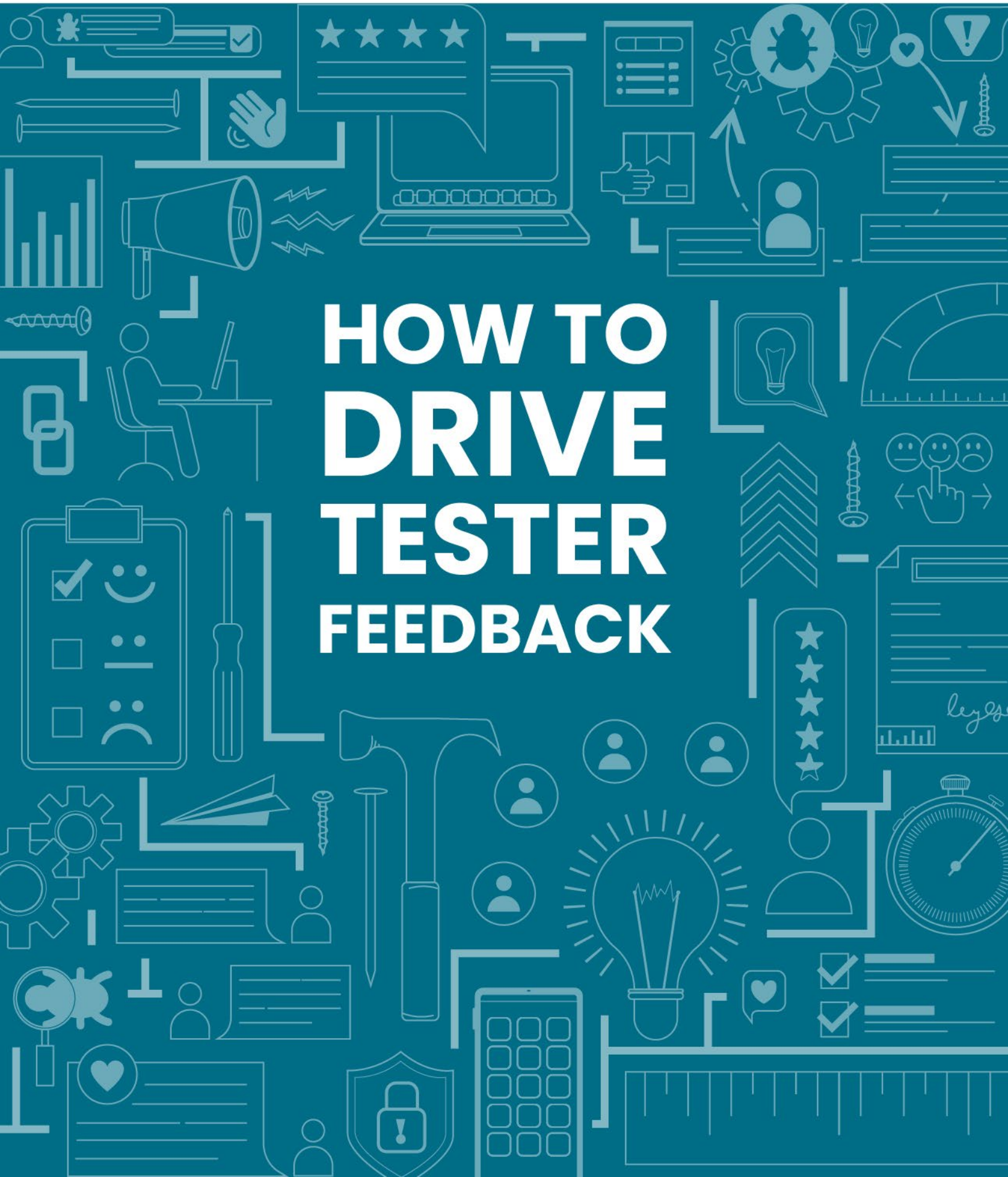
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HOW TO DRIVE TESTER FEEDBACK

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BUILDER'S GUIDE: HOW TO DRIVE TESTER FEEDBACK

To drive tester feedback during a beta test, your best bet is to encourage heavy engagement from your testers, but that can feel as daunting as trying to convince the Avengers to take a day off. After all, keeping your testers motivated and focused on your product requires superhuman effort.

