WEBINAR

Slaying the Monsters of Beta Testing

centercode



Housekeeping

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

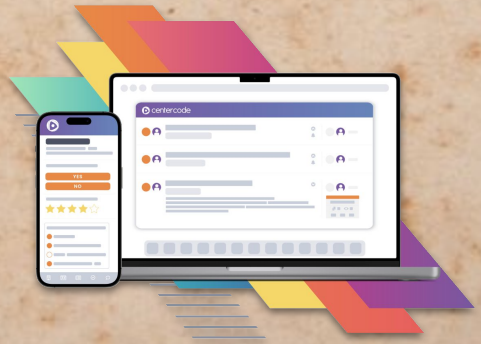
The webinar should be around 30-45 minutes.

Q&A can be handled live! Send me your questions during the presentation.

Centercode's Beta edition

- ✓ Take a peek at our plans page
- ✓ Download the new edition guide
- ✓ Get started for free right now with Beta edition

Scalable, Automated, Real-World User Testing



The Beta and Delta Testing Community

- ✓ Collaborate with others
- ✓ Get and share advice
- ✓ Access to resources



Centercode.com/community

Scan this QR code now to learn more and join us!

Subscribe to our podcast

- ✓ Available on most platforms
- ✓ Learn stories from experts
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Audible: https://adbl.co/3Pvw90V Pandora: http://bit.ly/42vLu7x

Centercode Offerings

Centercode Platform

The leading platform to empower product ops teams to meet their user testing goals with minimal effort and maximum results.

PLATFORM OVERVIEW

Capabilities

- ✓ Feedback Automation →
- ✓ Tester Automation →
- ✓ Project Automation →
- ✓ Reporting Automation →
- ✓ Integrations →
- ✓ Security & Compliance →

Delta Testing Solutions

Product Launch →

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

Use Cases

- Beta Tests
- User Acceptance Tests
- Fields Tests

Product Growth →

Recruit Existing Customers to continuously mature live products and services

Use Cases

- Progressive Delivery
- Early Access
- 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 intelligence about their products

Use Cases

- Competitive Intelligence
- Marketing Testing
- Comparative Research

About Me

Austin Meyer

Product Director, Marketing
Centercode



Passion for Improving Products

Project and Program Management

Halloween | Monsters | Spooky Experiences

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What We'll Cover Today

Testing Season

The Maze of Monsters

Your Monster Hunting Kit

Q&A



Testing Season

Product testing is prevalent in Aug - Sep - Oct

Preparation for holiday product launches

Time to go back to basics - refresh our memory

Goal:
Learn (or refresh your memory on) the most common challenges of beta testing and how to avoid them... in a seasonally appropriate way



Merriam-Webster Definition

Monster (mon·ster) *noun*

1. an animal of strange or terrifying shape
2. an animal or plant of abnormal form
3. a threatening force



Merriam-Webster Definition

Monster (mon·ster) *noun*

1. an animal of strange or terrifying shape
2. an animal or plant of abnormal form
3. **a threatening force**



