WEBINAR

centercode

SILENT SIGNALS

HEARING THE UNHEARD IN BETA TESTING



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About Me

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Housekeeping

This webinar is being recorded and will be sent to you following the event.

The webinar should be around 30-45 minutes.

Q&A will be at the end. Send me your questions during the presentation!



podcast@centercode.com

Fresh episodes delivered every month





Coming up next

Israel Nunez - Universal Robots
Jalen McGee - Microsoft
Raiana Zaman - State Employees Credit Union
Maurice Leacock - Carrier



April 16

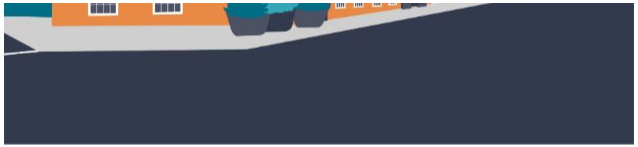


May 21



June 12







ON THE ROAD WITH CENTERCODE

Brief webinar overview

1. Signals are pieces of information - we get a lot of signals in beta
2. What people say vs what people do is different - duh
3. Humans tend to narrow attention - this happens a lot in beta
4. Teams struggle for investment into beta - this causes problems :(
5. Divide and conquer - attempts to maximize value

Grab a notepad and listen up, because we're going on a trip

The Signals

- Functionality: Does the product do what it is supposed to do?
- Compatibility: Does it work well with various devices, operating systems, and other software?
- Usability: How easy is it for users to navigate and use the product? Are there any user interface issues?
- Reliability: Does the product crash or behave unexpectedly under certain conditions?
- Speed and Responsiveness: How quickly does the product respond to user inputs?
- Error Frequency: How often do users encounter errors or bugs?
- First Impressions: Initial thoughts of users when they start using the product.
- Ease of Learning: How easy is it for new users to learn how to use the product?
- Satisfaction: Overall satisfaction with the product.
- Desirability: Would users want to continue using the product after the test?
- Expectations vs. Reality: Does the product meet, exceed, or fall short of users' expectations?
- Most Liked Features: What aspects or features of the product do users appreciate the most?
- Least Liked Features: What aspects or features of the product do users like the least?
- Feature Requests: Are there any features that users feel are missing or could enhance the product?
- Feature Usability: How usable are the specific features of the product?
- Bugs and Glitches: Detailed reports of any bugs or glitches encountered.
- System Crashes: Information about any system crashes, including what the user was doing at the time of the crash.
- Performance Bottlenecks: Any instances of lag or slowdown in the product's performance.
- Compatibility Issues: Specific issues related to compatibility with devices, operating systems, or other software.
- Improvement Suggestions: Any suggestions from users on how to improve the product.
- User Stories: Specific scenarios or stories from users about their experience with the product.
- Test Environment: Details about the environment in which the product was tested (e.g., device types, operating system versions).
- Usage Statistics: How frequently and for how long is the product being used during the beta test?
- Error Logs: Automated collection of error messages and stack traces.
- Performance Metrics: Quantitative data on load times, response times, and other performance metrics.
- Completion Rates: For task-oriented tests, how many users successfully complete the tasks?

There's more...


Why do beta?


Is beta just a bug hunt?