In part 3 of the Builder's Guide series, we'll show you the steps for driving tester feedback by ensuring your beta testers remain committed and engaged from tester sign-up to project closure. So, suit up and get ready to harness the power of your testers — your product's success depends on it!

STEP-BY-STEP GUIDE

To effectively drive actionable product feedback, you need to take action long before you invite testers into your beta testing program. Without engaged testers, you won't receive the feedback you need to improve your product. Keeping engagement in mind while planning and recruiting for your test will help mitigate participation challenges throughout the test because you'll be better equipped to identify and avoid situations that negatively impact tester participation and feedback. But fostering tester engagement is necessary during every stage of a user test; whether you're planning your test or wrapping it up, there will always be an opportunity to motivate testers to engage in your program.

The following guide details the proactive steps you can take to help ensure your team is able to gather valuable feedback and product insights through consistently high beta tester engagement.

BEFORE THE TEST STARTS

The preparation period is crucial for establishing tester expectations, providing clear communication, and ensuring that testers have everything they need to participate effectively.

STEP 1 SET EXPECTATIONS EARLY

Provide testers with clear information and expectations before they sign up.

The tester invitation email and your website's sign-up page are great opportunities to explain what it means to join your program and what to expect from the test. If you set the expectation that testers should participate for 2 - 3 hours per week, and then surprise testers with mandatory activities that take 6 hours, you can expect many of them to give up and drop out. Verify your landing page includes information such as the duration of the test, the type of feedback you're looking for, and any core tester requirements (e.g., required hardware or software).

When building a landing page for your test, here are the expectations you need to consider setting for your testers:

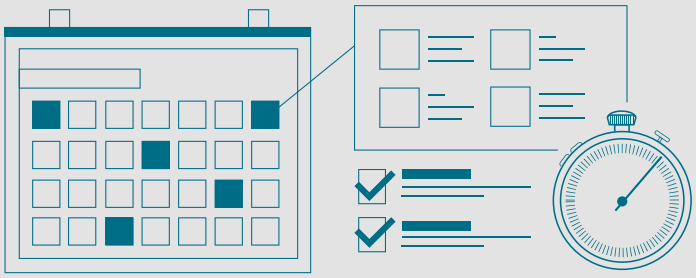
Length of the test and approximate start date:
"This test is expected to run for 4 weeks, beginning on March 20th."

How often testers should check in:
"Check in to the test workspace multiple times per week for important updates and feedback discussions."

Time frame to complete activities:
"Complete required weekly activities by EOD on Sundays."