The Consequences

Misguided product decisions

Bad product launch

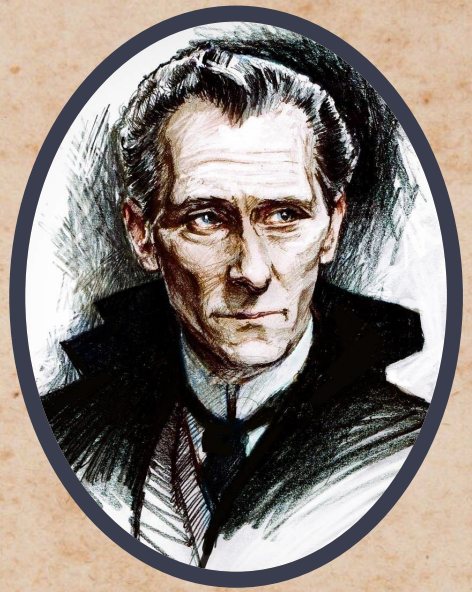
Bad or incomplete data

Negative reviews

Missed feedback



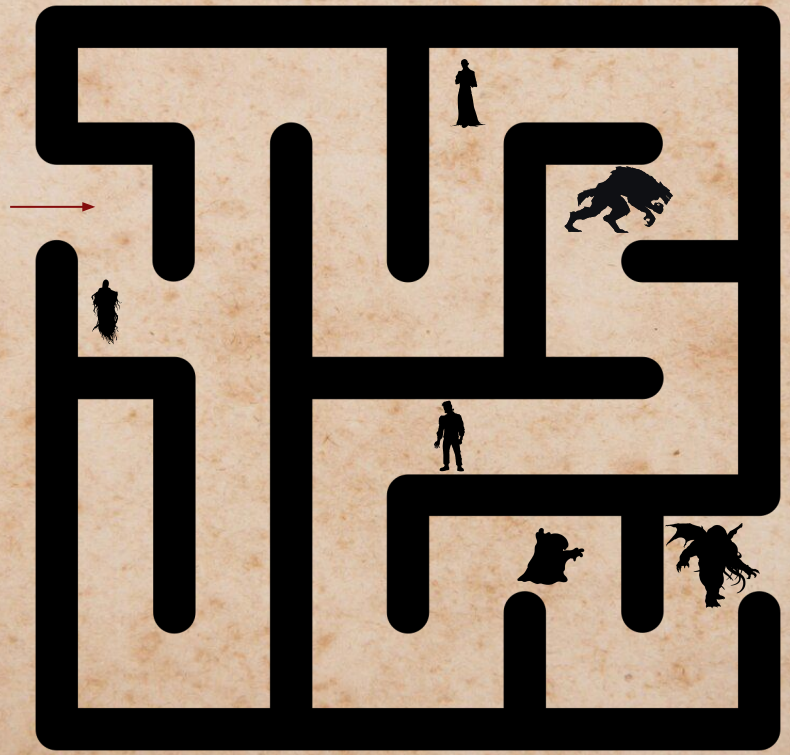
Poor sales



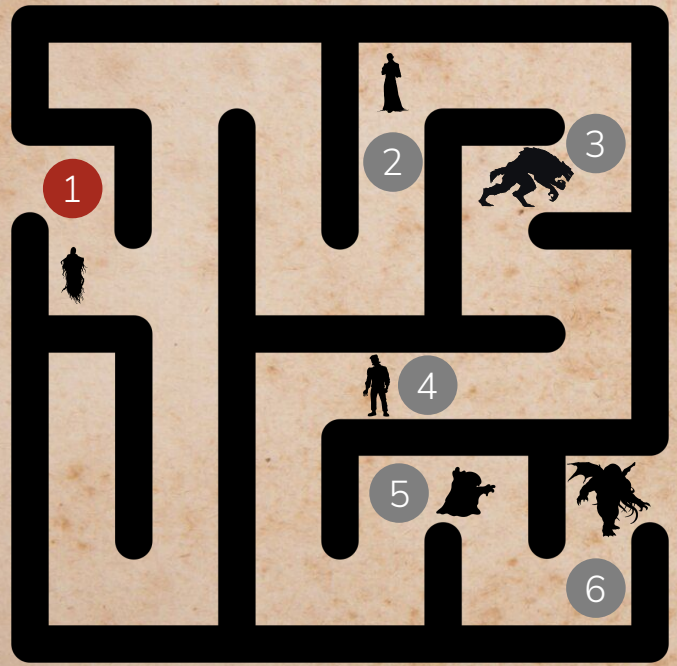
"The strength of the vampire is that people will not believe in him."

