TESTER COMMUNICATION PLAYBOOK

CRAFTING SCALABLE TESTER RESOURCES FOR EFFICIENT BETA TESTING

centercode



Introduction

One of the biggest challenges beta test program managers face is not realizing how critical communication is throughout the testing process. It's easy to assume that once testers have access to the product, the necessary communication has already happened. But as the saying goes, "the biggest problem in communication is the assumption that it has taken place."

In reality, effective beta testing relies on ongoing, clear, and structured communication. Without it, testers may feel uncertain about what to do, when to do it, or how to provide the feedback you need. This lack of guidance can result in low participation, confusion, and, ultimately, less valuable feedback.

For more than two decades, Centercode has helped companies fine-tune their communication with testers, ensuring their feedback is clear, actionable, and continuous. With thousands of successful beta tests run on our platform, we've learned that the right communication strategies are key to running smooth, insightful tests. This guide is designed to share those best practices with you.

Whether you're a new beta manager or a seasoned pro, this resource will help you understand when, how often, and what to communicate with your testers. By focusing on scalable "1-to-many" communication strategies, you'll keep testers informed, engaged, and motivated from start to finish.

IN THIS GUIDE, YOU'LL LEARN HOW TO:

- Set up communication touchpoints at key moments in the test cycle
- Use templates and structured messaging to save time while increasing tester participation
- Avoid common communication pitfalls that leave testers feeling confused or disengaged

By mastering the art of proactive communication, you'll turn good testers into great ones—ensuring your beta test runs smoothly and delivers the high-quality insights your product team needs.

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Communication: A Breakdown

Think back to a time when a friend or new acquaintance asked you about work. Without thinking, you might've gone into your spiel — the one you're used to repeating to stakeholders and coworkers — and quickly noticed the confused look on their face. "Wait, what does API stand for?" "What stack are you talking about?" "Er...what's latency?"

Or maybe they simply nodded along, eyes glazed over, making a mental note to never ask you about it again.

It's a very human response to check out when there are concepts or terms you don't understand. APIs and tech stacks are standard terms in the product space. But to everyday people — including your testers — what you hear around the office or write in your specs could sound as alien as functional connectomics and referential opacity. (We could not begin to explain what those mean.)

What Does Effective Communication Look Like? (And What Do I Get Out of It?)

In order to get the best out of your testers (i.e. useful, insightful feedback), you can't just tell them what to do—you'll also need to relay that information in a way that's easy for them to understand.

To be great, testers need...

LEADERSHIP - Leadership helps testers feel confident in their role and understand the impact of their feedback. Offering frequent and consistent communication ensures they stay aligned with your project goals and contribute insights that are truly valuable.

STRUCTURE - Organized resources and well-defined processes help testers stay focused and efficient, ultimately leading to more valuable feedback. With a reliable structure, it's much easier for your testers to know what to do and how to get it done.

ENCOURAGEMENT - Beta tests are a marathon, not a sprint; testers need encouragement to stay engaged and motivated. By recognizing their efforts and offering positive reinforcement, you create an environment where they feel appreciated and eager to contribute.

Who Are My Testers?

"Who" you're communicating with is an key for understanding the needs of and providing resources for your audience. Just as you might not talk to your partner or friends the same way you'd talk to your boss or coworkers, your audience shapes the tone, topics, and terminology of how you communicate.

In many (but not all) beta projects, your testers are part of your product's **target audience**. Since they'll share many characteristics with your customers, take advantage of existing resources to inform and tailor the resources you create. Here are some simple Likert scales for thinking about your audience and how their characteristics might influence how you communicate with them. Make note of where your audience might fall on this spectrum.

Technical Aptitude Scale

Non-Technical 1 2 3 4 5 Very Technical

Your audience's technical aptitude determines what kind of information they'll need to participate in your project, including how you write instructions for completing certain activities. For example: A highly technical audience might know off-hand whether their WiFi uses 2.4 or 5GHz, while a non-technical audience might need a walkthrough on how to check.

Product Familiarity Scale

New to The Product 1 2 3 4 5 Knows The Product

Long-time users or those familiar with your product might need less onboarding and more feature-specific guides or updates. First-time users, on the other hand, will benefit from more comprehensive onboarding and basic troubleshooting resources, with a focus on guiding them through the core aspects of your product.

