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HOW TO BUILD A BETA TEST

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BUILDER'S GUIDE: HOW TO BUILD A BETA TEST

Say goodbye to the frustration and hassle of setting up your test. No more wasting precious time trying to figure out how to get started. With Centercode, you'll be up and running in no time. Our guide is designed to make beta testing a breeze, so you can focus on what really matters.

STEP BY STEP GUIDE

Building a beta test is simple - all you need is a product, testers, and a communication method. Building an effective beta test, however, is a little more complicated than that. In order to be effective and successful, planning is a crucial first step to ensure you've considered the many intertwined aspects of a beta test.

From goals and objectives to audience and timeline, each test is unique and requires careful planning to execute successfully and without time-consuming mistakes.



Don't have a free Centercode Beta account?

Get Worry Free, Automated Beta Testing

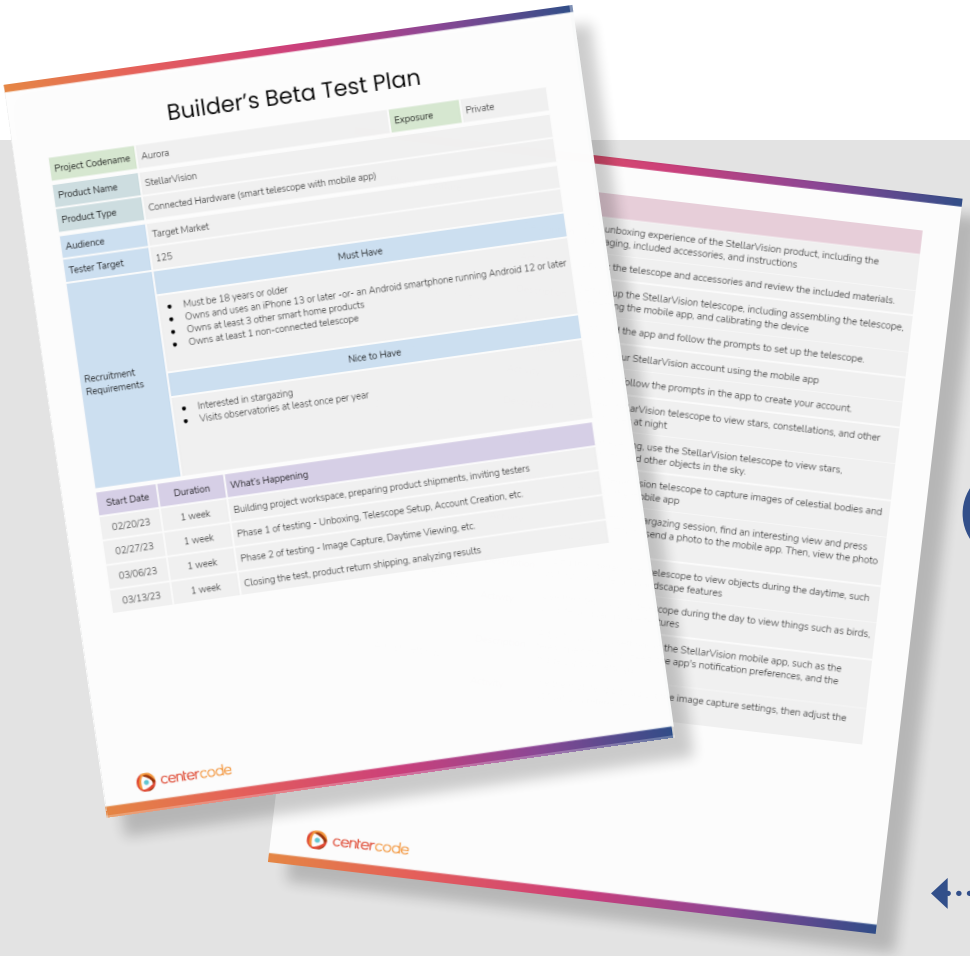
Run real-world user tests with passionate audiences to release amazing products every time.

SIGN UP FOR FREE

STEP 1 DOWNLOAD THIS TEMPLATE

For those who are just starting out or have a less mature testing program, we've created a streamlined version of a project plan. This template focuses on the essentials of test planning and is a great starting point.

For those with more advanced testing needs, Centercode offers a more comprehensive project plan.