– Professor Van Helsing, *Dracula* by Bram Stoker

The Maze of Monsters



The Maze of Monsters



1. Goalless Ghost
2. ?????
3. ?????
4. ?????
5. ?????
6. ?????

Goalless Ghost

Targets
Project design and scoping

Signs
Never-ending tests, low engagement, disgruntled stakeholders, lack of expected results

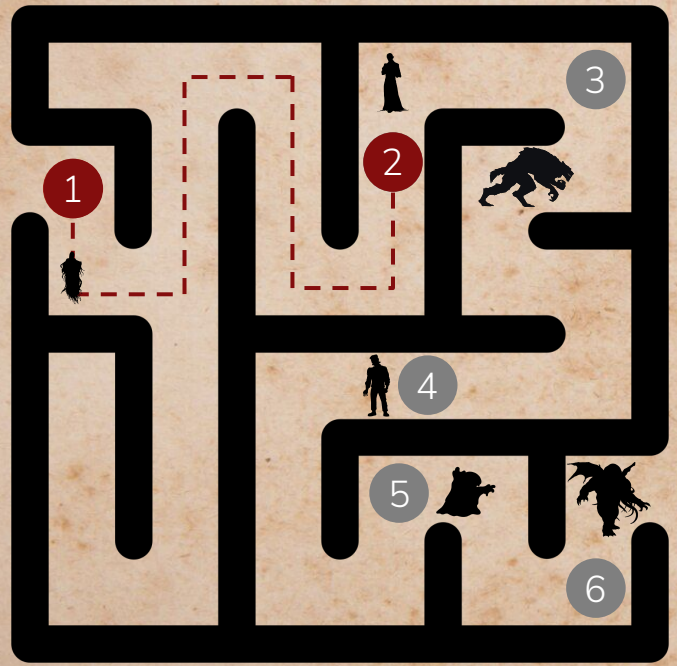
Weaknesses
Specific objectives, proper expectation setting, templates, test readiness

Use
Test Planning, Schedule Automation, Project KPIs (Health, Success, Impact)



"An unseen force that leads you down the wrong path with a lack of direction and purpose."

The Maze of Monsters



1. ~~Coalless Ghost~~
2. Vampire of Vanishing Vigor
3. ?????
4. ?????
5. ?????
6. ?????

Vampire of Vanishing Vigor

Targets
Qualified resource allocation

Signs
Lack of communication, “reinventing the wheel”, frustrated testers, low-quality results, chaotic product launches

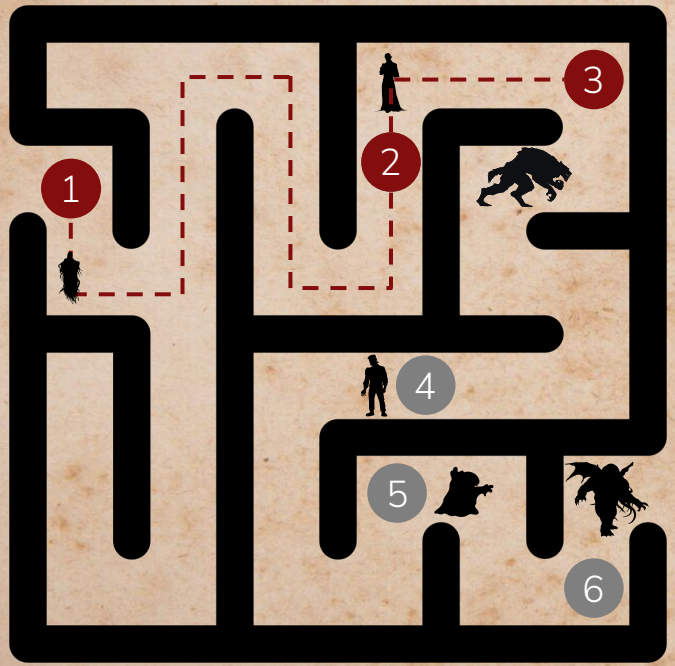
Weaknesses
Careful planning, strategic scheduling, dev team alignment, peer communities, templates

Use
Beta testing tools, industry resources, communities, best practices, training



"A nightmarish figure that sinks its sharp fangs into the vital resources meant for your project."

The Maze of Monsters



1. ~~Goalless Ghost~~
2. ~~Vampire of Vanishing Vigor~~
3. Werewolf of Wasteful Recruitment
4. ?????
5. ?????
6. ?????

