# Beta Test Landing Page Worksheet

Directions: Use the table below to help build out your beta test landing page. Each question and answer corresponds to a specific portion of the landing page message. You can use the key in the left-hand column to identify where each response should be added to the landing page copy. There’s an example on the next page to help you.

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| Key | Questions | |
| **1🟥** | *What type of product are you testing?* |  |
| **2🟧** | *What does it primarily do?* |  |
| **3🟨** | *How long is the test going to be?* |  |
| **4🟩** | *When will it start?* |  |
| **5🟦** | *What are testers expected to do?* |  |
| **6🟫** | *What else do testers need to know before they join your test?* |  |
| **7⬛** | *What are your basic tester core requirements?* |  |

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| [**1🟥**] Testing Opportunity |
| Thank you for your interest in helping us test this upcoming [**1🟥**]. This [**1🟥**] [**2🟧**].  This test is expected to run for [**3🟨**] beginning on [**4🟩**]. You'll be expected to [**5🟦**]. Note that [**6🟫**].  **To join the test, login or register below.**  **Key Details:**   * [**7⬛**]   This is a great opportunity to help shape the products that you love and use daily. We hope you can join us! |

# Example Beta Test Landing Page

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| --- | --- | --- |
| Key | Questions | |
| **1🟥** | *What type of product are you testing?* | WiFi-connected Thermostat |
| **2🟧** | *What does it primarily do?* | Pairs with wireless sensors to control the heating and cooling throughout your home with the use of a mobile app |
| **3🟨** | *How long is the test going to be?* | 4 weeks |
| **4🟩** | *When will it start?* | March 20th |
| **5🟦** | *What are testers expected to do?* | Use the product in your home, complete activities to test all of the features, and submit feedback about your experience (e.g., Issues, Ideas, Praise) |
| **6🟫** | *What else do testers need to know before they join your test?* | N/a |
| **7⬛** | *What are your basic tester core requirements?* | * Must live in the United States * Must have a low-voltage HVAC system controlled by a thermostat * Must have an iPhone (running iOS 15 or higher) or Android smartphone (running 9.0 or higher) |

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| **[WiFi-connected Thermostat]** Testing Opportunity |
| Thank you for your interest in helping us test this upcoming **[WiFi-connected thermostat]**. This **[WiFi-connected thermostat]** **[pairs with wireless sensors to control the heating and cooling throughout your home with the use of a mobile app.]**  This test is expected to run for **[4 weeks]** beginning on **[March 20th]**. You'll be expected to **[use the product in your home, complete activities to test all of the features, and submit feedback about your experience (e.g., Issues, Ideas, Praise)]**. To join the test, login or register below.  Key Details:   * **[Must live in the United States** * **Must have a low-voltage HVAC system controlled by a thermostat** * **Must have an iPhone (running iOS 15 or higher) or Android smartphone (running 9.0 or higher)]**   This is a great opportunity to help shape the products that you love and use daily. We hope you can join us! |