DELTA TESTING

Glossary



Delta Testing Glossary

Here's an overview of the common terms used during delta testing.

Activities

Tasks that direct testers to explore and engage with product features during any given delta testing phase.

Competitive Testing

This delta testing use case is utilized to research and test competitors' products with potential customers to make sure you have product-market fit and differentiation in your product specifications. (Also known as: Centercode Competitive Edge)

Delta Health Score

A letter grade that combines the level of feature coverage (based on audience engagement) with the amount of actionable feedback submitted by your audience to indicate in real time how well your project is running.

Delta Impact Score

A real-time percentage that measures the impact of total project feedback against the impact of the feedback your team has addressed. This score visualizes the influence your delta testing project has had on product success overall.

Delta Success Score

This score balances the impact of positive feedback like praise, negative feedback like issues, and improvement ideas to show the overall success of your product in real time.

Delta Testing

A movement in modern product development that reimagines beta and other forms of user testing in an automated and continuous fashion. Delta testing puts functioning products in the hands of targeted audiences in their homes, offices, and other technology ecosystems to solicit real-world feedback over an extended period of time. (Also known as: user testing, customer validation)

Employee Testing

This delta testing use case employs close collaboration between coworkers to surface real-world user experience issues. Modern companies use this to develop a product-centric culture within their organization. (Also known as: Centercode Customer Zero, dogfooding, internal user testing)

Engagement Automation

Engagement automation uses machine learning to personalize mass communication to individual testers in a way that drives ongoing project participation. It uses auto reminders for features that participants need to evaluate and keeps them engaged and up-to-date with ongoing outreach about the project as it progresses.

Features

The product areas and experiences being evaluated during delta testing.

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Feedback Impact Score

This score is automatically applied to incoming feedback during delta testing and reflects the feedback's impact on product success. The score is calculated based on signals like feature weight (how important the feature is), severity (how much the issue affects the usability of the feature), popularity (how many testers engaged with the feedback) and frequency (how many testers had the same feedback).

Ideas

One of the three key feedback types during delta testing, ideas provide the customer's viewpoint on feature additions or improvements that would elevate their experience with your product.

Issues

One of the three key feedback types during delta testing, issues represent quality, interoperability, and real-world performance problems (often bugs) testers experienced that decreased their satisfaction with the product.

Phases

A period of time during your delta test when testers are focused on evaluating the experiences of using a specific feature-set.

Praise

One of the three key feedback types during delta testing, praise highlights the distinct features and experiences of the product that your testers adored and will in turn delight your customers.

Product Iteration Testing

This delta testing use case captures input from actual customers on an ongoing basis. It is utilized as features are updated or added to an existing product to ensure that every release is successful and to cultivate a group of product evangelists. (Also known as: Centercode Product Growth, customer testing)

Product Release Testing

This delta testing use case is utilized to gain insights from target audiences testing your pre-release product so you can identify real-world bugs to fix or improvements to make before launch. (Also known as: Centercode Product Launch, beta testing, user acceptance testing, field testing, customer testing)

Satisfaction Scores

These scores use a 5-star rating to capture user sentiment about each feature and serve as a signal for testers to submit deeper feedback (issues, ideas, and praise) about the experiences that influenced their rating. Aggregate satisfaction scores for each feature make it easy to identify what to fix or promote for greatest success.

Tester Impact Score

This score uses the aggregated impact score of the project feedback from an individual tester to reveal the impact that tester has had on your product.



If you're new to delta or want to dig deeper, download *The Definitive Guide to Delta Testing*. It's your everything-you-need-to-know companion for user testing automation.

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Delta Testing Solutions



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

The Centercode Platform equips you with the automation and best practices you need to get actionable user insights for any use case.

PRODUCT LAUNCH

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

USE CASES:

- Beta Tests
- User Acceptance Tests
- Field Tests

PRODUCT GROWTH

Recruit **Existing Customers** to continuously mature live products and services

USE CASES:

- Progressive Delivery
- Early Access
- Customer Advisory Boards

CUSTOMER ZERO

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

USE CASES:

- Alpha Tests
- Dogfooding
- Employee Tests

COMPETITIVE EDGE

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

USE CASES:

- Competitive Intelligence
- Market Testing
- Comparative Research