Werewolf of Wasteful Recruitment



"a fearsome creature, hidden within the normalcy of your project, ready to ravage it with a sudden, uncontrolled fury"

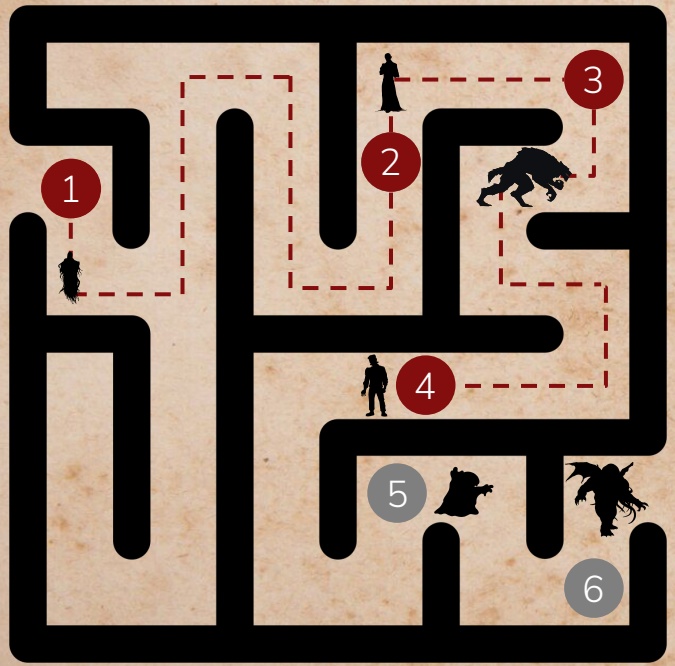
Targets
Tester recruitment

Signs
Low tester engagement, lack of actionable feedback, high number of support requests, unmet objectives

Weaknesses
Target market recruitment, diversified sources, tester segmentations, tester scoring, NDAs/TEAs

Use
Landing Pages, Qualification Surveys, Tester Selection, Address & Phone Verification, Agreements

The Maze of Monsters



1. ~~Coalless Ghost~~
2. ~~Vampire of Vanishing Vigor~~
3. ~~Werewolf of Wasteful Recruitment~~
4. Frankenstein's Fickle Fiend
5. ?????
6. ?????

Frankenstein's Fickle Fiend

Targets
Persistent user engagement

Signs
Unresponsive testers, insufficient or inactionable feedback, low product usage

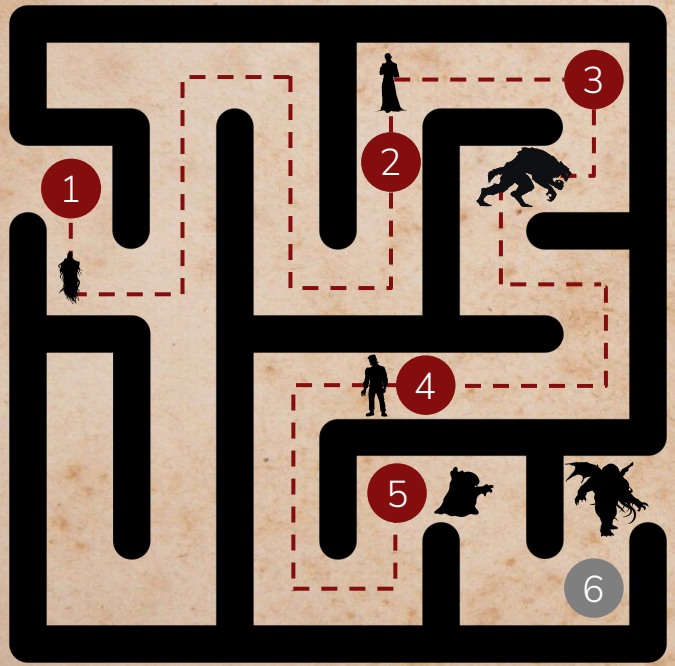
Weaknesses
Target market testers, clear guide for testing, regular reminders, team responsiveness/engagement

Use
Tester Activities, Engagement Automation, Content Management, Feedback Collaboration, Dedicated Time/Energy

