

About me

About Centerode

The state of the market

Weathering the storm

Bonus tips for job seekers

Q&A

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About me

Luke Freiler

Product-led CEO

Centercode Cofounder



Engineering & UX background

Began my career @ Samsung & Ericsson

Hardware & software • Consumer & business

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Our vision

Technology should reduce friction, increase our reach, and bring us joy

Our reality

Technology is a word for something that doesn't work yet - Douglas Adams

centercode

Modern, automated user testing for real-world, prioritized Issues, Ideas, and Praise to maximize product success

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 Testing

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

USE CASES

- Dogfooding
- Alpha Testing
- Internal Beta Testing

Competitive Testing

Enlist **Competitors' Customers** to rapidly gain actionable intelligence about their products

USE CASES

- Competitive Intelligence
- Market Testing
- Comparative Research

Why Centercode?

Increase Revenue

½ ⭐
INCREASE
in product rating

Release Sooner

50%
FASTER
test cycles

Gain Participation

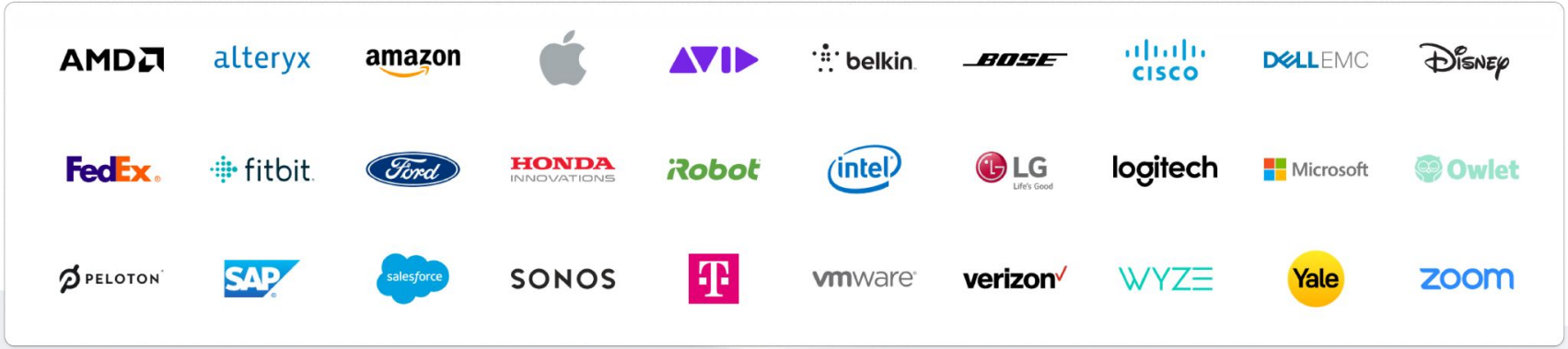
75%
INCREASE
in tester engagement

Save Time

40%
DECREASE
in time managing tests

Be a Hero

646%
ROI
over 3 years



The state of things...

The market sucks

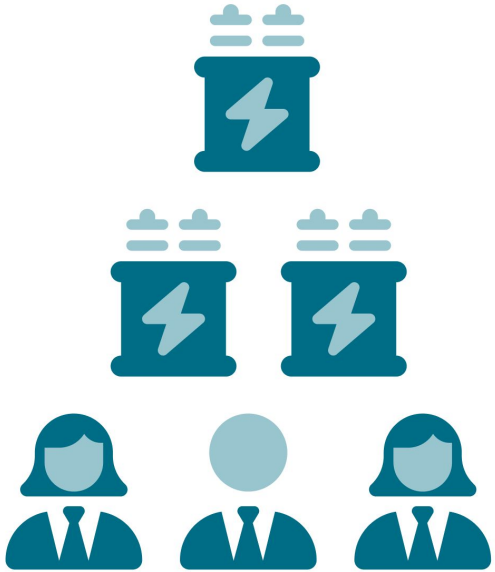
You’re all aware - some have firsthand experience