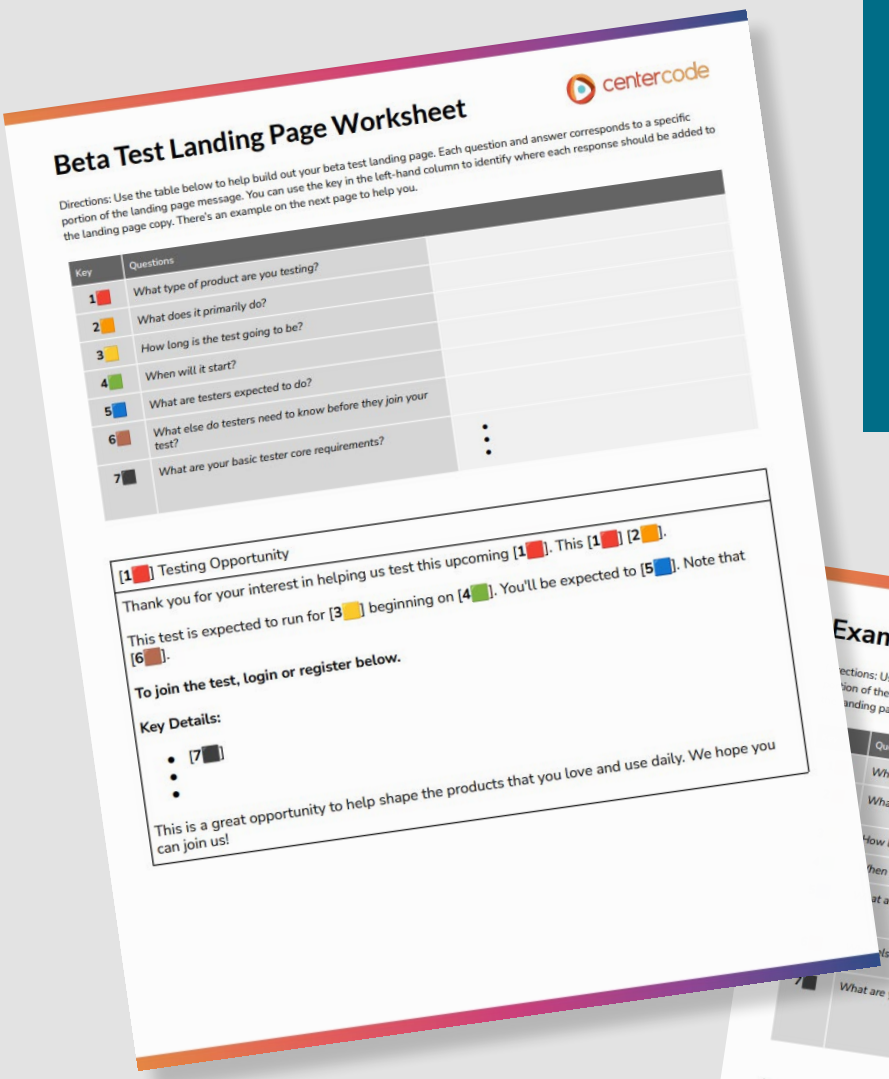
How quickly they should respond to requests from the test team:
"Respond to requests from the test team within 2 days."

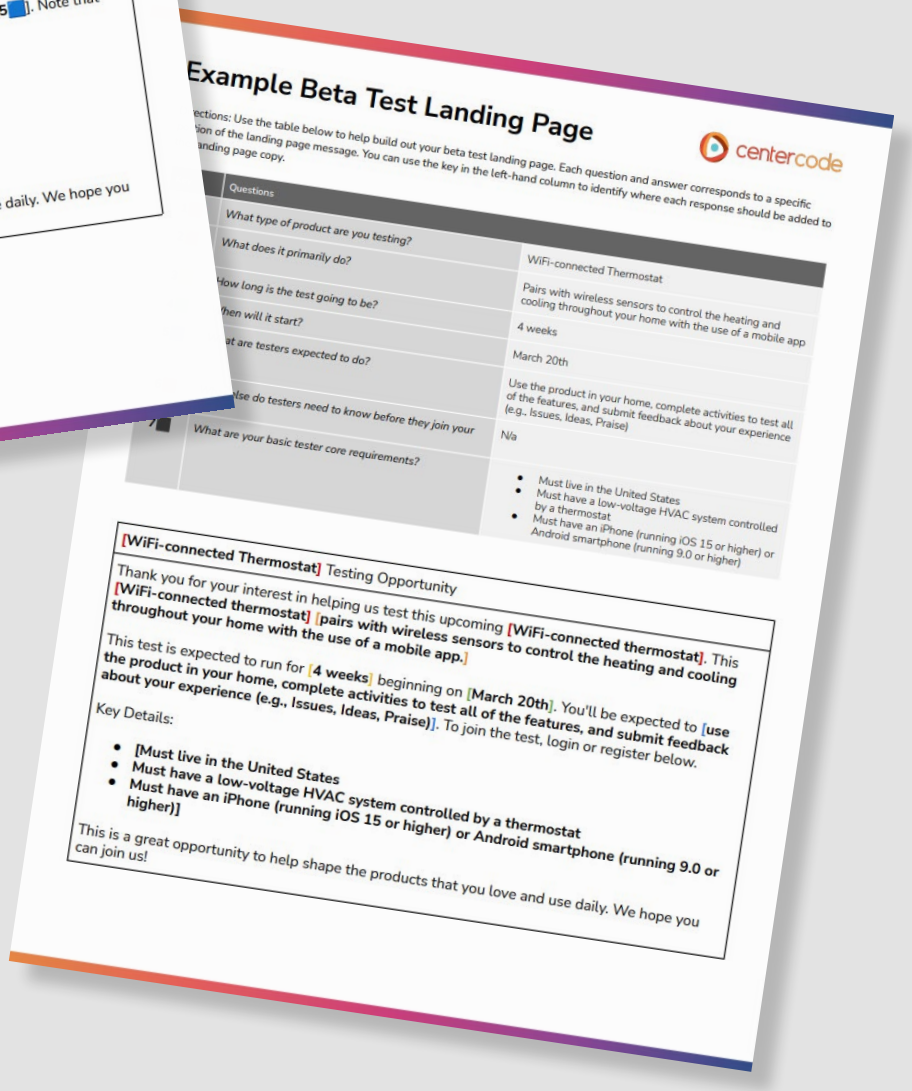
What testers are expected to do:
"You'll be expected to use the product in your home, complete all required activities to test the product, and submit feedback about your experience (e.g., Issues, Ideas, or Praise)."