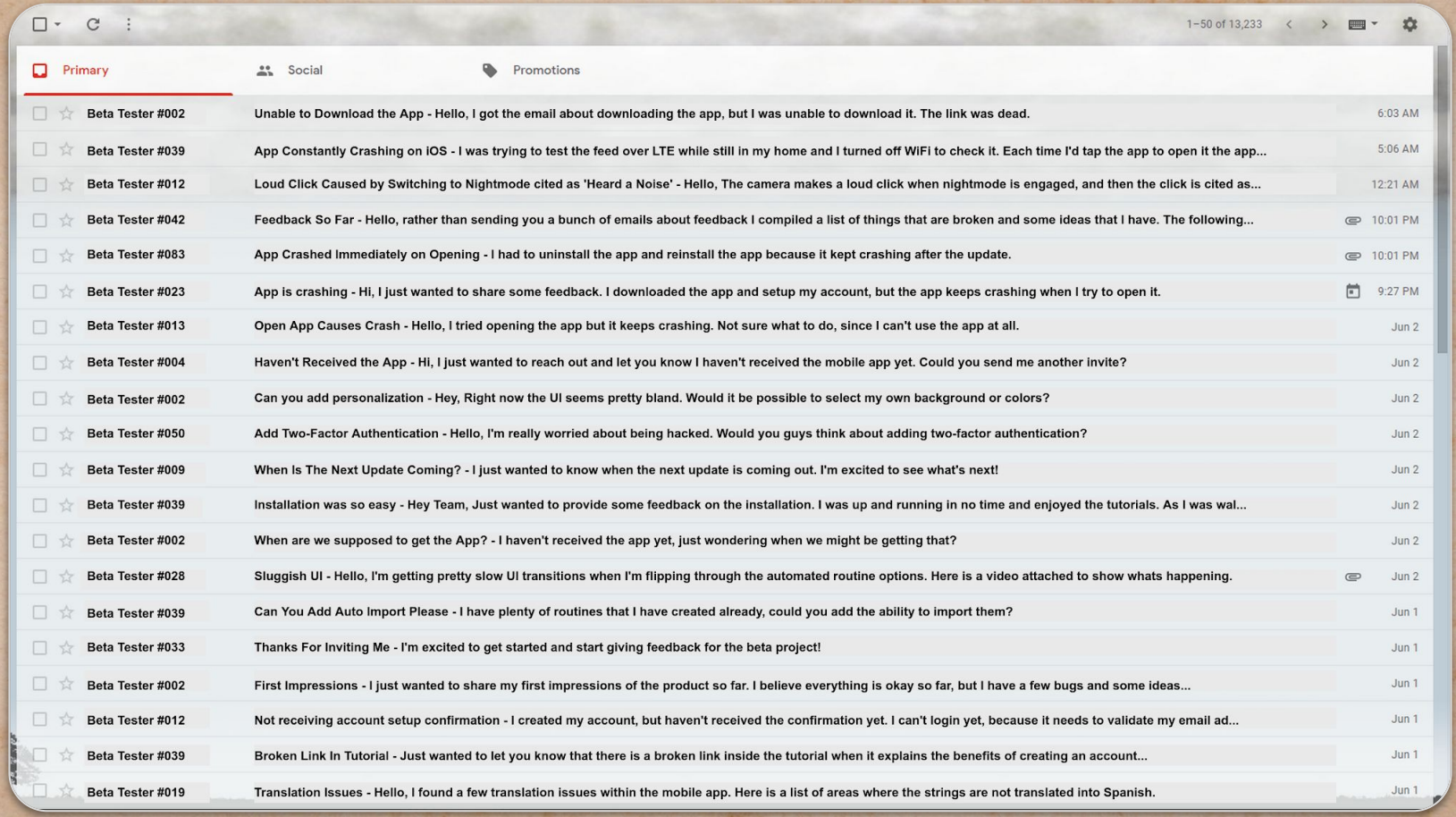


"Clumsy and destructive, it lumbers through your project, leaving confusion and destruction in its wake."

The Maze of Monsters



1. ~~Goalless Ghost~~
2. ~~Vampire of Vanishing Vigor~~
3. ~~Werewolf of Wasteful Recruitment~~
4. ~~Frankenstein's Fickle Fiend~~
5. Blob of Bloating Feedback
6. ?????