Layoffs are way up

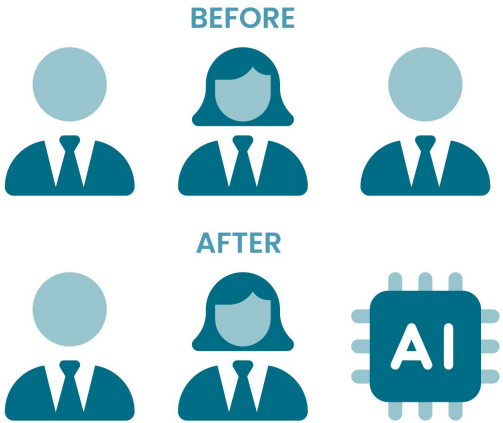
Spending is down

Virtually all jobs are at some level of risk

The new mentality is to “scale by electricity”



AI will make things worse before it makes them better (and then probably worse again)



AI isn’t going to replace product managers and most tech professionals (yet?)

But it will create the need for fewer of them by increasing individual productivity

You won't likely be replaced by AI, but you might be replaced by someone who uses it

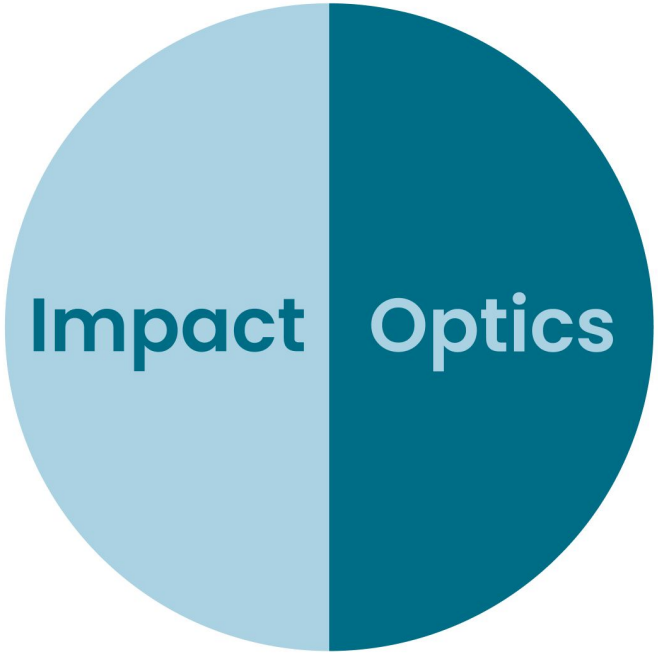


So what can we do about it?

Job retention in this economy

A. You need to have a material impact on the success of your company

B. You need to show you can do more with less



C. If you're flying under the radar, you may as well not exist...

User testing 101

Goes by many names: Alpha, beta, delta, user acceptance, field - it's all basically the same idea

Recruit an audience of teters, engage testers, collect feedback, drive improvements



Commonly used in B2B, B2C, enterprise; hardware, software, SaaS, apps, etc.

Applies to both initial product launches and continuous release

Product managers the most common owner (~50%)

Other companies leverage resources in quality, support, UX, and basically everywhere else

Companies born into Agile typically build dedicated teams as they scale

How can you take advantage of it?

Most companies have immature, frustrating user testing programs - ripe for improvement

This is an opportunity for you to take a lead/innovator position in generating value

Fun Facts

You have an enthusiastic audience who wants to help shape your product - **for free**