Whether testers should expect to return the product at the end of the test:
"Testers will be expected to return their test devices at the end of the test."

Any confidentiality specifics:
"Your participation in this test must remain confidential. Do not share information about the test, the test product, or your participation in the test with anyone, including friends, family, colleagues, etc. "





DOWNLOAD THE BETA TEST LANDING PAGE WORKSHEET

DOWNLOAD NOW

STEP 2 CENTRALIZE TESTING ACTIVITIES

Create a central hub for your beta test on your project homepage.

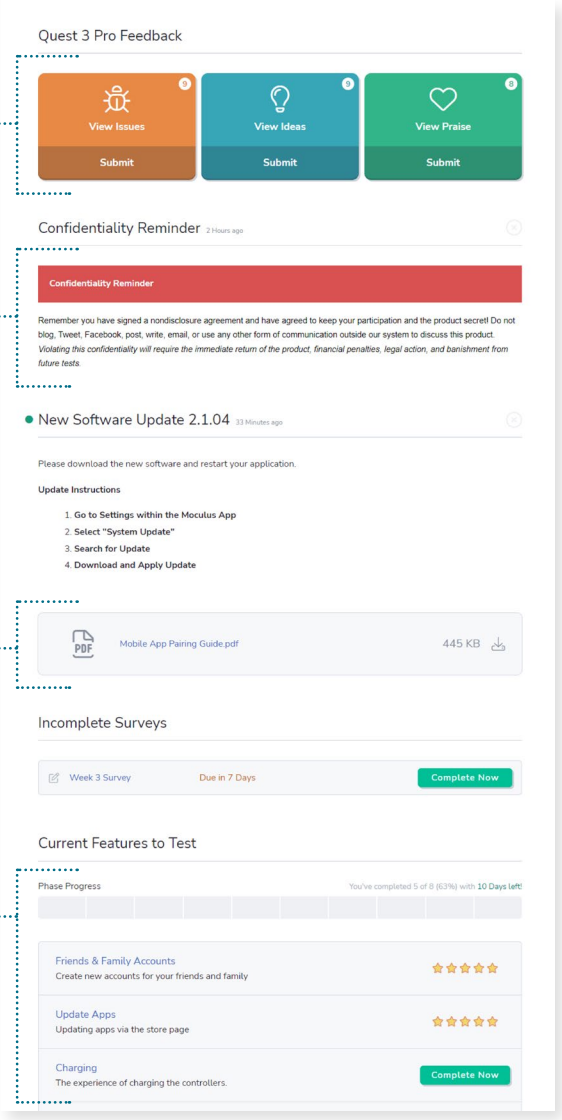
Your project homepage is a hub where testers can submit feedback, access information on the beta test, and review and complete their assigned activities.