DOWNLOAD THE TEST PLAN

USE THIS BUILDER'S BETA TEST PLAN TEMPLATE TO HELP COMPLETE STEP #3

STEP 2 SCHEDULE A MEETING

Collaborate and gather information to complete the Builder's Beta Test Plan with your team.

This ensures that everyone has a clear understanding of their role in the test and that the plan covers their needs.

Builder Tip #1

Invite relevant departments:

Product, User Experience, Support, Quality Assurance, Engineering, and Project Management

Builder Tip #2

Provide a clear agenda:

1) Discuss details of the test product
2) Define the tester audience
3) Define what needs to be tested
4) Cover when we are testing



STEP 3 CRAFT THE TEST PLAN

Answer the questions about the project, product, and target audience to complete the plan.

Here's an example of a completed test plan with callouts to the questions.

What should we name our project?

What product are we testing?

How many testers do we need?

Are we promoting the beta test publicly (hosting a link publicly) or privately (inviting testers)?

Who will we be testing with?

When can we start testing? When are we releasing?

Builder's Beta Test Plan

Project Codename	Aurora	Exposure	Private
Product Name	StellarVision		
Product Type	Connected Hardware (smart telescope with mobile app)		
Audience	Target Market		
Tester Target	125		
Recruitment Requirements	**Must Have** • Must be 18 years or older • Owns and uses an iPhone 13 or later -or- an Android smartphone running Android 12 or later • Owns at least 3 other smart home products • Owns at least 1 non-connected telescope **Nice to Have** • Interested in stargazing • Visits observatories at least once per year		

Start Date	Duration	What's Happening
02/20/23	1 week	Building project workspace, preparing product shipments, inviting testers
02/27/23	1 week	Phase 1 of testing - Unboxing, Telescope Setup, Account Creation, etc.
03/06/23	1 week	Phase 2 of testing - Image Capture, Daytime Viewing, etc.
03/13/23	1 week	Closing the test, product return shipping, analyzing results

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Builder Tip #3

Keep codenames simple and visible to testers and stakeholders

Builder Tip #4

List the attributes that are essential that every tester have and then list the things that could be useful in context of your test

Builder Tip #5

Take notes and send them out afterward

STEP 3 CRAFT THE TEST PLAN - CONTINUED

What test phase or week is the feature being tested?

Phase	Feature	Description	Activity
1	Unboxing	Unboxing of the product	Unbox the telescope and accessories
1	Telescope Setup	Setting up the StellarVision telescope	Assemble the telescope
1	Account Creation	Creating your StellarVision account	Use the app to create your account
1	Stargazing	Viewing stars and more at night	Use the telescope to look at the night sky
2	Image Capture	Capturing images of celestial bodies	Use the capture button to take a photo
2	Daytime Viewing	Viewing objects during the daytime	Use StellarVision telescope during the day
2	Adjust Settings	Adjusting various settings in the mobile app	Adjust the image capture settings in the app

What is an activity that testers can complete to test this feature or experience?

What features or experiences should testers focus on?

How would you briefly describe this feature?

