

CENTERCODE EDITION GUIDE

Complete feature set



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Teams of all sizes are using Centercode to make continuous user testing their product advantage. Whether you are looking for a company-wide solution or to test a single product, our monthly plans are flexible.



Need help choosing the right edition for your testing needs?

CONTACT US

Centercode Beta

Easily view and analyze test data, collect useful product feedback, and engage your target market

FREE

FOREVER

BETA

BETA INCLUDES:

- ✓ **Up to 50 Testers** - Invite up to 50 testers to join your test
- ✓ **1 Builder** - A single seat to build projects, manage feedback, and review results
- ✓ **1 Project** - A single active project for testing a complete product
- ✓ **Data Privacy Compliance** - Discrete project spaces, tester opt-out, and GDPR & CCPA compliant
- ✓ **Custom Visual Themes** - Theme your site with your company's branding
- ✓ **Test Planning** - Build your test plan to focus testers on product features on a schedule
- ✓ **Content Management** - Host documentation, files, and guides for your testers
- ✓ **Tester Activities** - Activities that tell testers what you'd like them to do
- ✓ **Collect Issues** - Collect bugs, defects, and problems from testers
- ✓ **Collect Ideas** - Capture product suggestions to inform product roadmap and improvements
- ✓ **Collect Praise** - Gather delights and testimonials about your product
- ✓ **Collaboration & Voting** - Testers can comment and upvote feedback to increase its popularity
- ✓ **Duplicate Detection** - Identify instances of duplicate feedback to stay organized

GET STARTED



TOP 10 REASONS TO USE BETA EDITION

Build Your Own Community

Build a community of testers unique to your company. Whether they are customers, employees, or strangers from your target market, this panel of potential testers is yours to manage, grow, and engage.

Delta Test Designer

Map product features to a test phase so testers focus on the areas that matter to you and your team. The Designer can help you build a workable test schedule for your testers in no time.

White Label Branding

Ensure that your Centercode platform reflects your company's branding. With the ability to apply visual themes like colors and logos to your community and project sites, establishing trust and credibility for your beta program only takes a few clicks.

Data Privacy Compliance

In addition to discrete project spaces, opt-out functionality, and granular access control, Centercode is GDPR and CCPA compliant. Centercode strives to give you the peace of mind that comes from trusting your company's data is safeguarded.

Get Started With A Kickoff Dashboard

Create and set up a project in minutes with the Project Kickoff Dashboard. This step-by-step, guided dashboard presents key project setup steps in a convenient way, linking you directly to the platform tools necessary to cross each item off of your list.

Recruit Testers

What's a test without testers? In Beta Edition, recruit and invite prospective testers to join your Centercode project using direct tester invitations or open opportunities anyone can join.

Post Product Documentation

Serve product documentation, test expectations, files, and more to testers by posting content. Turn any doc into a home page announcement for everyone with a couple of clicks

Robust Feedback Forms

Gather feedback in 3 unique forms - Issues for bugs and other problems, Ideas for suggestions and other improvements, and Praise for positive sentiment and testimonial quotes. Distinct feedback types ensure the data is categorized and prioritized for analysis.

Feedback Collaboration & Voting

Testers can collaborate with each other and comment on feedback to help troubleshoot and add additional context. Avoid duplicates and capture frequency by having testers vote for issues they've encountered or ideas they find valuable.

Tester To-Do Lists

Each product feature created in Centercode can include a directed test activity for testers to complete. This helps ensure that testers get to use the feature in a way that ensures they can provide actionable feedback based on their experience.