Submit and View Feedback

Reminders and Other Important Announcements

Access to Resources and Documentation

Tester Activities and Satisfaction Ratings



Builder Tip #1

Include access to user manuals, quick start guides, and FAQs, even if they're just drafts

Builder Tip #2

Provide a quick video to explain to testers where they can access everything

Builder Tip #3

Establish trust with branding, which will make testers feel more comfortable testing

The more accessible and user-friendly your project homepage is, the more likely testers will engage and provide valuable feedback.

Not sure where to host your user test?
Centercode Beta edition has you covered!

SIGN UP FOR FREE

STEP 3 VERIFY ACCESS TO PRODUCT

Confirm that all testers have received and installed the product.

This step is critical to ensure all testers have the necessary tools and resources to participate in the beta test. If a tester hasn't received the product, they won't be able to engage in the test, so it's important to follow up with them promptly. Whether you send a follow-up email or survey, it's crucial for tester engagement (and test results) to verify they've received and installed the product.

Builder Tip #4

Where applicable, ensure testers are given tracking information for their product delivery

Builder Tip #5

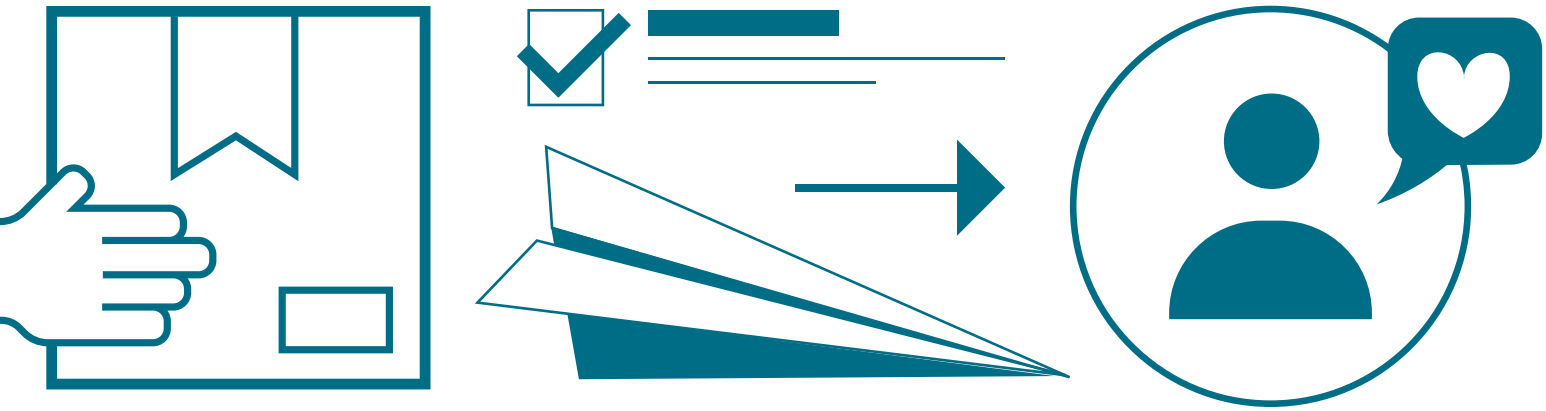
Prevent bias from influencing tester feedback by only giving test access to those with the beta product

Builder Tip #6

Make sure testers have a way to get in contact with you and your team should they have issues with delivery, installation, or onboarding

Builder Tip #7

Avoid situations where a tester must purchase additional equipment or supplies to start or continue participating in the test



