WEBINAR

THE BUILDER'S BLUEPRINT TO *DRIVING TESTER FEEDBACK*



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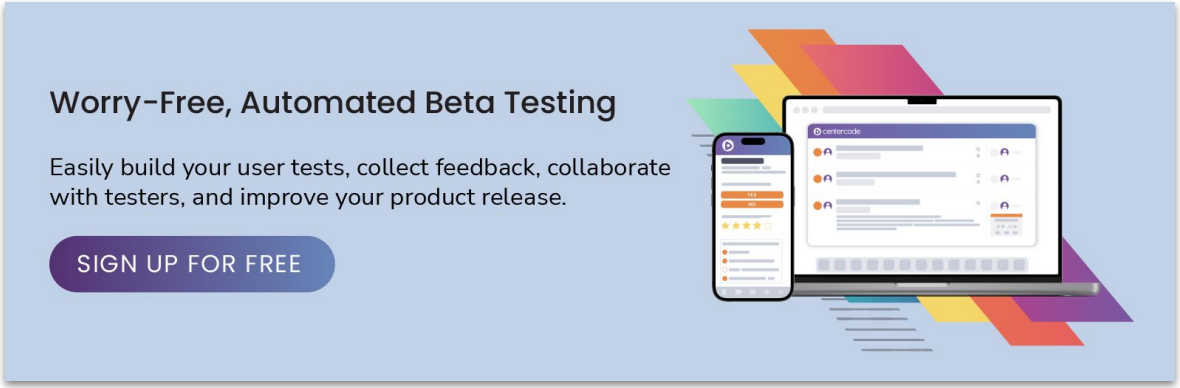
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The webinar should be around 30-45 minutes.

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

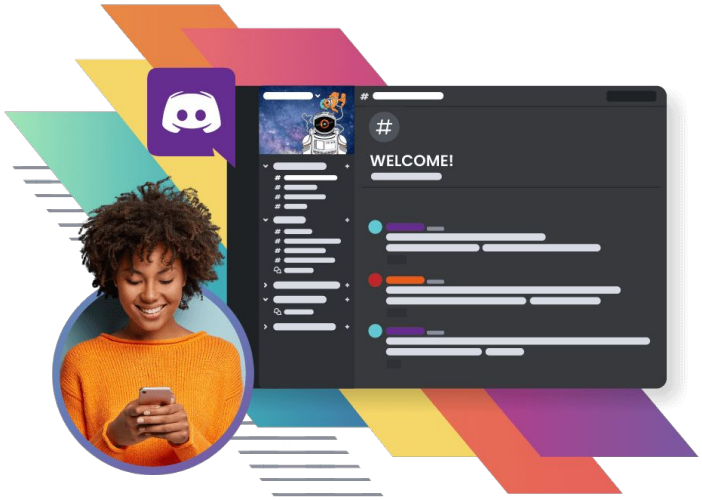
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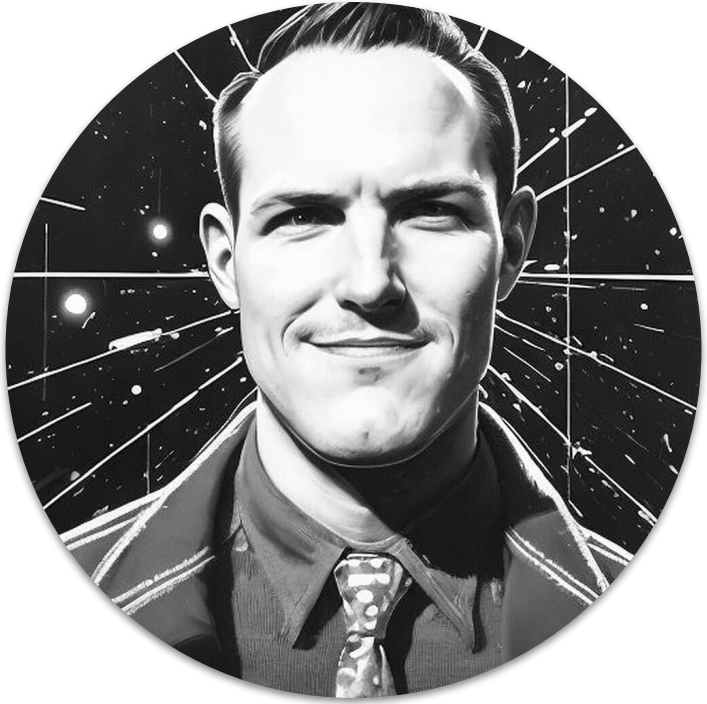
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About Me

Austin Meyer

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Passion for Building Products