Tester Enthusiasim Scale

Casual Interest 1 2 3 4 5 Highly Motivated

Testers who are deeply invested in your product (like folks coming from a product-enthusiast community) may appreciate extra content, like advanced tips, deeper feedback opportunities, or being included in more complex testing scenarios. Meanwhile, casual testers may require more engaging, simple interactions that don't require long commitments.

Other Considerations for Your Audience

SEGMENTATIONS

Make sure your content is suitable for the different needs and experiences of your audience. If your project includes downloading a mobile app, for example, and your audience is split 50/50 between iOS and Android users, you're going to need separate instructions for both types of operating systems.

DIFFERENT LANGUAGES AND CULTURES

Testing with an audience who speaks a different language or comes from another country has its own set of considerations. To avoid confusion and/or aid translation, use simple sentence structures. Also, avoid idioms and expressions that don't translate easily (like "heads up" or "hit the ground running").

EXAMPLE - SIMPLIFYING SENTENCE STRUCTURE

COMPLEX - “Because he was tired, the man took a nap.”

SIMPLIFIED - “The man took a nap because he was tired.”

The first sentence is harder to understand because it introduces the cause before the action (why → what). In contrast, the second sentence presents ideas in a clear, expected order (what → why). Simplifying sentences with predictable structures and familiar vocabulary ensures that information flows logically and is easier to grasp.

How Do I Reach My Testers?

While email is the go-to way for many beta managers to reach their testers, it doesn't have to be—and it shouldn't be— the only way. By leveraging different media across multiple channels, you can supercharge your impact, increasing engagement, participation, enthusiasm, and feedback.

VIA TEXT

- Email
- Landing pages
- Files (docs, slide decks)
- Text messages
- Messaging apps (like Slack and Discord)



VIA MEDIA

- Videos
- Screen recordings
- Phone calls

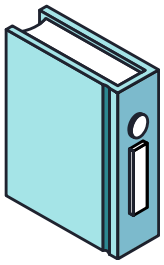


When Should I Communicate? (And What Should I Say?)

When testers aren't responsive, it's tempting to chalk it up to the testers themselves—"Must've been a bad bunch. We'll be more selective next time." Or maybe you want to say something but you're worried about over-communicating — after all, who wants to be one of the hundred emails we delete every day?

While there are natural and unnatural reasons for drop offs in tester responsiveness, it might surprise you that projects are much more likely to suffer from **not enough communication**. But, not all communication is created equal. What you say (and when you say it) can make or break your test's success.

Luckily, you don’t need to be a communications expert to get it right. Below, we’ve outlined a handful of key communication strategies to help ensure that what you’re sharing is clear, timely, and effective at every stage of your testing process.



Project & Product Info

These types of communications set the stage by introducing your project and the product you're testing to your testers. For example, a resource like a welcome letter might include the project codename, test goals, project expectations, and a customer-facing product overview. These details offer helpful context about why you're testing and what you hope to accomplish during your time together.

Tips

1 BEWARE THE CURSE OF KNOWLEDGE

As an expert on your product, your knowledge makes it very easy to overlook things you know but some of your testers won't. Don't assume they're familiar with processes that are "easy" to perform or that they'll know the meaning of terms "everyone understands." Get ahead of your own expertise by getting an outside perspective as often as you can.

2 DITCH THE TECHNICAL TERMINOLOGY

Talking to your testers isn't like talking to your teammates or stakeholders. Rather than copy and pasting product info from specs, ditch the jargon and technical terms in favor of simplified, human vocab—similar to how you'd talk to a friend or partner about your product.

3 FOCUS ON BENEFIT TO THE TESTERS

Obviously, your testers are here because they're helping YOU improve your product. But putting an emphasis on what they get out of it—like the chance to make an impact or getting to play with some exciting new technology—helps drum up and maintain their excitement.

4 SHARE YOUR GOALS

Being candid with your testers about your goals and the big picture strengthens the sense of collaboration and alignment. If they know what you're looking for, they'll have a better sense of how their contributions will impact the success of your project.

EXAMPLE - WELCOME EMAIL

Subject: Welcome to the Nova Beta Test!

Hey Jamie,

We're excited to have you join us for the beta test of our newest voice-controlled home assistant, Orblt. To help maintain secrecy, this project will be referred to by the codename Nova. Your help on the Nova test will help us refine Orblt and make it the best it can be.

Please read through the rest of this email to learn more details and find out how to get started with the test.

What's this project about?