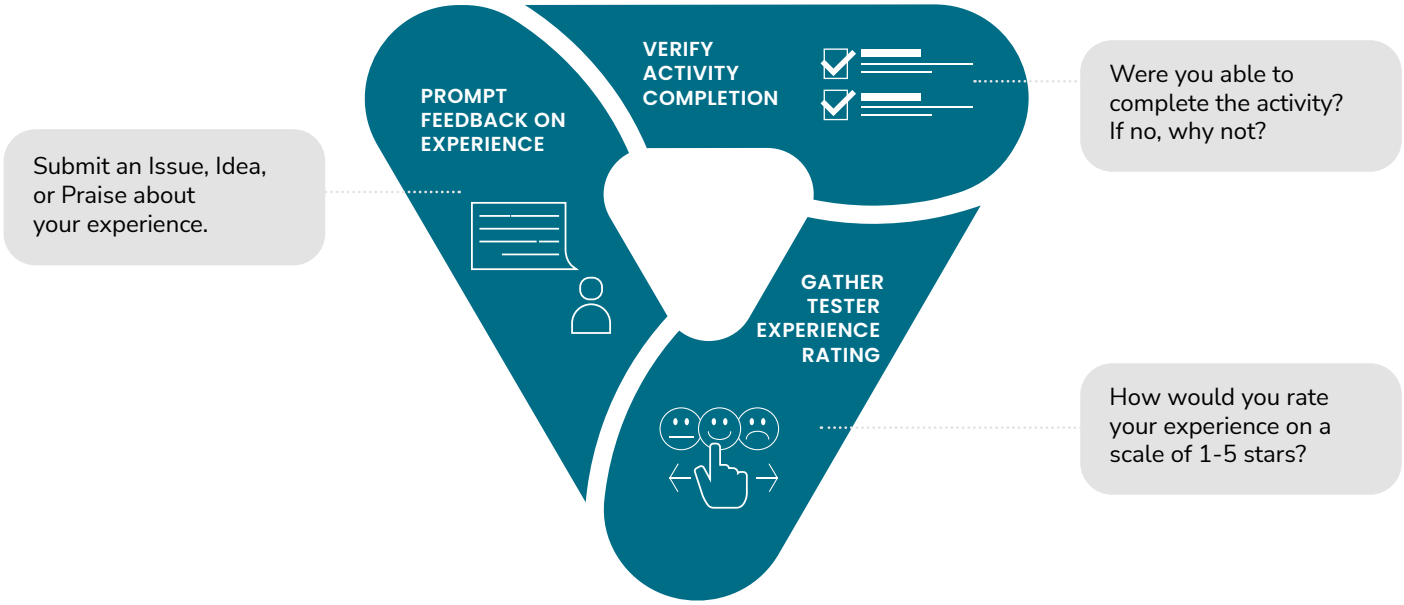
DURING THE TEST

As you might expect, the efforts to motivate and excite testers don't stop once the test has kicked off. At this stage, the risk of poor tester engagement increases substantially — if your product is too buggy or broken, or you've recruited the wrong types of testers, you'll start to see the negative impacts on engagement and submitted feedback.

STEP 4 CRAFT THE RIGHT ACTIVITIES

Design engaging and relevant activities for testers.

Activities should be designed to engage testers, inspire product exploration, and encourage feedback. Tasks that are too challenging or time-consuming may burn testers out, while activities that are too easy may lose testers' interests and result in a lack of valuable feedback.



FEATURE	GOOD ACTIVITY EXAMPLE	POOR ACTIVITY EXAMPLE
Installation	Use the mobile app to guide you through installation and setup.	1. Unbox the device, set aside the packaging materials 2. Download the mobile app for the device 3. Open the mobile app and select "Begin Installation" - follow the directions as described in the mobile app 4. After completing installation, confirm that you are done via the mobile app
Remote Access	Use the mobile app to open your garage while standing outside of your home.	Use remote access.

STEP 5 COMMUNICATE FREQUENTLY

Maintain consistent communication with testers throughout the beta test.

Keeping testers informed of test updates, product changes, and bug resolutions is critical to maintain their focus and motivation. Regularly communicate project progress, provide clear instructions for activities, and be available to answer questions or address concerns. Additionally, ensure testers are made aware of any delays or pauses in the test, and provide updates on when they can expect the test to resume.

Phase Communication Cycle:



ANNOUNCE

Communicate new activities to testers via email announcements and ensure they're available on the project's homepage.

REMIND

Deliver email reminders to testers who haven't yet completed their activities for the current testing phase.

CLOSE

Close off access to the activities and ratings for that period and send testers a recap of their performance and work.

Builder Tip #8

Maintain a cadence for launching your activities — if you start your testing week on Monday, ensure that you stick to that schedule to give testers predictability

Builder Tip #9

Being candid (when it's reasonable), showing your personality, and keeping testers in the loop will endear you to them

STEP 6 COLLABORATE ON FEEDBACK

Use feedback to engage directly with testers.

