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DELTA TESTING INDUSTRY REPORT

2022



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KEY INSIGHTS

87%
of today's companies are leveraging beta or delta tests

42%
of respondents conduct or manage beta testing themselves

78%
of those that describe their testing programs as "Very" or "Extremely" effective have defined processes.

#1
problem in customer beta testing is obtaining tester participation

57%
Of companies don't have standard process in place for running customer beta tests.

19%
of companies are satisfied with the personal available to support customer beta testing.

70%
of respondents are using email to collect feedback (which makes us sad).

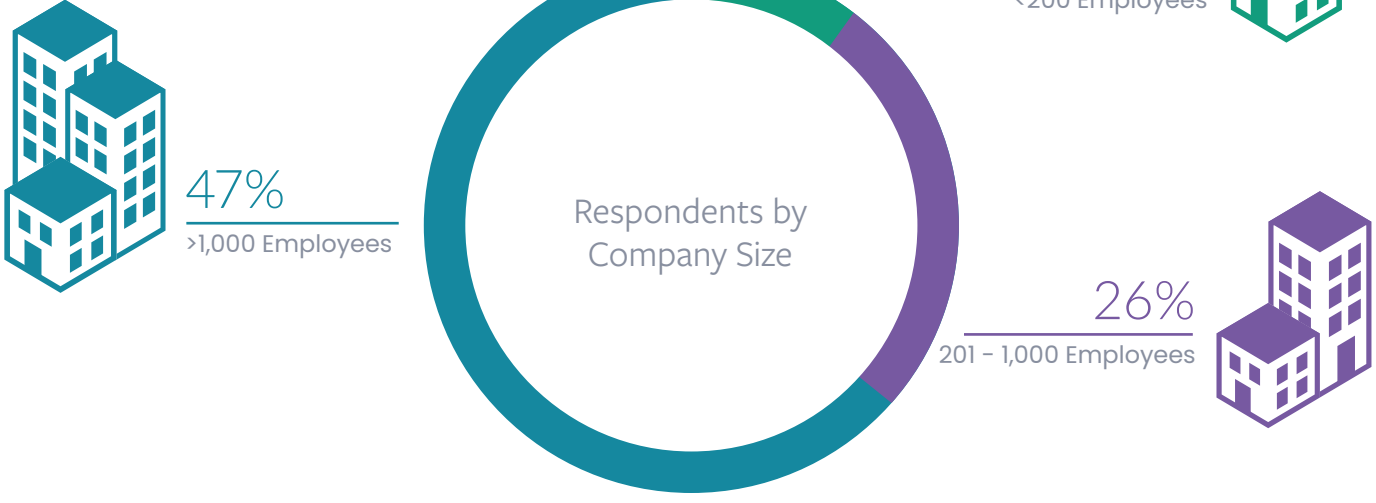
87%
of Centercode customers found beta testing more effective than those not using Centercode.

106%
Centercode customers found employee beta testing (dogfooding) 106% more effective than those not using Centercode.

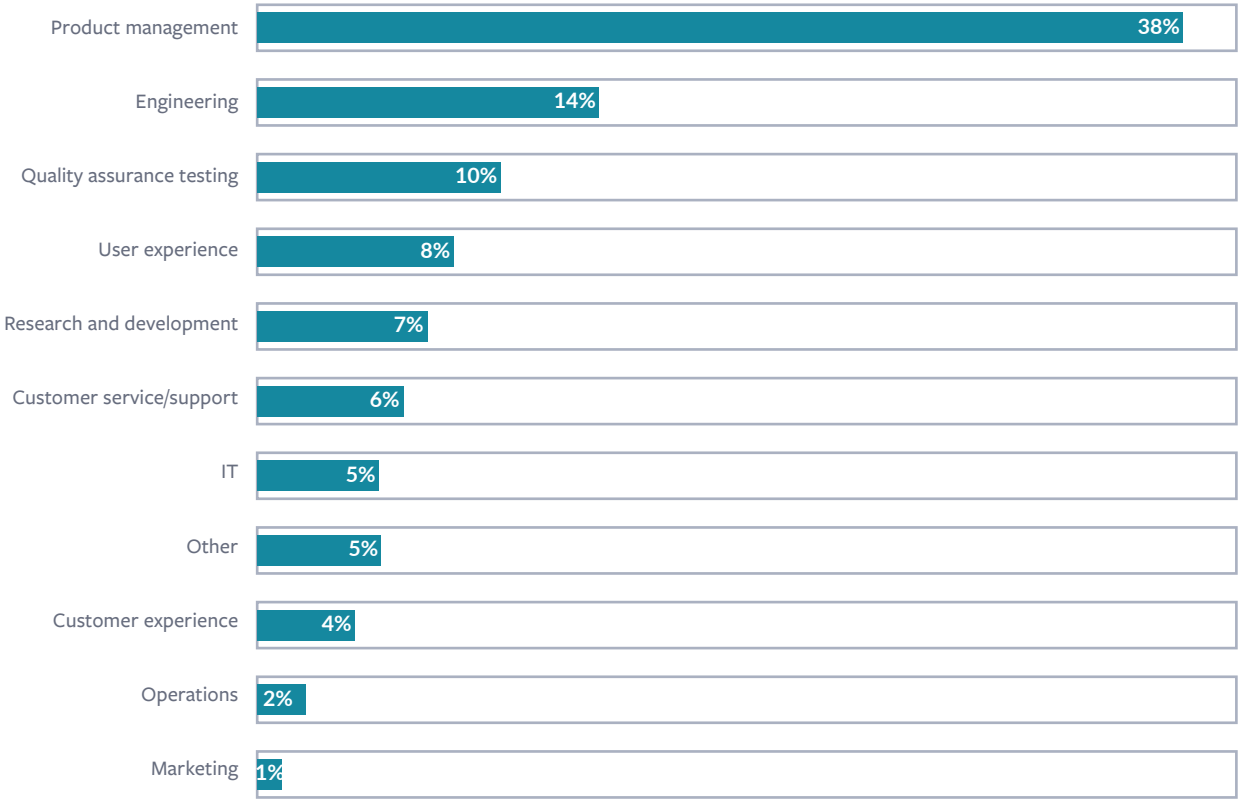
Top 3
Most difficult tasks for those managing beta tests: recruiting testers, planning or scoping the project, demonstrating ROI of beta testing.