Centercode Delta

Automate your user testing process, gain deeper user insights, and increase workflow efficiencies

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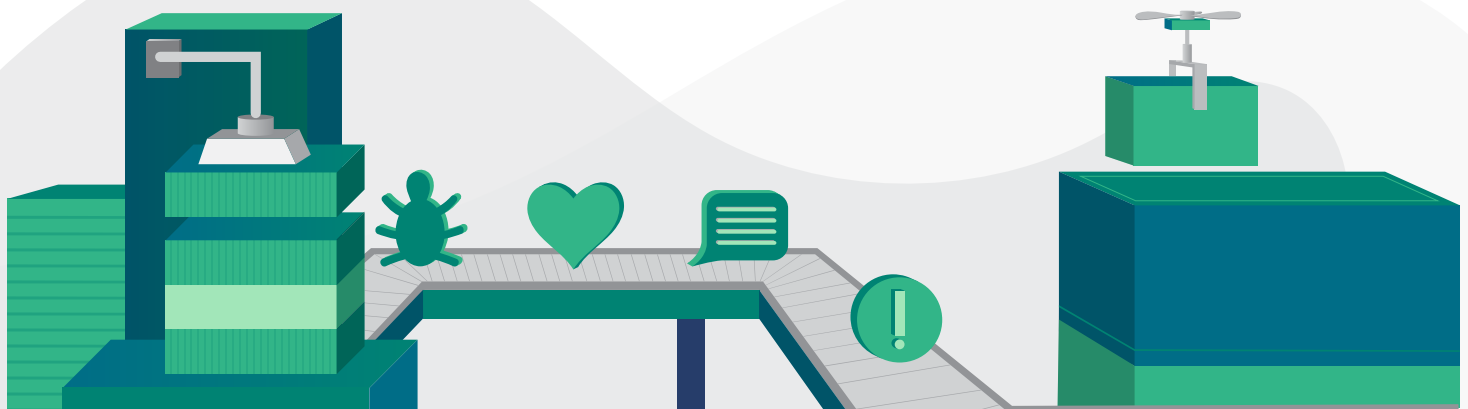
PER MONTH/BUILDER

DELTA

EVERYTHING IN BETA, PLUS:

- ✓ **Up to 500 Testers** - Expand your tester panel and have more testers on each test
- ✓ **Additional Builders** - Bring in other team members to access test data or run their own tests
- ✓ **Unlimited Projects** - Run as many projects as you want
- ✓ **Unlimited Data Retention** - Keep all of your data from finished projects for comparison and analysis
- ✓ **Custom Landing Pages** - Build pages tailored to your audience when onboarding them into tests
- ✓ **Custom Email Templates** - Create a library of email templates that you use frequently to save time
- ✓ **Adr. & Phone Verification** - Require that testers submit a valid phone or address to sign up for testing
- ✓ **Digital Agreements** - Secure, searchable tester agreements or legal documents
- ✓ **Engagement Bot** - Centercode's engagement bot keeps your test running smoothly behind the scenes
- ✓ **Feedback Prioritization** - Centercode's automatic feedback prioritization system
- ✓ **Interactive Dashboards** - Dashboards like Tester Engagement, Features, and Product Success
- ✓ **Program KPIs** - Measure delta health, success, and impact to analyze and compare results
- ✓ **Mobile App**

GET STARTED



TOP 10 REASONS TO USE DELTA EDITION

Invite More Testers

With a much larger audience, you'll have room to diversify your personas, extend test coverage with more environments, and increase confidence in your results. It also means you have more targeted testers to choose from for every project.

Build Your Team

Turn your solo-act into a supergroup by bringing in more collaborators. Delta lets you assign Builder seats, so you can invite your teammates to view dashboards, respond to testers, triage feedback, run their own (unlimited number of) projects, and more.

Unlimited Projects

In Delta Edition, there's no limit on the number of tests you can run at once. You can create multiple projects and assign users to manage them, turning one-off tests into a full-blown program that produces a constant flow of feedback and product insights.

Keep Project Data

Want to compare your most recent feature feedback with the results from your last test? No problem! Delta Edition lets you keep all the data from your previous projects, so you've got a convenient, clutter-free way to show your program's ongoing impact.