In this test, we're asking you to explore how Orblt's voice commands, music playback, and smart home controls perform in real-world conditions like yours! Since it's still a work in progress, your feedback is key. We want to know how it performs and if it really helps with the things we designed it for. Your thoughts will make a big difference as we get it ready for launch!

How can you help?

Each week, we'll be asking you to:

- Test the features in focus for that period (like setting alarms, asking questions, or controlling other devices)
- Share feedback about your experience—what you love, what confuses you, and any bugs you come across
- Participate in any surveys or activities
- Explore as much as you can!

What's in it for you?

Aside from getting a sneak peek at Orblt before anyone else, your feedback will directly shape the final version of this product! You'll also be able to influence a feature that might end up in your hands (or in the hands of thousands of others) down the line.

What are our goals?

We're looking to make Orblt as smooth, efficient, and delightful to use as possible. By the end of this test, we want to understand:

- What works well and what doesn't
- How quickly users like you can accomplish key tasks
- What surprises (good or bad) you encounter along the way

What should I do next?

You'll receive instructions on exactly how to get started shortly. We're all in this together, and your insights will help us make Orblt the best it can be.

Thanks again for being a part of the Nova test. We can't wait to hear your thoughts!

Cheers,

The Nova Team

1 BEWARE THE CURSE OF KNOWLEDGE

In this case, explain */why/* the project will be referred to by a codename.

2 DITCH THE TECHNICAL TERMINOLOGY

Instead of using technical terms for features, keep it simple.

3 FOCUS ON BENEFIT TO THE TESTERS

The 'exclusive' nature of beta testing is a good benefit to highlight.

4 SHARE YOUR GOALS

Help your testers help you by letting them know why you're running the test.



Tester Expectations, Guidelines, & Project Tutorials

Being a good tester is a skill, not a personality trait. This kind of content is incredibly important because it teaches your testers how to participate in ways that are useful to you. Resources in this category include defining a good tester and what you expect from them (i.e. what they'll need to do to earn an incentive), submission guidelines (like when to report bugs vs ideas), and tutorials (steps for submitting a crash log, for example). Giving testers concrete guidance and examples makes a huge difference in project participation.

Tips

1 MAKE THESE RESOURCES REUSABLE

Your current flock of testers may only look at these once, but these "how-to" resources will come in handy for your next projects. Since you're likely to need them again, do your future self a solid by investing a little time in polish: add screenshots or recordings, clean up the formatting, and make sure they're easy to read and follow.

2 PAY ATTENTION TO PROJECT-RELATED QUESTIONS

General guidance, like what's expected during a project, is useful for every test. But if you need testers to perform specific tasks, like downloading and submitting crash logs from a mobile app, they'll likely need specific instruction from you. Pay attention to the project-related questions your testers ask; they're your #1 source for guides and tutorials.

3 GIVE YOUR GUIDANCE SOME CONTEXT

Even a little bit of context around your instructions — such as why something needs to be done a certain way, how something helps you, and what happens next — gives added purpose to your testers' actions and makes them more likely to follow through.

EXAMPLE - “HOW TO SUBMIT A BUG”

Hey there, Beta Testers!

Your feedback is crucial to making this product the best it can be. One of the best ways to contribute is by reporting bugs. Below is a step-by-step guide on how to submit a bug using our bug report form. The more detailed and accurate your report, the quicker we can resolve the issue!

What is a Bug?

A bug is anything that doesn't work as expected. If something seems off, isn't working right, or just doesn't feel right, let us know! Whether it's a small hiccup or a major issue, we want to hear about it.

How to Report a Bug

When you're ready to submit a bug, follow these steps to fill out the form:

1. Summary (Bug Title)

- Be brief but specific: Summarize the issue in just a few words, like the headline of your bug.
- Example: "Save button not working in Settings."

2. What Feature Are You Experiencing an Issue With?

- Choose the feature: From the dropdown list, select the specific feature where you're encountering the issue.
- Example: If the problem happens while adjusting notification settings, choose “Notification Settings” from the list.

3. Steps to Reproduce

- Write out the steps that led to the bug, so our team can replicate the issue.
- Example:
  - Open the app.
  - Go to "Notification Settings."
  - Change the email notification option to "Off."
  - Click "Save."

4. Issue-Related Files

- Attach screenshots, logs, or other files: Visual evidence like screenshots or logs are super helpful for understanding what went wrong.