Communicating directly with testers through feedback creates a sense of community and builds a stronger relationship with them. Your engagement in tester-submitted feedback demonstrates to testers their input is valued, and as a result, they become more invested in your test and product. In order to maintain that loyalty and engagement, it's vital to close the feedback loop with your testers by addressing their issues or implementing their ideas — communicating to them when you do.



Builder Tip #10

Don't automate tester validation by responding with the same generic message to every piece of feedback

Builder Tip #11

Encourage other testers to comment on specific feedback items to add context and frequency to feedback

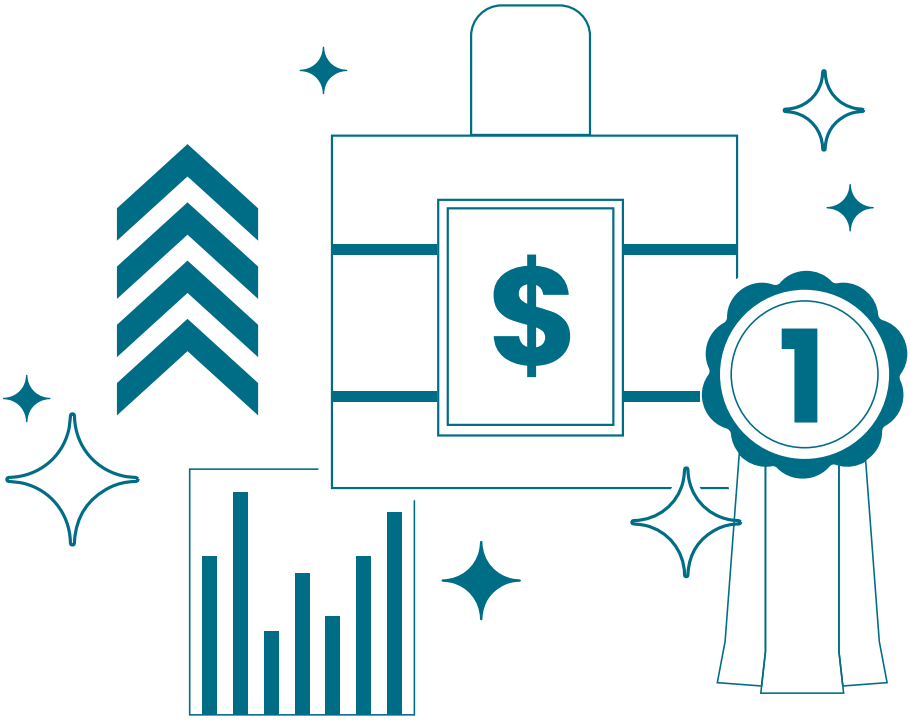
AFTER THE TEST

At this point, testers have finished testing, and there's no longer a need for feedback or high levels of tester engagement. That doesn't mean there aren't opportunities to set yourself up for future success — the actions you take at this stage can still have a meaningful impact on tester participation and feedback in future tests.

STEP 7 REWARD DESERVING TESTERS

Recognize and reward testers who provide quality feedback and meet participation goals.

Publicly recognizing top testers for their contributions can help build a sense of community and encourage healthy competition. Recognizing and rewarding testers who met your expectations will help motivate them to stay engaged and provide high-quality feedback in future tests.



Builder Tip #12

Provide incentives, such as access to exclusive content, early product releases, gift cards or discounts

Builder Tip #13

When monetary incentives aren't allowed, offer public recognition or unique experiences to motivate your testers

CONGRATULATIONS!

You've set yourself up to gather great feedback on your product.



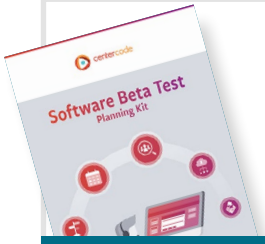
Now find someone to fist bump, and get ready to manage that influx of feedback.

NEED MORE HELP?