SURVEY METHODOLOGY

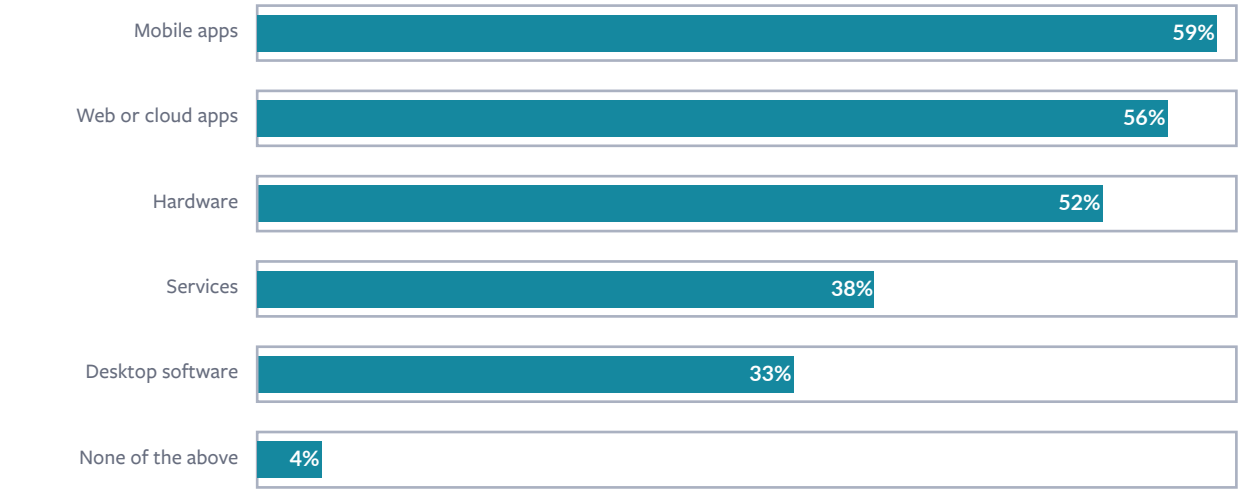
In June 2022, 192 respondents across various industry verticals completed the sixth-annual delta testing survey. These responses represent a broad collection of company sizes, job titles, levels of responsibility, and experience managing user tests. Together, their insights illustrate how companies structure their user testing programs, manage their time and resources, identify success, and what they find most challenging.



RESPONDENTS BY DEPARTMENT



RESPONDENTS BY PRODUCT TYPE



2022 INDUSTRY TRENDS

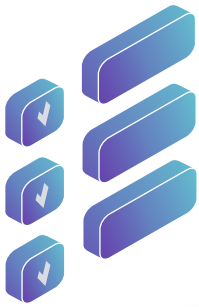
The shared experiences of hundreds of industry professionals revealed three trending factors that stand out as we move through

2022. Let's take a closer look.



TREND #1

Beta testing is the most effective method for collecting feedback to improve the product. Still, it isn't easy to do.



TREND #2

Across the industry, beta testing is deemed required, but it ain't pretty.



TREND #3

The tools being used are causing severe problems with the effectiveness and efficiency of beta testing.

TREND #1

BETA TESTING IS THE MOST EFFECTIVE METHOD FOR COLLECTING FEEDBACK TO IMPROVE THE PRODUCT. STILL, IT ISN'T EASY TO DO.

BETA TESTING IS THE ALPHA DOG OF PRODUCT IMPROVEMENT

Most of those surveyed said customer betas (45%) and employee betas (36%) were the most effective way to impact product improvement. These numbers were even higher among Centercode customers, with 87% ranking customer betas most effective and employee betas at 74%.