1–50 of 13,233
Primary
Social
Promotions
Beta Tester #002 Unable to Download the App - Hello, I got the email about downloading the app, but I was unable to download it. The link was dead. 6:03 AM
Beta Tester #039 App Constantly Crashing on iOS - I was trying to test the feed over LTE while still in my home and I turned off WiFi to check it. Each time I'd tap the app to open it the app... 5:06 AM
Beta Tester #012 Loud Click Caused by Switching to Nightmode cited as 'Heard a Noise' - Hello, The camera makes a loud click when nightmode is engaged, and then the click is cited as... 12:21 AM
Beta Tester #042 Feedback So Far - Hello, rather than sending you a bunch of emails about feedback I compiled a list of things that are broken and some ideas that I have. The following... 10:01 PM
Beta Tester #083 App Crashed Immediately on Opening - I had to uninstall the app and reinstall the app because it kept crashing after the update. 10:01 PM
Beta Tester #023 App is crashing - Hi, I just wanted to share some feedback. I downloaded the app and setup my account, but the app keeps crashing when I try to open it. 9:27 PM
Beta Tester #013 Open App Causes Crash - Hello, I tried opening the app but it keeps crashing. Not sure what to do, since I can't use the app at all. Jun 2
Beta Tester #004 Haven't Received the App - Hi, I just wanted to reach out and let you know I haven't received the mobile app yet. Could you send me another invite? Jun 2
Beta Tester #002 Can you add personalization - Hey, Right now the UI seems pretty bland. Would it be possible to select my own background or colors? Jun 2
Beta Tester #050 Add Two-Factor Authentication - Hello, I'm really worried about being hacked. Would you guys think about adding two-factor authentication? Jun 2
Beta Tester #009 When Is The Next Update Coming? - I just wanted to know when the next update is coming out. I'm excited to see what's next! Jun 2
Beta Tester #039 Installation was so easy - Hey Team, Just wanted to provide some feedback on the installation. I was up and running in no time and enjoyed the tutorials. As I was wal... Jun 2
Beta Tester #002 When are we supposed to get the App? - I haven't received the app yet, just wondering when we might be getting that? Jun 2
Beta Tester #028 Sluggish UI - Hello, I'm getting pretty slow UI transitions when I'm flipping through the automated routine options. Here is a video attached to show whats happening. Jun 2
Beta Tester #039 Can You Add Auto Import Please - I have plenty of routines that I have created already, could you add the ability to import them? Jun 1
Beta Tester #033 Thanks For Inviting Me - I'm excited to get started and start giving feedback for the beta project! Jun 1
Beta Tester #002 First Impressions - I just wanted to share my first impressions of the product so far. I believe everything is okay so far, but I have a few bugs and some ideas... Jun 1
Beta Tester #012 Not receiving account setup confirmation - I created my account, but haven't received the confirmation yet. I can't login yet, because it needs to validate my email ad... Jun 1
Beta Tester #039 Broken Link In Tutorial - Just wanted to let you know that there is a broken link inside the tutorial when it explains the benefits of creating an account... Jun 1
Beta Tester #019 Translation Issues - Hello, I found a few translation issues within the mobile app. Here is a list of areas where the strings are not translated into Spanish. Jun 1

Blob of Bloating Feedback

Targets
Relevant feedback collection

Signs
Lack of actionable insights, time-consuming reports, poorly received products