Automate Engagement with Ted

Like a trusty assistant, Centercode's engagement bot keeps your test running smoothly behind the scenes. Ted sends timely reminders to testers, maintains the schedule, monitors feedback, and reaches out to seal any gaps—everything except bringing your coffee.

Auto-prioritize Feedback

With Centercode's feedback prioritization system, issues, ideas, and praise organize themselves by what's most impactful to your product's success. The algorithm combines feature importance and popularity so your team knows what to handle first.

Worry-proof Digital Agreements

Centercode handles e-signatures and legal docs like NDAs, keeping discretion top of mind for your participants. Everything's housed in the Agreement Center, which ensures records are secure, searchable, and easy for you and your testers to access anytime.

Dashboards and KPIs

Centercode's KPIs and dashboards turn noise into action with insights specific to user testing. Then, you can skip building a deck and show those insights on the fly with one-click Presentation Mode.

Your Own Virtual Scrum Master

Align your team with automatic daily project updates from your very own virtual scrum master. These project recaps keep your stakeholders in the loop with up-to-date results and ensure you've got eyes on what needs your attention most.

Mobile App Access

Centercode's mobile app lets testers submit feedback the way they like best: on the fly and on their terms. With your project literally in your testers' pocket, Centercode makes it even easier for you to score real-world product insights and keep participants.

Centercode Pro

*Scale your user tests, increase productivity,
and integrate between business systems*

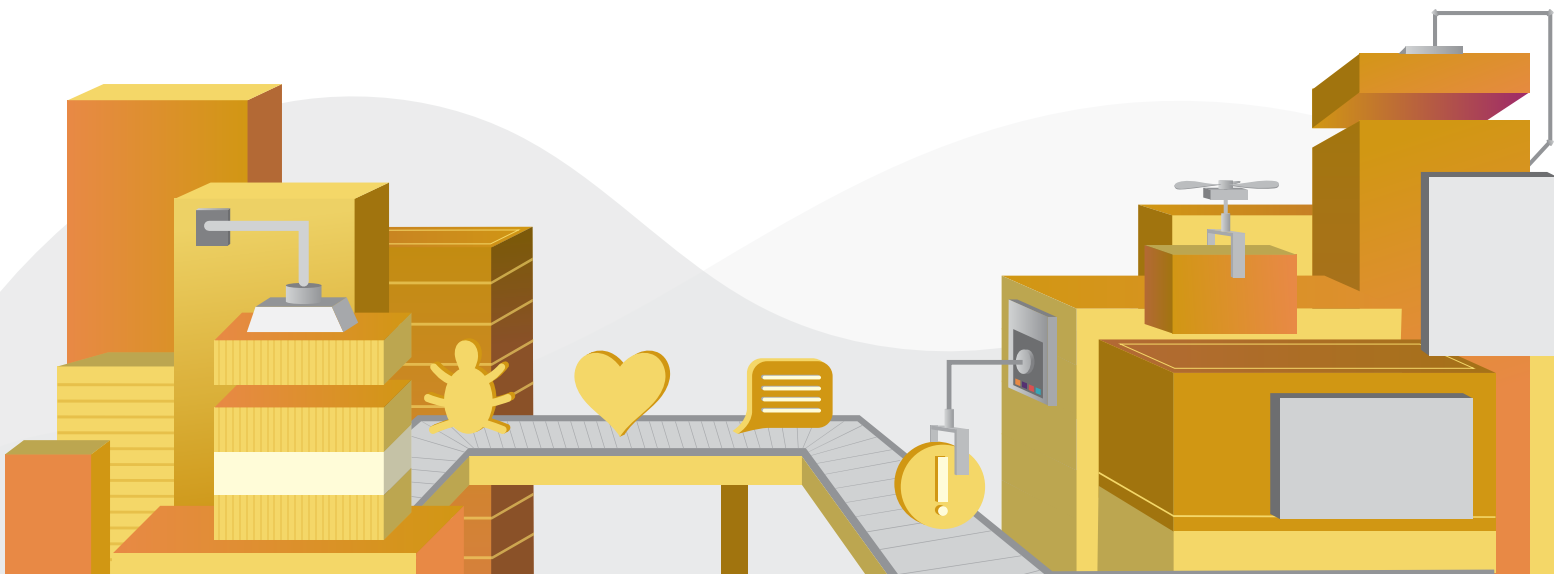
Let's Chat

REQUEST DEMO

PRO

EVERYTHING IN DELTA, PLUS:

- ✓ **Up to 5,000 Testers** - Build a profiled community of your own testers
- ✓ **Survey Designer** - Full-featured surveys for gathering rich quantitative data
- ✓ **Custom Feedback Types** - Build your own custom feedback forms to collect specific information
- ✓ **Feedback Automation** - Automate feedback activities to save time and increase efficiency
- ✓ **Advanced Content** - Gain deeper control over project content with templates, dynamic tags, and more
- ✓ **Release Distribution** - Easily distribute software builds
- ✓ **Reporting Engine** - Build custom reports for deep-dive data analysis
- ✓ **Continuous Onboarding** - Bring testers seamlessly into ongoing tests
- ✓ **Regression Testing** - Test and re-test features in a single, ongoing project
- ✓ **Custom Project Templates** - Set up the perfect test for a specific product and use it every time
- ✓ **Jira Integration** - Seamlessly connect feedback from Centercode to Jira for faster improvements
- ✓ **Advanced Branding** - Gain access to the HTML editor and the ability to customize string sets
- ✓ **APIs Access** - Increase efficiency by centralizing data between your business tools



TOP 10 REASONS TO USE PRO EDITION

Amplify Your Audience

An even larger number of Audience seats to grow your community! Testers increase the coverage of your product, introduce new test scenarios, uncover more defects, and provide a path to explore new markets.

Build Your Own Surveys

Custom project surveys allow you to gather additional rich quantitative data throughout your tests. Analyze tester responses relative to your Issues, Ideas, and Praise to build a more complete understanding of testers' experiences.

Create Your Own Feedback Types

Collect more nuanced product insights by designing your own feedback types. Whether you're collecting qualitative feedback through journals or designating a co-create space for VIP testers, you'll have the tools to retrieve the exact data you need.

Automate Feedback Workflows

Let Centercode handle the tedious task of managing and prioritizing feedback. Professional Edition automates your feedback workflow, collecting, analyzing, prioritizing, and distributing feedback on your behalf—and increases the overall efficiency of user tests more than 40%.

Deliver Software Builds In-Site

Between unique URLs and special passwords, getting early builds into your testers' hands can be a nightmare. Distribute your software builds quickly and easily with Professional Edition to enhance security, increase engagement, and reduce your reliance on additional tools.

Enhanced Reporting

Build custom, visually engaging reports for in-depth insight into user, survey, feedback, and participation data. And eliminate data silos with automated distribution, so team members have easy access to it.

Onboard Testers During Testing

Create a continuous onboarding experience for different groups of testers that you may invite to participate in your test at different stages. You can default tasks for new participants onboarded and supply them with the information they'll need.

Regression Testing

Professional Edition supports regression testing for features you need to re-test across multiple phases of your project. Automatically retest features like "Build Stability" or "Performance" across sprints with automation that streamlines continuous testing.

Create Project Templates

Centercode Pro makes it faster to spin up new tests by letting you turn existing projects into templates. With templates, you and your team will save time, expend less effort, and develop more consistent and effective testing practices. We call that a win-win-win.

APIs and Integrations

Propel your results further by integrating Centercode with your business systems. Centercode Pro automates the flow of delta testing data throughout your company so promoting customer-driven decisions doesn't eat into your packed schedule.