7 OUT OF 10 COMPANIES RATE BETA TESTING AS THE MOST EFFECTIVE WAY TO IMPROVE PRODUCTS.

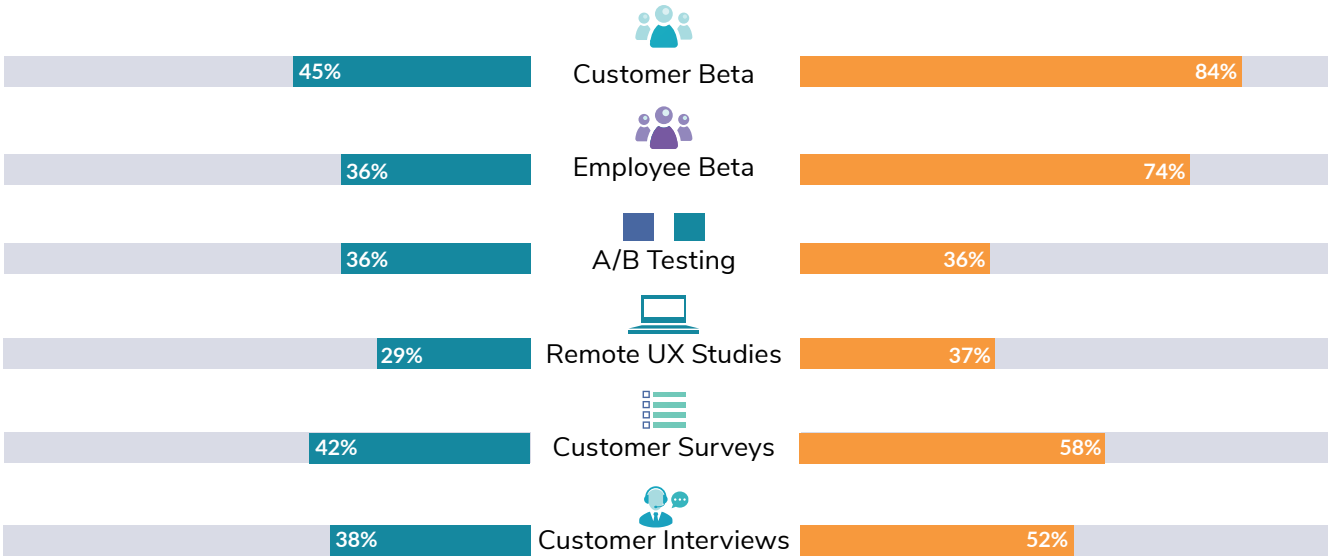


One reason beta testing is more effective over other methods (surveys, remote UX studies) is that beta testing is able to collect more useful feedback, even if not managed precisely. Other methods require more professional expertise to provide actionable feedback.

Expert Insights: The quantity of testers and quality of context from a user in their natural environment is more relevant and useful during beta testing, making it easier to make decisions on improvements. Additionally, given that only 19% of respondents felt satisfied with the number of personnel available to support their organization's user-testing efforts, beta testing often requires less expertise than remote UX studies and surveys that have a higher risk of collecting poor data if they aren't managed by trained professionals.

EFFECTIVENESS

How effectively are these activities at helping improve your products?



Centercode customers find customer and employee testing more effective at improving products.

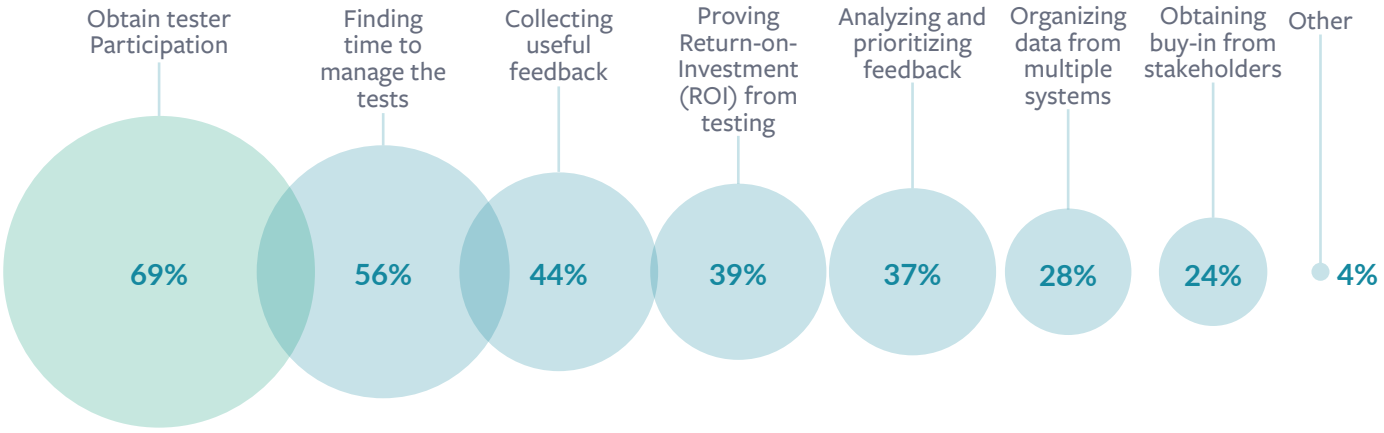
MORE BETA, MORE PROBLEMS

But, while beta testing is seen as effective, it isn't without its challenges. The number one issue test managers reported was obtaining tester participation (69%). Additionally, given that 50% of companies surveyed release new products every few months and 80% of companies release product updates every few months, more than half of those surveyed (56%) feel they don't have the proper amount of time to effectively manage user tests.