Builder Tip #6

Use direct and concise instructions for simple tasks

Builder Tip #7

Use scenarios or situations for complex tasks

Builder Tip #8

Make sure testers can actually complete the activity

Builder Tip #9

Keep it to 3-5 activities per week, too much can fatigue testers

Builder Tip #10

Clear descriptions ensure proper categorization of feedback

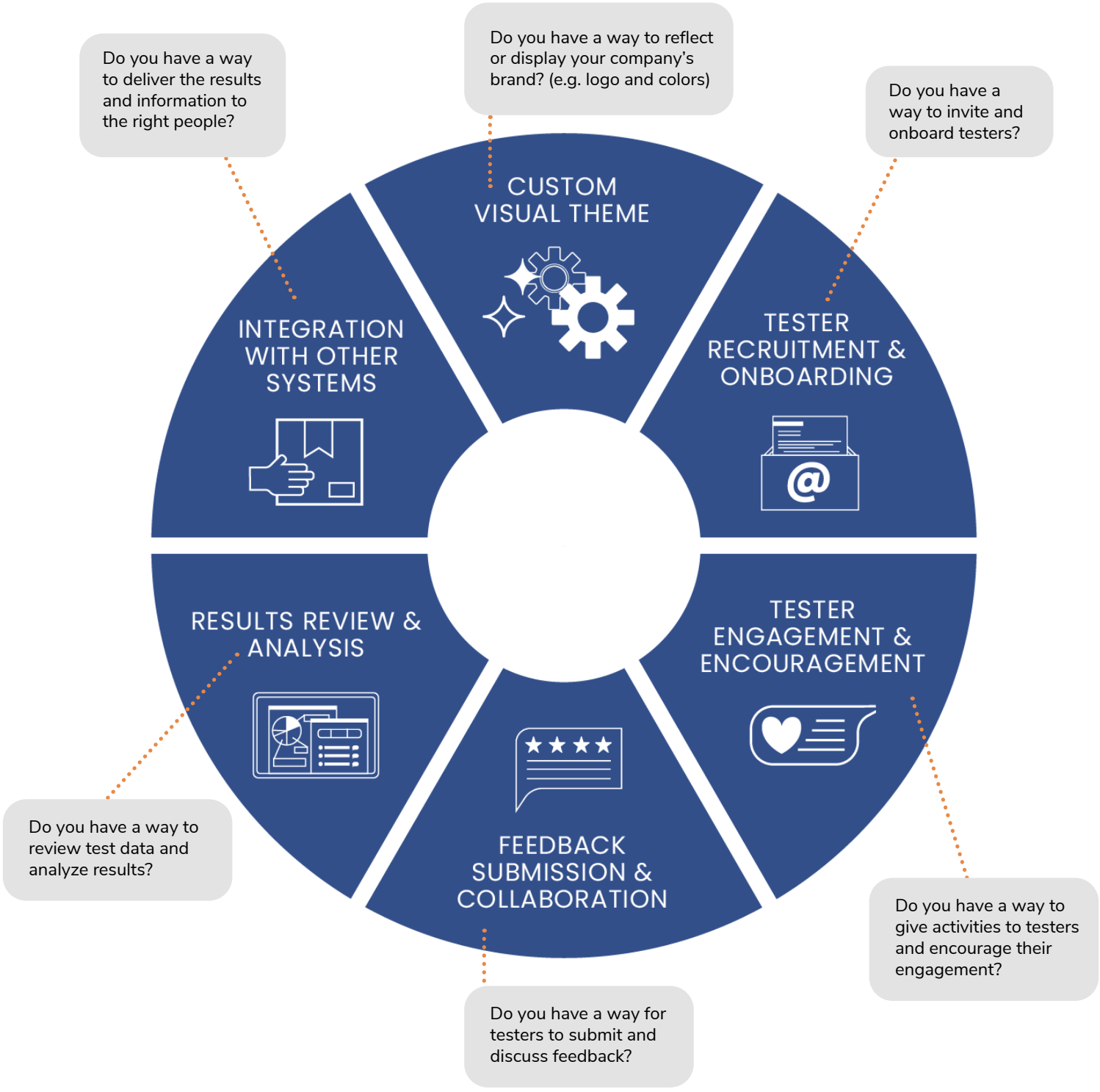
Builder Tip #11

Test each activity yourself before you give them to testers

STEP 4 SET UP YOUR WORKSPACE

Build your project workspace prior to inviting testers to join.

Your workspace should be easy to use and allow testers to complete activities and submit feedback. It should be accessible to stakeholders, and provide a centralized location for managing and tracking progress. The secret to staying organized and being efficient is to ensure you have a well-designed project workspace for you and your testers to work from. As part of building a beta test, ask yourself the following questions to make sure that your workspace has everything covered:



CONGRATULATIONS!

You have set up your first beta test!



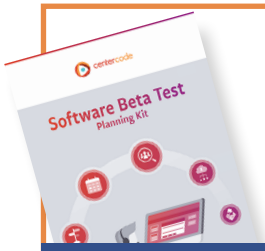
Give yourself a pat on the back, and then, show off your project to relevant stakeholders.

NEED MORE HELP?



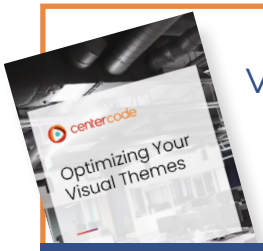
Beta Test Planning Kit

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.



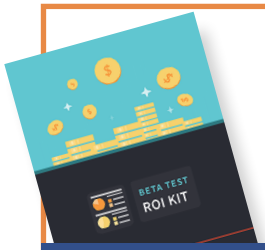
Engagement Pocket Guide

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