5. Is This Issue Stopping You from Testing This Feature?

- Yes/No question: If this bug is preventing you from continuing your test, select “Yes.” This will send an alert to our team so we can prioritize getting you back on track.
- If No: We’ll still work to fix the issue, but it lets us know you're not blocked from moving forward.

6. Don't forget to hit "Submit" when you're done!

What Happens Next?

After you submit a bug, our team will review it, try to reproduce the issue, and work on a fix. If we need more details, we may reach out to you—so keep an eye on your inbox.

Thank you so much for being part of our beta test! Your feedback is directly shaping the future of this product, and we appreciate all your help.

1 MAKE THESE RESOURCES REUSABLE

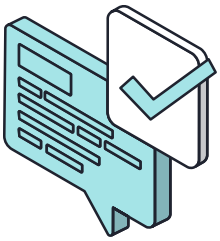
Create a 'master' template for each resource that can stand on its own or be customized to address a specific project need.

2 PAY ATTENTION TO PROJECT-RELATED QUESTIONS

Look to the questions that testers are asking you or things they're not doing correctly to help you understand what to cover in the resources you create.

3 GIVE YOUR GUIDANCE SOME CONTEXT

Context is key and getting ahead of questions and confusion (like telling testers what to expect next) will make your life easier.



Routine Weekly Communication

Like most people, testers benefit from a certain amount of routine and structure during a project. These regular communications set up good habits by introducing what's happening over a certain test period: the areas of focus, assignments, and submission deadlines that testers need to know. Publishing or scheduling these on the same day and time each week (or whatever aligns with your testing phases) saves your testers from guessing, which keeps engagement steady.

Tips

1 STICK TO A ROUTINE

Routine communications are most effective when they go out at the same time (usually the beginning of a test phase) and use the same general format. Once they're familiar with it, it'll be faster and more convenient for testers to find the instruction they're looking for—which means they'll have more energy to focus on exploring your product (yay!).

2 PUT ANY UPDATES AT THE TOP

The one exception: if you have an important product or project update to share, add it to the top of your message. You'll want it prominently displayed when testers open this email and/or enter the project space.

3 KEEP IT CLEAR AND RELEVANT

Since testers will likely reference this a few times throughout the test period, this isn't the best place for musings and chitchat. Focus on what's relevant (like project or product updates, activities, and due dates) and make sure it's formatted in a clear, easy-to-read way.

Make Routine Communication Effortless with Centercode!

Managing regular tester communication can be time-consuming, but the Centercode platform can help. Our automation features ensure that your weekly updates—like the example on the next page—are sent out seamlessly, freeing up your time while keeping testers organized and engaged. Let us handle the routine, so you can focus on insights.

SCHEDULE A DEMO

EXAMPLE - “COMING THIS WEEK”

Week 1 - What Are We up to This Week?

This week, we’re eager to hear how each of the topics below stacks up against your expectations. Your feedback is super important, so we’d love for you to focus on the areas we've highlighted.

IMPORTANT NOTE: An OTA (Over the Air) Update to product firmware v1.6.2 should begin after you've completed Setup. Please see below for OTA related instructions.

A quick reminder: Please don’t share any details about this test, the test unit, or your participation with anyone outside this project space. Thanks so much for your patience and input as we work together to improve your experience!

Feel Free to Explore!

While you're more than welcome to check out other features of the product, we’d appreciate it if your main focus could be on completing the tasks we've set out for the topics below. These are our top priorities for the week!

Features & Activities

Orbit Connect App (v.8.1.4)

- Please review and complete the instructions below from your mobile device.
  - Instructions for iOS users
  - Instructions for Android users

Initial Impressions, Unboxing, and Product Setup

- Open the box, then review any included documentation and follow the provided setup instructions.
- Complete the OOB & Product Setup Survey

OTA (Over the Air) Update

- Launch the Orbit Connect App and ensure the Orbit device is paired with the app - An OTA Update should begin downloading.

What Do We Need From You This Week?

Please dive into the activities for the topics listed above and share your feedback (whether it’s Issues, Ideas, or Praise). Once you’ve explored these areas, be sure to complete the assigned surveys.

Weekly To-Do’s

- Complete Week 1 Activities (listed above) - Due by January 1st.
- Submit the required surveys for the activities mentioned above.
- Share your Issues, Ideas, & Praise whenever they come up!

Everything is due by January 1st!

Thanks again for your ongoing participation and feedback—it’s what helps us make things better every day.