Expert Insights: Professionals struggle with collecting data from testers and finding time to manage the tests. Many are using multiple tools not explicitly designed for the task (more on this in trend 3) to manage their tests–requiring manual tasks that take significant time investment to achieve. Our survey respondents describe their testing as "required," however, professionals still have difficulty finding time to do it, which can result in significant issues.

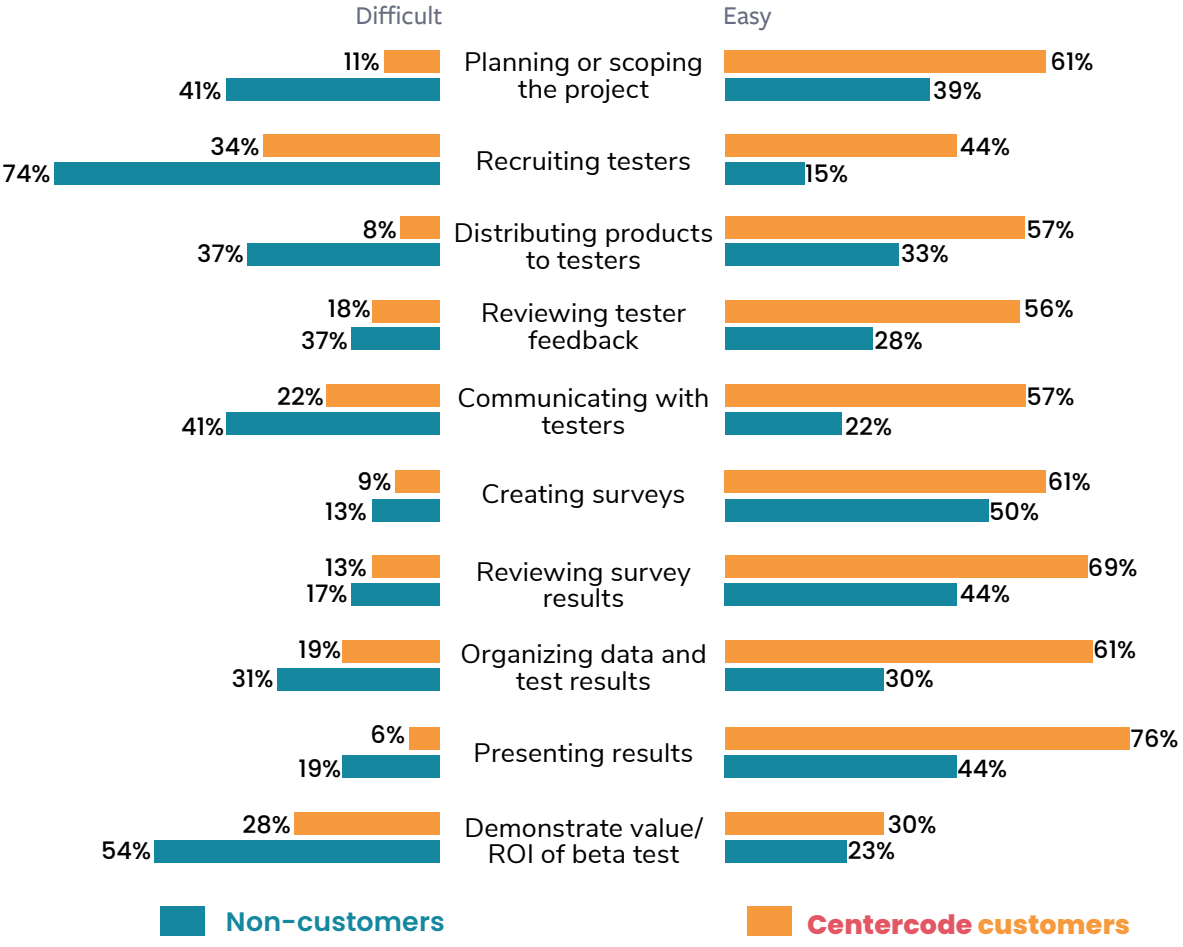
BETA CHALLENGES – RANK ORDER

Which of the following challenges does your beta program currently encounter? Select all that apply.



BETA CHALLENGES – EASE VS DIFFICULTY

How do you feel about the ease or difficulty of the following customer beta activities.