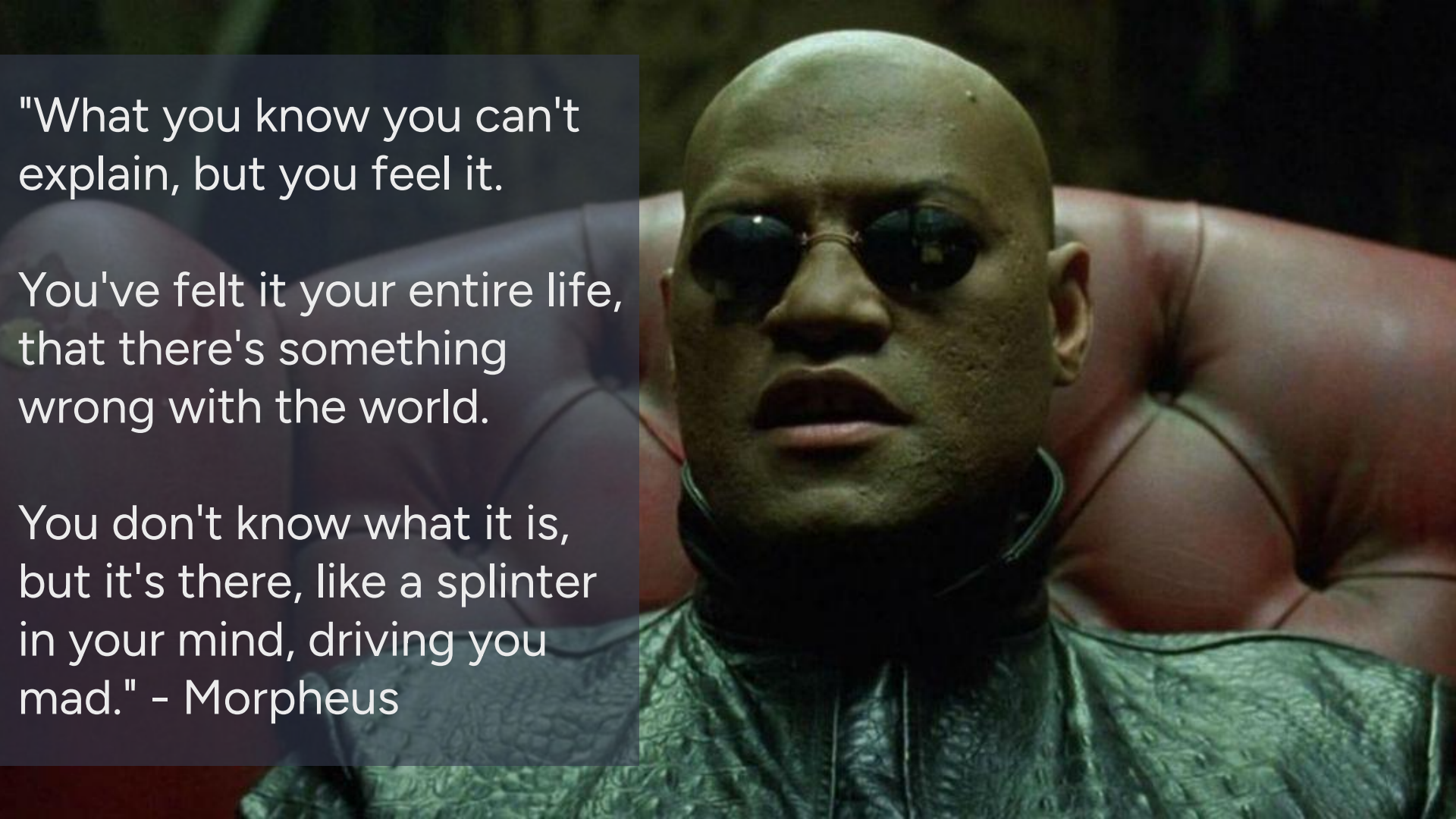





If a tree falls in a forest and
no one is around to hear it,
does it make a sound?


Reality?
Perception?


You can't see the forest
through the trees


"What you know you can't explain, but you feel it.
You've felt it your entire life, that there's something wrong with the world.
You don't know what it is, but it's there, like a splinter in your mind, driving you mad." - Morpheus


Chris' theories for
the limited value

Is psychology working against us?

Cognitive load and attention

Humans have a limited capacity for attention and cognitive processing

Pareto principle

Represent the "20%" causing the "80%" of product problems

Risk management and loss aversion

It's rational to prioritize threats that could cause the greatest harm

Neglect of cumulative effect

The whole is greater than the sum of its parts









What can be done?

Tips for realizing more value

1. Be clear about the objectives up front
2. Assign responsibility to the data
3. Tailor your results to the right audience
4. Use the psychology to your advantage
5. Always show your work

Schedule a quick meeting to discuss what everyone wants to learn

- Aim for 30 mins
- Add an agenda
- Include examples of past questions asked
- Send a follow up email with notes (AI does a solid job of this, sometimes)

Dept	Data	**Focus**	**Why?**
QA/Eng	Issues	Critical and major severity / issues planned to be resolved	So they can fix them
Support	Issues	Issues that planned to go unresolved	So they can create resources
Marketing	Praise	Testimonials for high value features	So they can tune positioning
Sales	Praise	Testimonials for high value features	So they can use them as social proofing
UX	Issues, Ideas, Praise	Friction points and usability problems	
Product	Issues, Ideas, Praise	Backlog, roadmap, and positioning	

Create a funnel or status for feedback

Planned for Fix

Fix Pending - Please Regress

Fixed

Exclude

Awaiting Discussion

Needs More Information

Won't Fix / No planned resolution

Not Fixed

Build reports just for those responsible for the data



Automate what you can



Create artifacts after the test that prove the value

Recap

Signals are pieces of information - we get a lot of signals in beta

What people say vs what people do is different - duh

Humans tend to narrow attention - this happens a lot in beta

Teams struggle for investment into beta - this causes problems :(

There are signal categories - we should use these to maximize value

Ways to maximize the value and beat psychology

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Q&A



THANK YOU!

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