Happy testing,

The Nova Team

1 STICK TO A ROUTINE

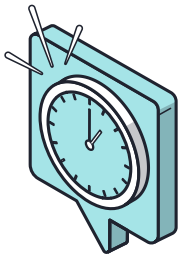
In this case, an email or notification goes out each Monday to alert the tester team about the expectations for the week.

2 PUT ANY UPDATES AT THE TOP

Share important info (like necessary OTA updates) in an eye-catching way as early as possible. People tend to skim content beyond the first few sentences.

3 KEEP IT CLEAR AND RELEVANT

The main focus here is 'what we're up to this week', not 'what's coming up' or 'how to submit a bug'. Don't muddy the waters with unnecessary info or formatting.



Reminders

Gentle, regular reminders are a great tool for encouraging consistent participation because they keep your project and assignments at the forefront of your testers' minds. These should go out on a schedule (such as a mid-week status update, or a reminder that the end of the test period is coming), but additional ad-hoc reminders are useful for overcoming dips in participation.

Tips

1 IF ONE APPROACH ISN'T WORKING, TRY SOMETHING NEW

It's frustrating when feedback submissions trickle to a halt, but it's rarely personal—we all get distracted sometimes, including your testers. If your scheduled email reminders aren't getting traction, try a different method like leaving a voicemail or sending a text. You'd be surprised what shaking up the routine can do.

2 REACH OUT AT THE RIGHT TIME

Effective reminders are ones that make sense for your audience and their schedule. If you're testing B2B software, a morning reminder when the work day begins might be more effective than one after dinner. But if you're working with parents of small children, they'll probably have more time after 8PM. Consider what makes sense, and experiment.

EXAMPLE - MIDWEEK REMINDER EMAIL/MESSAGE

Subject: Nova Project - You're a Bit Behind

Hi John,

Let's get caught up.

We're close to the end of this testing phase, and while you've completed some of your required activities, we're running short on time.

Remember - the product developer is counting on you to help make this product great. When you can, please log in and complete them.

Here's what is left for you to complete inside Nova:

- Voice Commands - Using your voice to direct the speaker to complete a task
- Bluetooth Audio - Connecting your mobile device to the voice-assistant speaker

Thanks so much!

Tap here to access the project

1 IF ONE APPROACH ISN'T WORKING, TRY SOMETHING NEW

We're bombarded by emails every day. The more methods you have available to reach your testers, the more likely it is that you'll be able to reach them.

MONDAY, OCTOBER 7 - 9:00 AM

John, thanks for joining! I'm Ted, and I'll be occasionally reaching out during this testing project.

THURSDAY, OCTOBER 10 - 7:30 PM

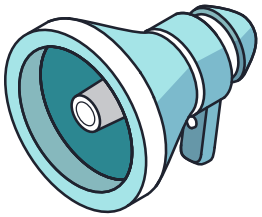
You're behind on your activities - but now's the time to catch up: https://orbitbetatest.com

SUNDAY, OCTOBER 20 - 3:30 PM

We're at the final day, John - tap here to catch up now: https://orbitbetatest.com

2 REACH OUT AT THE RIGHT TIME

Think about who your testers are and what they're likely to be doing when your messages go out. If they're at work, they'll likely see a message and ignore it because they (usually) can't do test activities while they're working.



Project & Product Updates

To keep your test running smoothly, your testers need to know when there are changes to the project (like retesting a certain feature), or changes to your product (like new software or firmware updates).

Tips

1 POST ON MULTIPLE CHANNELS

Remember: Important information should always be easy for your testers to find. By posting updates on multiple channels (email and landing page), you increase the likelihood that they'll get the memo.

2 MAKE UPDATES STAND OUT

Important updates need to stand out from the rest of your content. Include words like "Important" or "Action needed" in the title or subject line to catch the eye while scanning. Using an emoji is also a reliable attention grabber. On landing pages, keep updates at the top, and use visual tools like formatting or color to highlight them. Finally, keep their impact strong by **only** using these tactics for critical updates.

3 INCLUDE "HOW-TO" RESOURCES

If you've ever pushed a software update mid-test, you know that nothing interrupts the flow quite like trying to get all your testers on the right version. Make this process easier on them (and on your nerves) by including how-to resources with your updates. Visual media like screenshots or screen-recorded walkthroughs work exceptionally well for this.

4 REPEAT YOURSELF

You might feel like Ben Stein (Bueller? Bueller?) saying the same thing over and over, but it usually takes a few repetitions to make sure your testers have both read and absorbed new information.