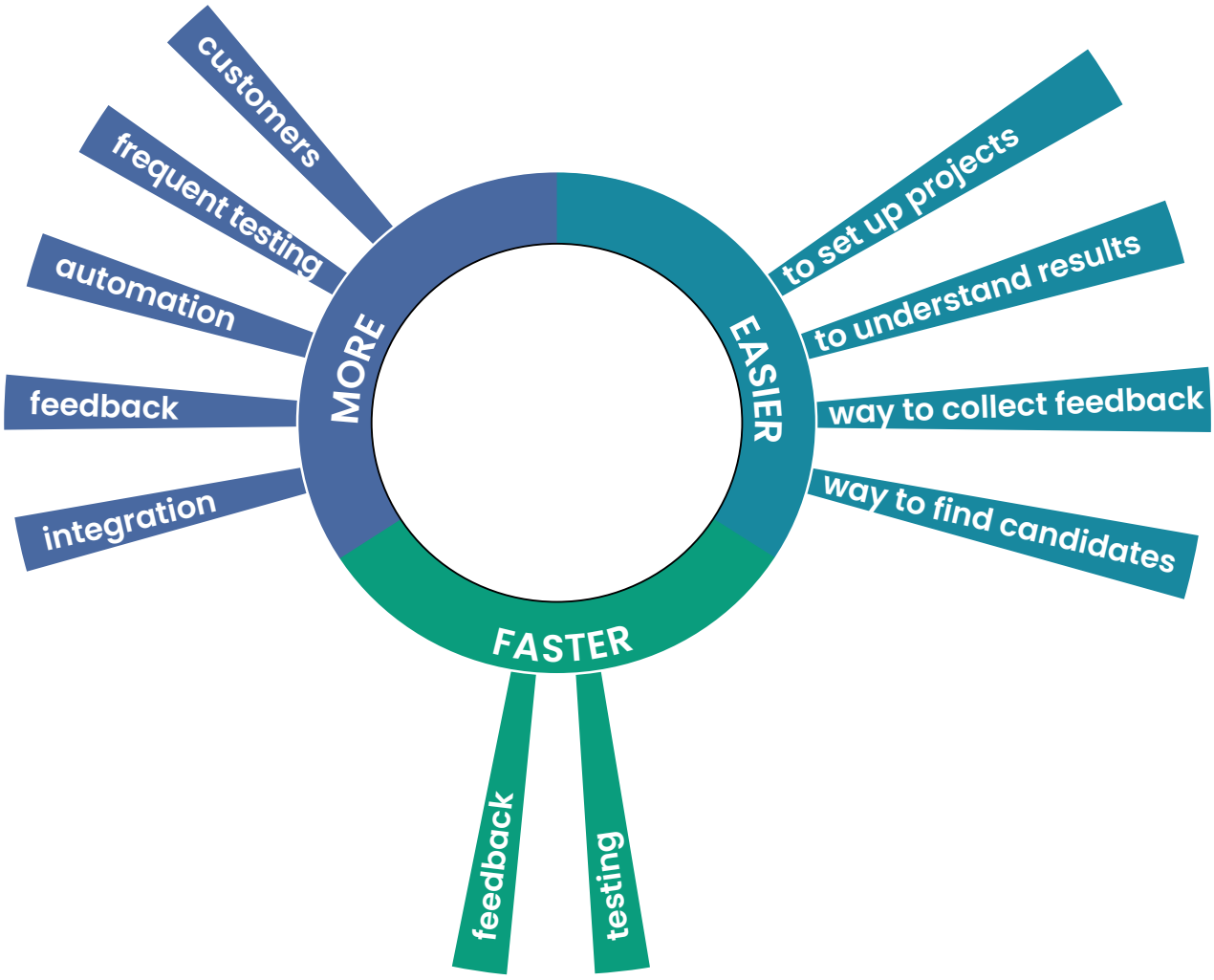


Expert Insights: Professionals struggle with tasks like recruiting testers, communicating with testers, and proving the ROI of testing. But, they find reviewing results and presenting results easy. Interestingly enough, they complained about not having participation which means limited data, so it makes sense that these tasks are easy.

IF I HAD ONE WISH

Imagine you had one wish to improve your beta testing program; in 1-2 sentences, please describe what it would be.

On the whole, the professionals we asked are looking for beta testing to be easier, to get more out of testing, and for the whole thing to be faster. People are looking for it to be easier to start projects, find testers, collect feedback, and understand the results. While looking to increase both the speed of testing and the speed at which they get feedback from testers.



TREND #2

BETA TESTING IS REQUIRED BUT IS SEEN AS BLAND BY PROFESSIONALS.

The good news is that beta testing no longer seems optional. For many companies, it is baked into the product launch best practices and required to launch a successful product or update. However, the processes leave a lot to be desired. The majority of our respondents are still using email to capture feedback–which just makes us sad. There just isn't a whole lot of curb appeal with a box full of emails and survey responses that you then have to then translate into a spreadsheet to make actionable.

Those that felt they could collaborate with customers on their product's launch in a creative and trustworthy environment had a significantly more positive view of the beta testing process.

DESIRABILITY – TOP 5 WORDS

Please select 3 words that best describe your current customer beta testing program.





Expert Insights: Non-customers feel like the process of beta testing is informative, actionable, and required, but the programs feel "basic" and "average" because they are using tools not designed for an optimal experience. It's boring and tedious just using email, spreadsheets, and a survey to run a beta. Centercode customers add "crucial" and "new" into their top 5 words.