Centercode Team

Use the full strength of automation, engage your community, & optimize alignment

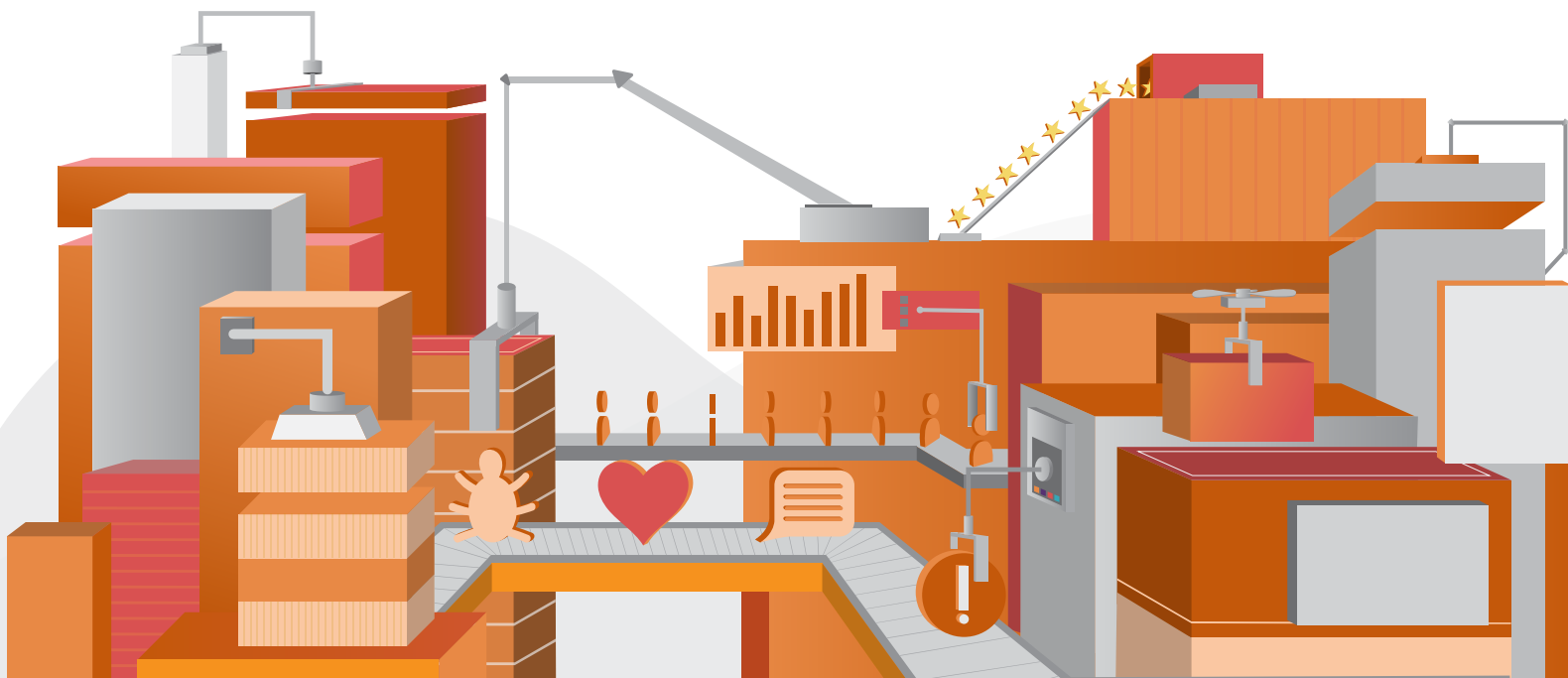
Let's Chat

REQUEST DEMO

TEAM

EVERYTHING IN PRO, PLUS:

- ✓ **Up to 50,000 Testers** - Build and quickly access a whole community of highly profiled testers
- ✓ **Custom Segmentations** - Group testers or builders for quick analysis or access control
- ✓ **Granular Access Control** - Create and grant access to specific roles to control what's seen
- ✓ **Adv. Tester Recruitment** - Recruit from multiple sources and monitor the effectiveness of each
- ✓ **Adv. Tester Onboarding** - Build tailored onboarding experiences for different audiences
- ✓ **Technographic Profiles** - Segment users by technology they use
- ✓ **Custom Demographics** - Store demographic & psychographic data for quick sorting and analysis
- ✓ **Workflow Automation** - Automate repetitive tasks within your program
- ✓ **Community Surveys** - Engage your entire community with in-depth surveys
- ✓ **Referral System** - Expand program through referrals and find your best evangelists
- ✓ **Team Performance Reporting** - Measure & analyze your team's performance to ensure all tests are high quality



TOP 10 REASONS TO USE TEAM EDITION

Supersize Your Reach

With Team Edition, there's enough room for all your target market customers across all your product lines. Increase recruitment turnaround times, get more attention on the features you're testing, and ensure greater precision as you test.

Tester-Customer Alignment

With custom segmentations, you can guarantee your tester team fully represents your target market. Split your testers up by traits like their home size or tech stack to quickly identify patterns and isolate feedback that improves your product's performance.

Streamline Recruitment

Team Edition streamlines recruitment by combining best practices with tools to make the process reliable and repeatable. Announce your project, survey applicants, choose ideal testers, get NDAs signed, deliver builds, and launch your test from one place.

Customize Onboarding

Tailor the onboarding experience so participants have what they need to be great testers and you can make the most of their new-project excitement. Add steps like verifying product receipt, reviewing agreements, or custom surveys to start them off right.

Segment Teams by Tech

Technographics are key to developing successful products in a connected world. Use teams to segment users by the details of tech they use, then leverage that info to find ideal candidates, expand use cases, and contextualized tester feedback.

Build Tester Profiles

Collect and store the demographic and psychographic data you need to select your ideal tester team. Store tester profiles for easy reference during recruitment and prevent data decay by regularly reminding your community members to update their info.

Save Time with Automation

As your program grows, so does your workload. Reduce friction with Team Edition by automating repetitive tasks and creating workflows, so your team can focus where it counts most: analyzing and implementing feedback to launch first-class products.

Tap Into Your Community

Take advantage of downtime between tests and the bigger audience you get in Team Edition with community surveys. Target a specific audience or engage with your whole community to answer whatever burning product questions you and your stakeholders want to know.

Crowdsource Your Growth

Expand your program through word of mouth by inviting your testers to refer their friends, family, and colleagues to your Centercode site! Since you control both the referral messaging and the number of referrals each tester gets, the extra publicity you get is all perks.

Optimize Your Team

Team Edition lets you continuously measure and analyze your team's activity and performance. Build reports to help balance workloads, pinpoint process inefficiencies, and knock down obstacles between your team and a constant flow of feedback.



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

START FOR FREE, SCALE AS YOUR PROGRAM GROWS.

PLATFORM OVERVIEW



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

CONTINUOUS USER TESTING

Recruit Existing Customers to continuously mature live products and services

EMPLOYEE DOGFOODING

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

COMPETITIVE TESTING

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

USE CASES:

- Beta Tests
- User Acceptance Tests
- Field Tests

USE CASES:

- Progressive Delivery
- Early Access
- Customer Advisory Boards

USE CASES:

- Alpha Tests
- Dogfooding
- Employee Tests

USE CASES:

- Competitive Intelligence
- Market Testing
- Comparative Research

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

SCHEDULE A DEMO

START FOR FREE

WHY CENTERCODE?

| | |
|--|---|
| <p>Increase Revenue</p> <p>1/2 ☆ INCREASE in product ratings</p> | <p>Release Sooner</p> <p>50% FASTER test cycles</p> |
| <p>Gain Participation</p> <p>75% INCREASE in tester engagement</p> | <p>Save Time</p> <p>40% + DECREASE in time managing tests</p> |