They do this because your product solves their problems

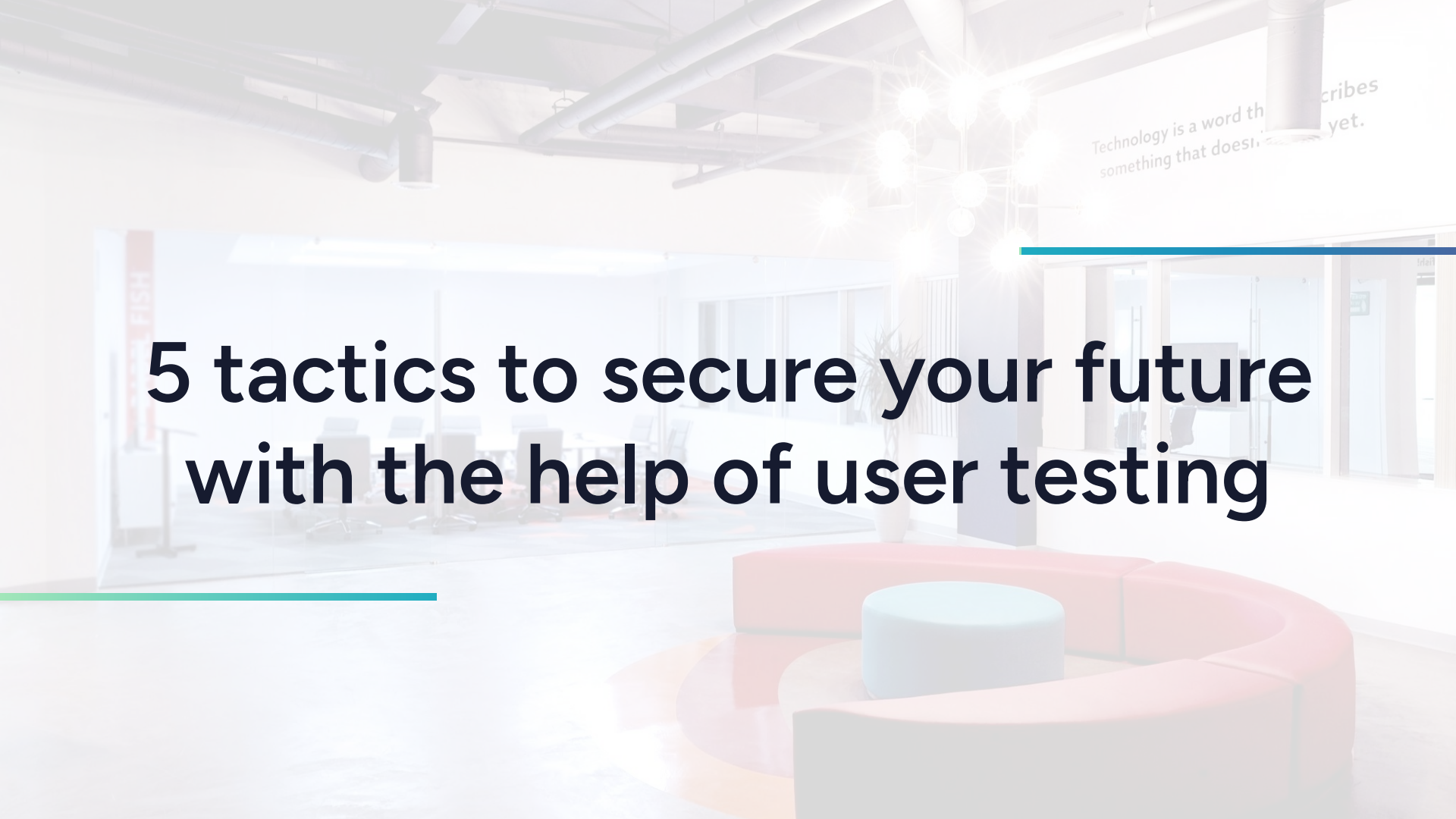
They take pride in helping shape the solution

Incentives are optional (i.e. very low investment)

Don't be afraid to engage them

Everyone benefits





5 tactics to secure your future with the help of user testing

1. Scale by electricity (and volunteers)



User testing is your "**force multiplier**"

This is a military term that conveys how *multiplicative* specific weapons and equipment are in the hands of a soldier or force

A successful user test can outpace the output of numerous QA professionals, while covering quality gaps, uncovering new UX insights, and surfacing delights

That can be YOUR impact...