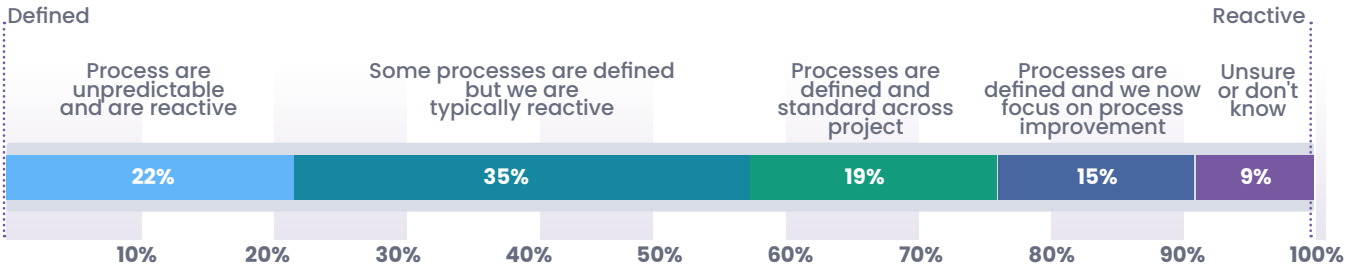
Such strong words describe how beneficial beta testing is, but with the inclusion of "basic" and "average," you get this sense of wanting more. It's no secret that your beta test reflects your product and your company, but why are companies using "basic" or "average" tools to test their first product launch in beta?

DEFINING PROCESSES MAKES A DIFFERENCE

As we discovered in last year's report, one of the best ways to create a premium program with a high satisfaction rate, is to create defined, repeatable processes that can carry across programs and products.

BETA PROCESS DEFINITION

Please select the option you feel best defines the way beta tests are currently executed at your company

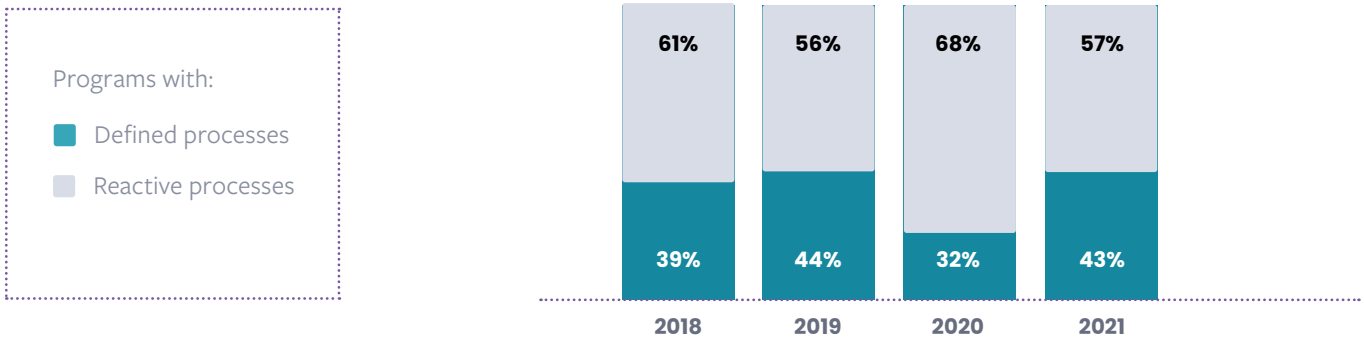


PROGRAM EFFECTIVENESS

How effective is your program?



1 in 5 of those with reactive processes rate their program as not at all or slightly effective.



Expert Insights: By leveraging defined and repeatable processes, you can focus on making testing results more effective and not searching to remember what you might have done last time. This is why people with defined processes say their program is 95% more effective than those with reactive processes.

TREND #3

PROFESSIONALS ARE USING SEVERAL TOOLS TO GET THE JOB DONE. STILL, THEY ARE CAUSING MORE HARM THAN GOOD.

