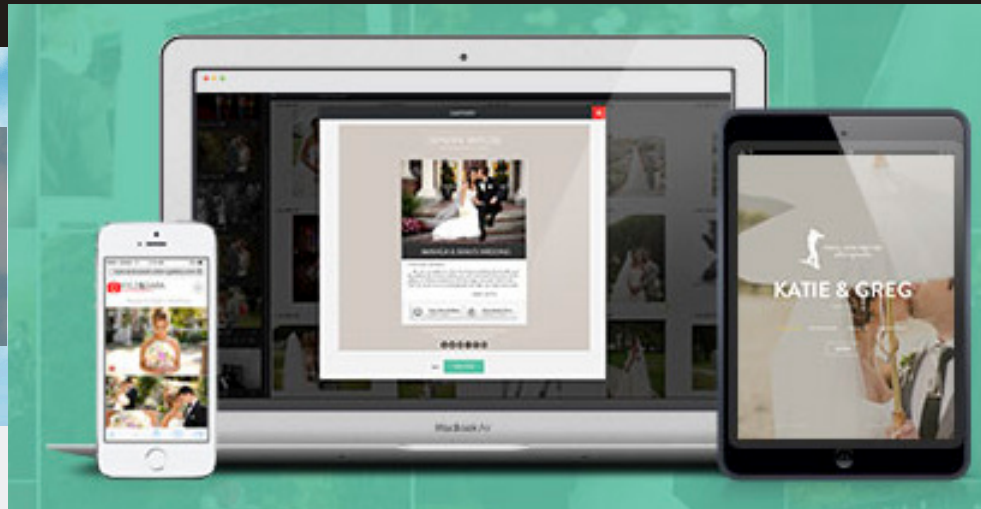


One Cloud Partners with Centercode to Test Their First Software Product

Company One Cloud
Industry Software
Platform Mac; Windows; iOS



Challenge

As Gavin and Erin Wade were running their successful photography business, they repeatedly found that one of the biggest frustrations for them was finding an efficient way to get digital images to their clients for browsing and ordering. This constant problem eventually led them to create One Cloud — a software platform where photographers can provide a simple, seamlessly-branded experience when digitally delivering or sharing photos with their clients or colleagues. After more than a year of developing the software, the time came to test whether One Cloud truly met the market demand they had experienced first hand. “Beta testing for us was an avenue to see what users value about the software. It was a proving ground to test various hypotheses we had about how photographers would actually use it,” says Gavin Wade.

“What we were hoping to get out of our beta test was constructive criticism and a sense of whether our product fills the void we saw in the photography industry. Centercode’s beta test helped us do just that.”

Gavin Wade
Founder @ One Cloud

Solution

Wade partnered with the beta professionals of Centercode's Managed Betas Team to run a 4-week-long beta test to put his product through the wringer. The Centercode platform provided an easy way for the One Cloud team to distribute builds and engage with feedback using the support of a professional beta manager handling the legwork. The product, however, hit speed bumps right off the bat. "A lot of our testers couldn't get the software working at first," says Wade, but his team was fortunately able to respond quickly as this negative feedback came in. "We were able to make a lot of improvements during the beta test and get feedback from users in real-time, which helped us fine-tune the product during a short period."

Throughout the beta test the One Cloud team was able to gather useful feedback on a wide variety of topics through user forums and surveys. By the end of the beta they had a much better idea of how photographers would be using their product and they were even able to gather valuable data that affected how they planned to price and sell the final software. They ended up with a much better product, as well as a strong group of early users that are anxious to help launch the product and begin using it for their businesses.

Beta Test Results



89 participants



4 weeks



32 features requested



60 bugs reported



148 surveys completed



396 forum posts

"We were able to make improvements during the beta test and get feedback from users in real-time, which was great. Centercode was the one-stop-shop for everything we needed in our beta test."

Gavin Wade Founder @ One Cloud

Learn more about Centercode at www.centercode.com