EXAMPLE - FIRMWARE UPDATE NOTICE WITH SCREENSHOTS

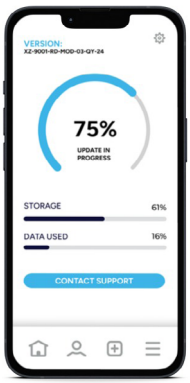
1 POST ON MULTIPLE CHANNELS

With the right tools (like Centercode), ensuring information is available to testers in multiple places is easy. For example, you might send this in an email and post it in the project site as a pop-up

Important: Action Needed to Update OrbIt's Firmware!

Hey Team!

We've just released a **critical firmware update** for the **OrbIt** voice assistant, and we need everyone to install it to continue testing. Please follow the instructions below based on your device to ensure you're using the latest version by October 8th prior to starting this week's activities.



How to Update the Firmware:

iOS Users:

- Open the OrbIt app on your iPhone.
- Navigate to the **Settings** menu and select **Firmware Update.**
- Follow the on-screen instructions to install the latest firmware.

Android Users:

- Open the OrbIt app on your Android device.
- Head to the **Settings** menu and choose **Firmware Update**.
- Complete the update by following the prompts.

Why this Firmware Update is Important:

This update includes vital improvements and fixes that are necessary for testing the next phase. To make sure you're testing the latest features and helping us gather accurate feedback, please update your OrbIt firmware as soon as possible.

Need Help?

If you run into any issues updating the firmware, check out our How-to Guide or contact us directly—we're happy to assist!

Reminder:

Please complete the firmware update by October 8th to avoid any interruptions in your testing experience.

2 MAKE UPDATES STAND OUT

You can use words like "Important" and "Urgent", but there's a tipping point where they become overused and ignored. Reserve their use for key information or actions testers need to take.

3 INCLUDE "HOW-TO" RESOURCES

Tasks like updating firmware, initiating OTA updates, and other actions that users won't typically perform as part of using the product naturally are ideally suited for how-to guides.

4 REPEAT YOURSELF

Key reminders like due dates and necessary actions should be mentioned somewhere in the communication and summarized/ highlighted at the end for maximum visibility.



Schedule Updates

Even when there are scheduling changes — the office closing for a holiday during the test period, a delay or extension in the schedule, or someone going on PTO — letting your testers know assures them that things are going according to plan.

Tips

1 PASS THE TALKING STICK

If you or your project's regular point of contact is leaving the test for a spell, introduce your temporary replacement and announce any changes to how things normally operate. This reiterates to testers that there's a plan and the project is under control.

2 REPEAT YOURSELF

Just like product updates, it can take a few reminders for testers to fully absorb new info. For office closures or holidays where they may not be able to reach anyone, it's good practice to remind them twice—the first time a few days before, then once again the day of. For other schedule changes, once might be enough.

EXAMPLE - UPCOMING HOLIDAY NOTICES

Heads up, Team!

We wanted to give you a quick update: Our office will be closed for the upcoming holiday on November 28. This means there won't be anyone available to respond to questions or feedback on that day. Testing will still be open, and we'll be back to normal the following day!

If you have any urgent questions while we're out, feel free to reach out to Sara (sara@orbitassistant.com), who will be holding down the fort while we're offline. Otherwise, we'll be checking in first thing when we're back!

Cheers,

The Nova Team

1 PASS THE TALKING STICK

It's important to identify the channels that testers can fall back on in the event that their typical channel(s) are unavailable. Don't make testers feel like they're shouting into a void.

2 REPEAT YOURSELF

Have we mentioned repeating yourself? Testers appreciate being in the loop, and that's especially true with changes to the schedule.

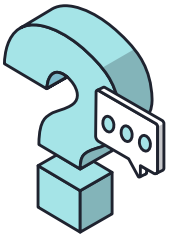
Important Notice

Just a friendly reminder: Our office will be closed for the upcoming holiday, tomorrow, November 28. This means there won't be anyone available to respond to questions or feedback. Testing will still be open, and we'll be back to normal on Friday, November 29th!

If you have any urgent questions tomorrow, feel free to reach out to Sara (sara@orbitassistant.com) who will be holding down the fort while we're offline. Otherwise, we'll check in first thing when we're back!

Happy testing!

The Nova Team



Requests

Even with a test plan and scheduled phases in place, certain features or experiences in your product may end up needing more feedback. That's when sending out requests comes in handy—by being transparent about where you could use more attention, you give your audience a clear path for showing their value.