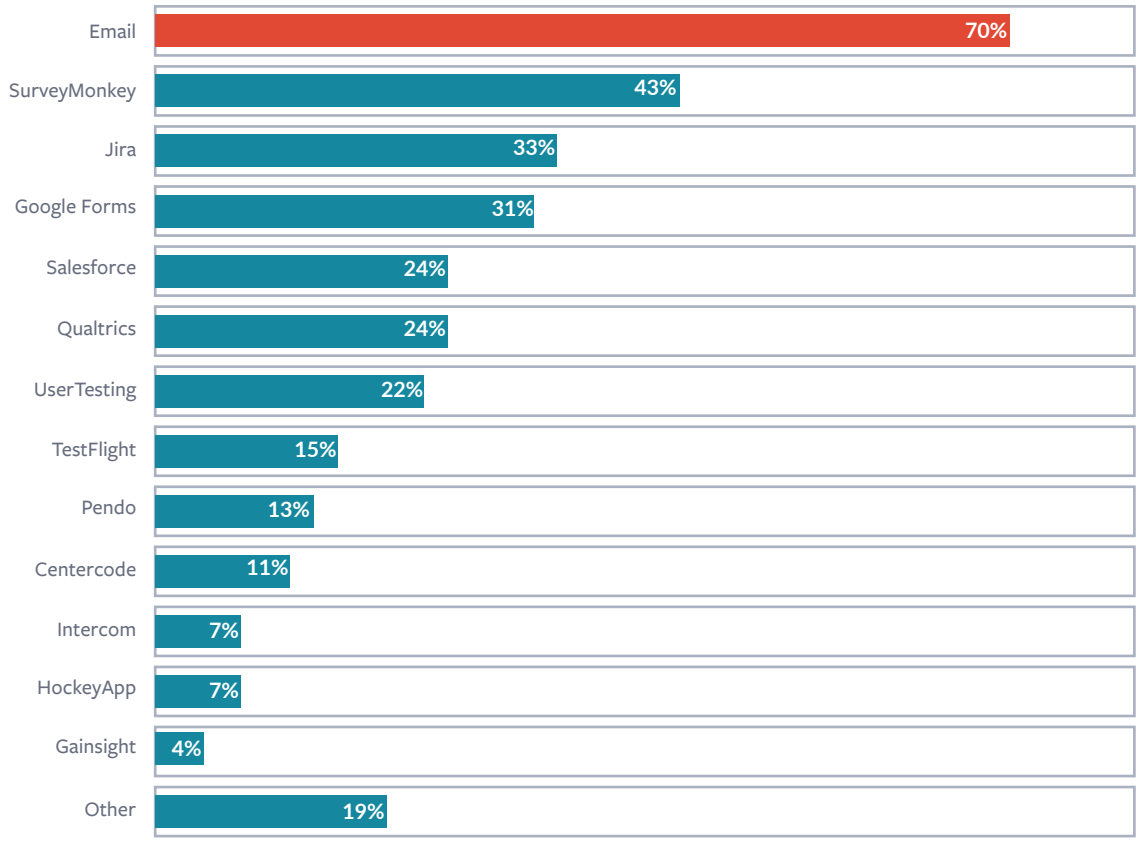
Not all tools are created equal and piecing together multiple tools to run beta tests can cause unnecessary friction for both test managers and customers. Having unstructured data that is spread across three or more tools makes it difficult to automate workflows and speed processes. Additionally, using tools that were not designed for beta testing means retrofitting systems to accommodate your testing process. Tools that have domain-specific features designed for beta tests means automating repeatable tasks and saving time so that test managers can spend more time on other areas of testing.

Expert Insights: The use of email for collecting beta testing feedback needs to perish. Email produces unstructured and siloed data which causes serious problems for product owners and test managers.

Only 10% of respondents that use email to collect feedback are satisfied with the resources available. Compared to the 20% of all respondents that were satisfied with the resources available.

TOOLS FOR COLLECTING FEEDBACK

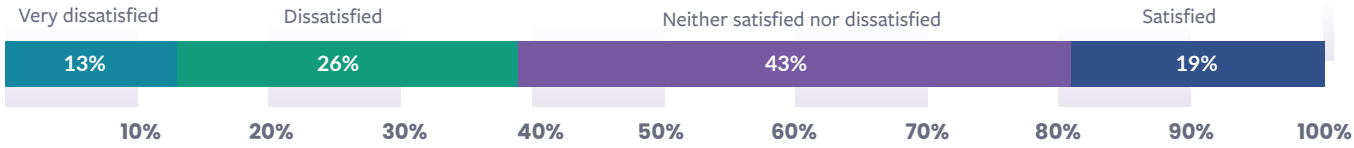
What tools are you using to collect feedback from beta testers? Select all that apply



SATISFACTION WITH THE NUMBER OF RESOURCES FOR TESTING

19%
are satisfied

How do you feel about the amount of personnel available to support customer testing efforts?



2022 OTHER SURVEY DATA TRENDS

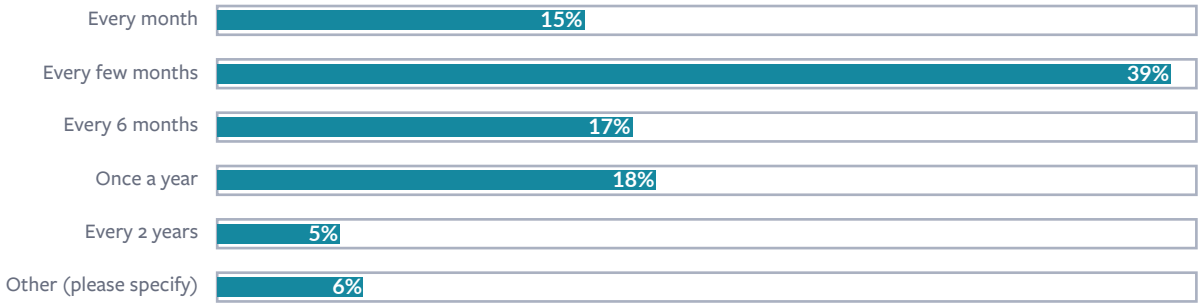
PRODUCT RELEASE AND UPDATE CADENCES

Today's connected and rapidly evolving technologies are making speed and flexibility priorities in modern product development. This means having streamlined tools and processes (hint, hint...see above) that allow product teams to launch updates and products at an ever-increasing pace.