Beta Test Planning Kit

Unify your stakeholders behind a thorough, well-organized test plan with practical tools and best practices in our comprehensive kit.



Beta Recruiting Kit

Use these best practices and templates to attract quality testers and speed up the recruitment period. You'll learn a proven process for finding great testers from your market.



Visual Theming Guide

We've gathered a few tips and tricks and example themes here to help you master Centercode's Visual Theme tool to ensure your program reflects your brand.



Beta Agreement Kit

Need beta agreements before you can start testing? This kit provides sample agreements with an explanatory companion document.



Beta Shipping Manual

This whitepaper teaches you how to effectively manage inventory, ship units (domestically and internationally), and handle returns for even your most ambitious tests.



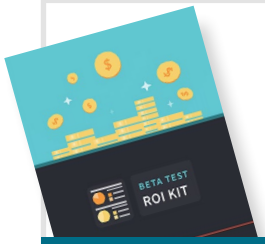
Engagement Pocket Guide

Explore the causes of low test participation and improve the quality and quantity of your customer feedback with this pocket guide.



Beta Test Incentive Kit

This kit includes a comprehensive whitepaper and calculator to help you build a strategy to both incentivize and reward your testers for the hard work they put into your program.



Beta Test ROI Kit

This kit will teach you where the return on investment comes from in beta and help you quickly calculate the value of a single beta test or an entire program.



Guide to Delta Testing

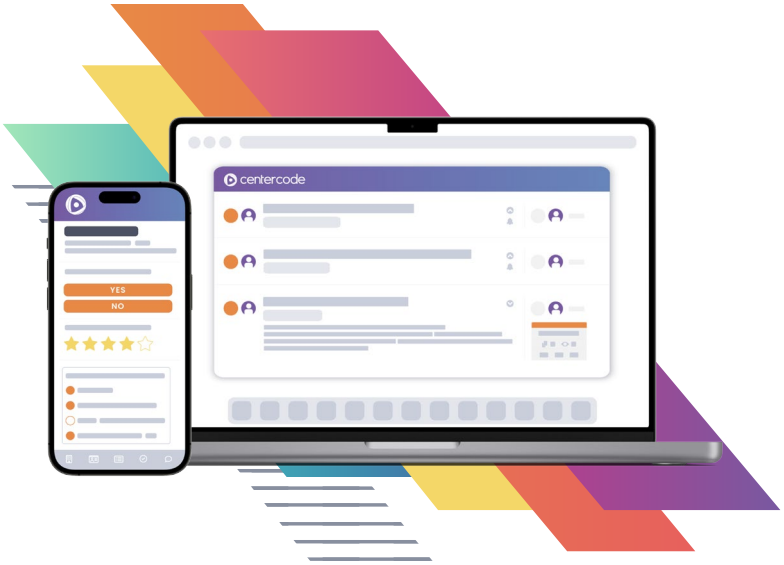
What is delta testing and how are tech leaders using it to deliver customer insights throughout agile development? This guide has all the answers.

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Centercode is the leading platform for managing impactful in-the-wild user tests.

Start for free, scale as your program grows.

COMPARE PLANS



Run real-world user tests with passionate audiences to release amazing products every time.

PRODUCT LAUNCH TESTING

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

USE CASES:

- Beta Tests
- User Acceptance Tests
- Field Tests

CONTINUOUS USER TESTING

Recruit Existing Customers to continuously mature live products and services

USE CASES:

- Progressive Delivery
- Early Access
- Customer Advisory Boards

EMPLOYEE DOGFOODING

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

USE CASES:

- Alpha Tests
- Dogfooding
- Employee Tests

COMPETITIVE TESTING

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

USE CASES:

- Competitive Intelligence
- Market Testing
- Comparative Research

GET STARTED FOR FREE
OR SCHEDULE A LIVE DEMO TO LEARN MORE

SCHEDULE A DEMO

SIGN UP FOR FREE

WHY CENTERCODE?

Increase Revenue
½ ☆ INCREASE
in product ratings

Release Sooner
50% FASTER
test cycles

Gain Participation
75% INCREASE
in tester engagement

Save Time
40% + DECREASE
in time managing tests