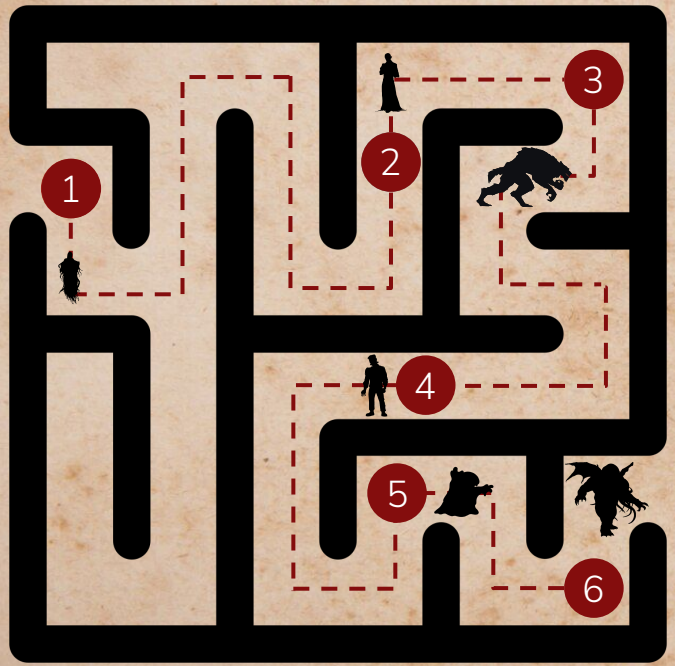
Weaknesses
Specific feedback types/forms, tool consolidation, centralized testing, focused collaboration

Use
Dedicated Feedback Forms, Tester Collaboration, Feedback Management, Custom Surveys



"An ever-growing menace swallowing all feedback in its path and growing more unmanageable with every attempt to control it"

The Maze of Monsters



1. ~~Coalless Ghost~~
2. ~~Vampire of Vanishing Vigor~~
3. ~~Werewolf of Wasteful Recruitment~~
4. ~~Frankenstein's Fickle Fiend~~
5. ~~Blob of Bloating Feedback~~
6. Leviathan of Lost Priorities



"Your mind teeters on the edge of chaos, with sanity slipping away as you grapple with the beast's insidious influence."

Leviathan of Lost Priorities

Targets
Feedback prioritization and distribution

Signs
Lack of authority, lack of confidence in launch, issues in launched product, surprises in reviews

Weaknesses
Prioritized areas of focus, consistent framework, stakeholder and dev team alignment, templates

Use
Dashboards (esp. Product Success), KPIs, Impact Score™

Your Monster Slaying Kit



Stakes & Silver Bullets

Beta testing software (e.g., Centercode)

Test plan template

Go-to sources for recruitment

Product distribution process (e.g., TestFlight, Google Play Beta)

Survey templates

Reporting templates

Integrations (Jira, Slack/Teams, the product itself, etc.)

Ancient Techniques

1) Use the right tool for the job

2) Establish specific outcomes with your stakeholders

3) Consider technical skill level and beta experience in recruitment

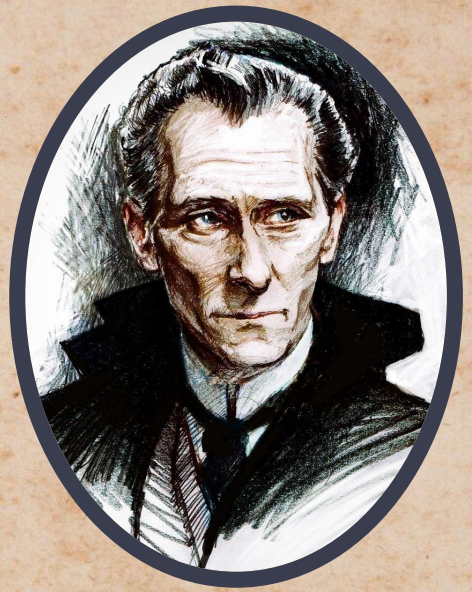
4) Provide just enough detail in tester activities (no step-by-step)

5) Set clear expectations for stakeholders and testers alike

6) Engage frequently with your testers to motivate them

7) Set up specific, unique feedback types and accompanying forms

8) Establish a common framework for feedback prioritization



"We learn from failure, not from success!"

– Professor Van Helsing, *Dracula* by Bram Stoker

How Centercode Helps

Get Started for Free

signup.centercode.com

Download Expert Resources

centercode.com/resources

Talk with a Product Manager

centercode.com/demo

Join Us In Person!

Tue. October 17th @ 5:30 PM

Sign up using this QR code
or click this link



Q&A

Thank You!