Tips

1 CONSIDER YOUR TESTERS' WORKLOAD FIRST

The best time to send a request for more feedback is when a) your testers have already completed testing for the week, b) you're on a testing break, or c) you're at the end of your test. If your testers are already focused on exploring particularly robust features or activities, they probably won't get around to any extra credit.

EXAMPLE - REQUEST FOR FEEDBACK EMAIL

1

CONSIDER YOUR TESTERS' WORKLOAD FIRST

This message wouldn't go out to the tester unless they had already completed all of their activities for the week in the project. This type of message is good to get some bonus feedback in under -tested areas.

Subject: Nova - Head in and Vote on Some More Submitted Feedback

Hi Austin,

Thanks so much for completing all of your activities! There's still a little time left in this phase—it runs through October 13th, so if you've got any more feedback to share, we'd love to hear it.

One area we're especially interested in is volume controls. If you've had a chance to use them on the Orblt device, it would be really helpful if you could share your thoughts. Your feedback on this (or any other feature) makes a big difference in shaping the final product!

Tap here to access the project

Also, if you have a moment, consider heading over to the project space to vote on feedback that other testers have submitted. It's another great way to make sure your voice is heard across different areas of the product.

Thanks again for all your valuable input—we truly appreciate it!

All the best,

The Nova Team



Wins

It may surprise you, but most testers join beta projects because they're interested in helping to improve technology they love. That's why sharing wins—like bugs fixed, improvements implemented, positive stakeholder feedback, or rave reviews—is a super effective way to increase engagement. Testers love knowing their contributions are noticed and appreciated.

Tips

1 MAKE IT FUN AND ENGAGING

You don't need Disney princess levels of energy, but being animated certainly helps to sell your news as a celebration. If you're communicating via text, use conversational language, emojis, and the occasional exclamation point. If you're creating a video, keep your tone upbeat and (of course) smile!

2 SPREAD THE WINS THROUGHOUT YOUR PROJECT

Engagement is naturally higher at the beginning of a test. By keeping a running list of wins handy, you can use them if tester participation starts to flag toward the middle or end of a project.

EXAMPLE - PROJECT WIN EMAIL

Subject: Project Nova - Your Reports Made the Difference, Major Win!

Hey team!

We've got some exciting news to share—thanks to your awesome feedback, we've squashed a major bug that was causing issues when asking Orblt for the weather!

Because of your detailed reports, the dev team was able to dive right in and get things back on track.

This project is moving forward in leaps and bounds because of YOU. Keep up the amazing work!

Cheers,

The Nova Team

1

MAKE IT FUN AND ENGAGING

Use a warm, friendly tone and keep things positive. Colorful word choices (e.g. squashed, awesome feedback, dive in) keep it exciting and fun to read.

2

SPREAD THE WINS THROUGHOUT YOUR PROJECT

Don't save all the good stuff for the end. Pepper the occasional 'win' message throughout your test to keep tester motivation topped off.

Templates

Leveraging templates can significantly ease your workload! Below, you'll find ready-to-use versions of the example resources discussed earlier. Feel free to incorporate these into your projects to streamline your efforts and accelerate your progress!

SAVE YOURSELF TIME & DOWNLOAD THE TEMPLATES NOW!

Checklist

You're a pro at practices, and you have a resource ready to go! Before you send communications to your testers, use this checklist to ensure it hits all the right notes for your audience and goals.

CHECK FOR ASSUMPTIONS

- [ ] Explains all technical terms and processes
- [ ] Offers links and additional resources
- [ ] Reviewed by a non-expert

FOCUS ON THE TESTER EXPERIENCE

- [ ] Mentions benefit to the tester
- [ ] Tells how and where to ask for help/support

ENSURES ACCESSIBILITY

- [ ] Available in different formats
- [ ] Readable across different devices
- [ ] Provides visual aids (where applicable)

KEEP IT CLEAR AND APPROACHABLE

- [ ] Starts with a greeting
- [ ] Written in simple, straightforward sentences
- [ ] Ends with a "thank you"

MAKE IT SCANNABLE

- [ ] Broken into manageable chunks
- [ ] Updates/important information at the top
- [ ] Highlights important details
- [ ] Uses bullet points where applicable
- [ ] Includes an appropriate emoji (where applicable)

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SCHEDULE A DEMO

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