2. Be the smartest person in the room

A product VP once told me, the job of every product manager is to "*be the smartest person in the room*"

This means developing a deep authority on your product, business, and customer

User testing provides not only broad coverage, but **unique insights** into all of these



3. Be the voice of the customer

User testing provides perspective and data that is both **unique** and **highly valuable**

Take ownership of that voice and you'll be recognized for it

Also, make sure to **share your learnings with everyone**



4. Spearhead a dogfooding program

What is dogfooding?

Dogfooding programs invite employees to test pre-release products. Dogfooding leverages sunk costs to increase product quality, while **improving employee engagement**, allowing everyone to help shape the future of the company through its products, regardless of their role.

Why own it?

- Highly cost effective, grass roots optics *(i.e. doing more with less)*
- Addresses CEO FUD (remote culture, productivity, retention)
- Great internal networking opportunity (optics)
- Improves your products (win-win)



5. Become a public "face" of your product

If your sudden absence would lead customers to ask questions, it's far less likely you're leaving any time soon.....

- Brand yourself
- Be empathetic
- Be consistent
- Always be "on stage"



Summary

- Scale by electricity (and volunteers) = have a huge obvious impact
- Be the smartest person in the room = have the answers at your fingertips
- Be the voice of the customer = bring something unique, throw a wide net
- Start a dogfooding program = help your CEO sleep at night, network
- Become a public face of the company = make letting you go painful

Already hit by the RIF?



Looking for a new role?

Learn user testing to round out your resume

We offer tons of free educational resources @ centercode.com/resources

Take Centercode University @ university.centercode.com branch code: **heartofgold!**

Become a tester (betabound.com) and use it to build your network

Looking for extra cash? Use your network...

We're seeking referrals and affiliates... (let's talk, **referrals@centercode.com**)

How Centercode can help

Starter

Get a taste of the power of Centercode

Starter includes:

- 20 user audience
- Test planning
- Tester activities
- Content management
- Issues, Ideas, and Praise
- Duplicate detection
- Engagement bot
- Feedback prioritization
- Interactive dashboards
- Program KPIs
- Mobile app
- Collaboration & voting
- Custom branding
- Slack integration

Pro

Best for individuals and small product teams

Everything in Starter, plus:

- 5,000 user audience
- Unlimited projects
- Unlimited data retention
- Survey designer
- Custom feedback types
- Feedback automation
- Release distribution
- Reporting engine
- Regression testing
- Custom project templates
- Custom email templates
- Jira integration
- Digital agreements
- Continuous onboarding

Team

Best for growing teams and programs

Everything in Pro, plus:

- 20,000 user audience
- Custom segmentations
- Granular access control
- Advanced recruitment
- Advanced onboarding
- Technographic profiles
- Custom demographics
- Workflow automation
- Community surveys
- Project profiles
- Referral system
- Team performance metrics
- Full API access
- Branded engagement bot

Enterprise

Best for large, complex organizations

Everything in Team, plus:

- Unlimited audience
- Dedicated infrastructure
- Staging implementation
- Custom onboarding
- Security review
- Legal review
- Custom integration
- Dedicated CSM
- Custom templates
- Unlimited API calls
- Trade compliance
- Custom SSO

Managed services

Fully managed users tests:

- Targeted recruiting
- Logistics
- Engagement
- Feedback triage
- Reporting & insights

Betabound

~300k member tester community

Models

On-demand projects (2+ weeks)

Annual programs (weekly hours)

Pricing

Test weeks * testers

Typically starting @ ~10k/project

Starter will have you up and running in minutes • Or request a **Pilot** of any edition to prove value

Keep in touch!

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Q&A
(and thank you!)

Centercode platform features



Dedicated Community

Tester Profiles

Tester Qualification

Tester Selection

Ideal Testers



Testing Phases

Activity Management

Engagement Automation

Feedback Analytics

Issues, Ideas, Praise, and More



Impact Scoring

Feedback Management

Comprehensive Reporting

Dynamic Dashboards

Prioritized Recommendations