FREQUENCY OF NEW PRODUCT RELEASE

39%
Every few months

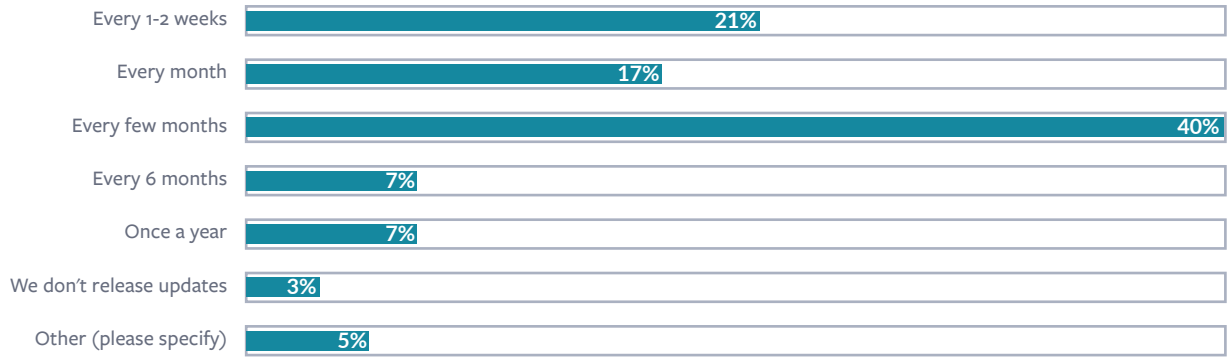
How often do you typically release new products?



FREQUENCY OF UPDATES

40%
Every few months

How often are updates typically released for your products?



DOGFOODING EFFECT ON BRAND

INTERNAL DOGFOODING PROGRAMS DRIVE SUCCESS

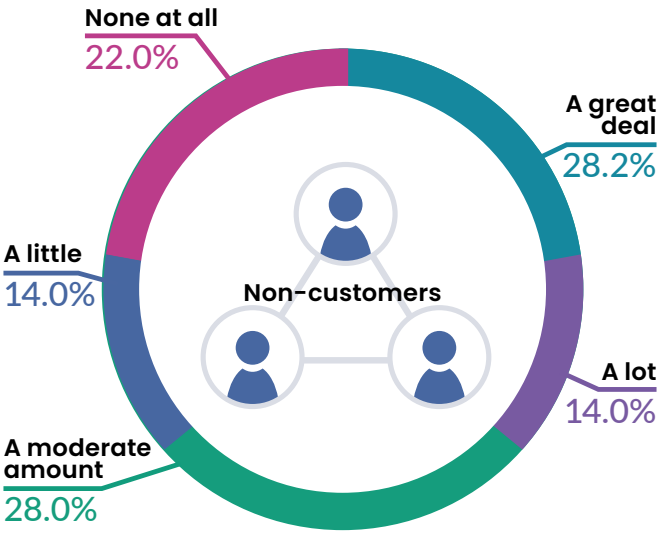
The majority of companies feel that employee testing programs (aka dogfooding) have a big impact on their brand. This is even more significant for Centercode customers where 51% said their dogfooding programs impacted their brand "a lot" or "a great deal". This was lower (42%) among non-Centercode customers, but still high.

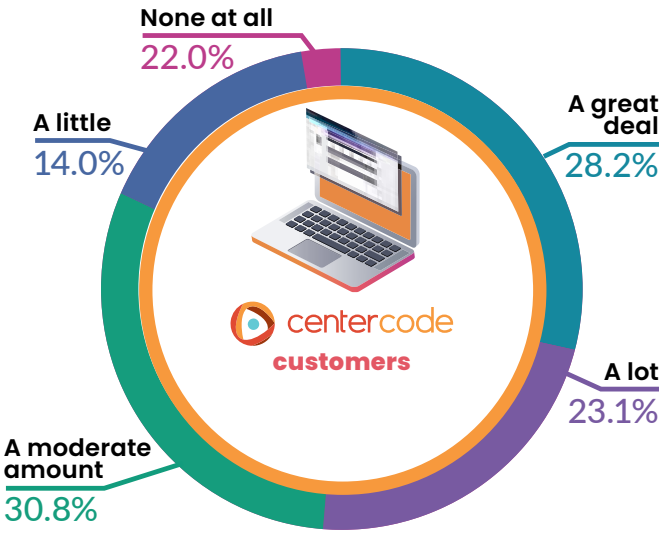


3 out of 5 companies rate their dogfooding program as impactful on their brand.

Expert Insights: The benefits of involving employees in pre-market product testing extends far beyond ironing out kinks before launch. While this IS important, it isn't the ONLY reason we are big believers in internal testing programs. Bringing employees into product optimization also creates a culture of collaboration, increases employee engagement and streamlines employee training.

DOGFOODING EFFECT ON BRAND





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Delta Testing Solutions

Leading product ops teams use Centercode to identify real-world issues to fix, areas to improve, and what their users love in order to build amazing products.



Centercode's delta testing platform is built on decades of experience user testing the world's most successful products. Our platform equips you with the automation, best practices, and processes 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

DELTA TESTING PLATFORM

Get a live demo of Centercode to experience the easy way to run your user tests, including:

- Auto-generated test designs
- Ted, your tester engagement bot
- Smart feedback prioritization
- Instant KPIs and dashboards

SCHEDULE A DEMO

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