Project and Program Management

Communication | Sense of Urgency | Setting Expectations

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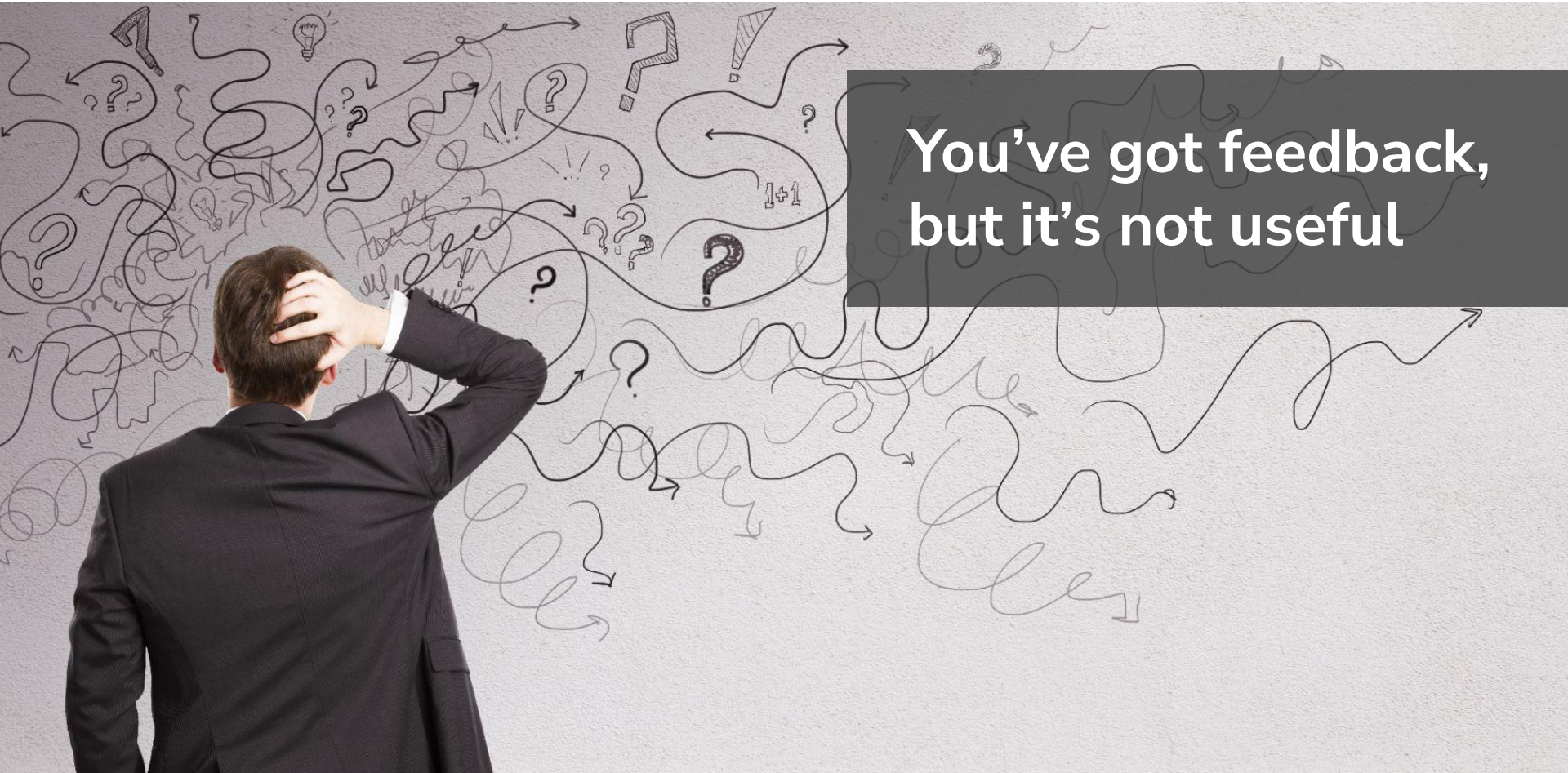


The Problem

The Problem



The Problem



The Problem


Not enough information to help you make data driven decisions about your product

Moving ahead introduces major risks to the success of the product



Making data-backed decisions can result in wild success for your product



Confidence in your product launch

Purpose of pre-launch testing like beta

Confidence comes from answering questions

Answer questions using data & feedback

Now, how do we ensure we get that feedback?



The Blueprint

Set expectations at every opportunity

Craft engaging activities

Close the feedback loop



Set Expectations at Every Opportunity

Before, During, and After a Test

Beta test landing page / sign-up page

Test homepage / hub

Emails / communication

Activities



Beta Test Landing Pages

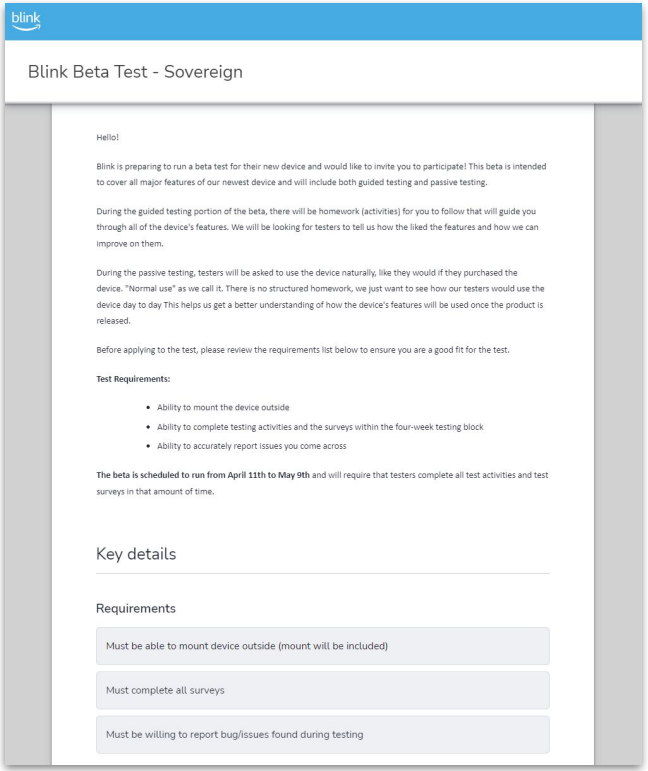
First impressions are important

Opportunity to set expectations

Establish other details

Tester self-qualification

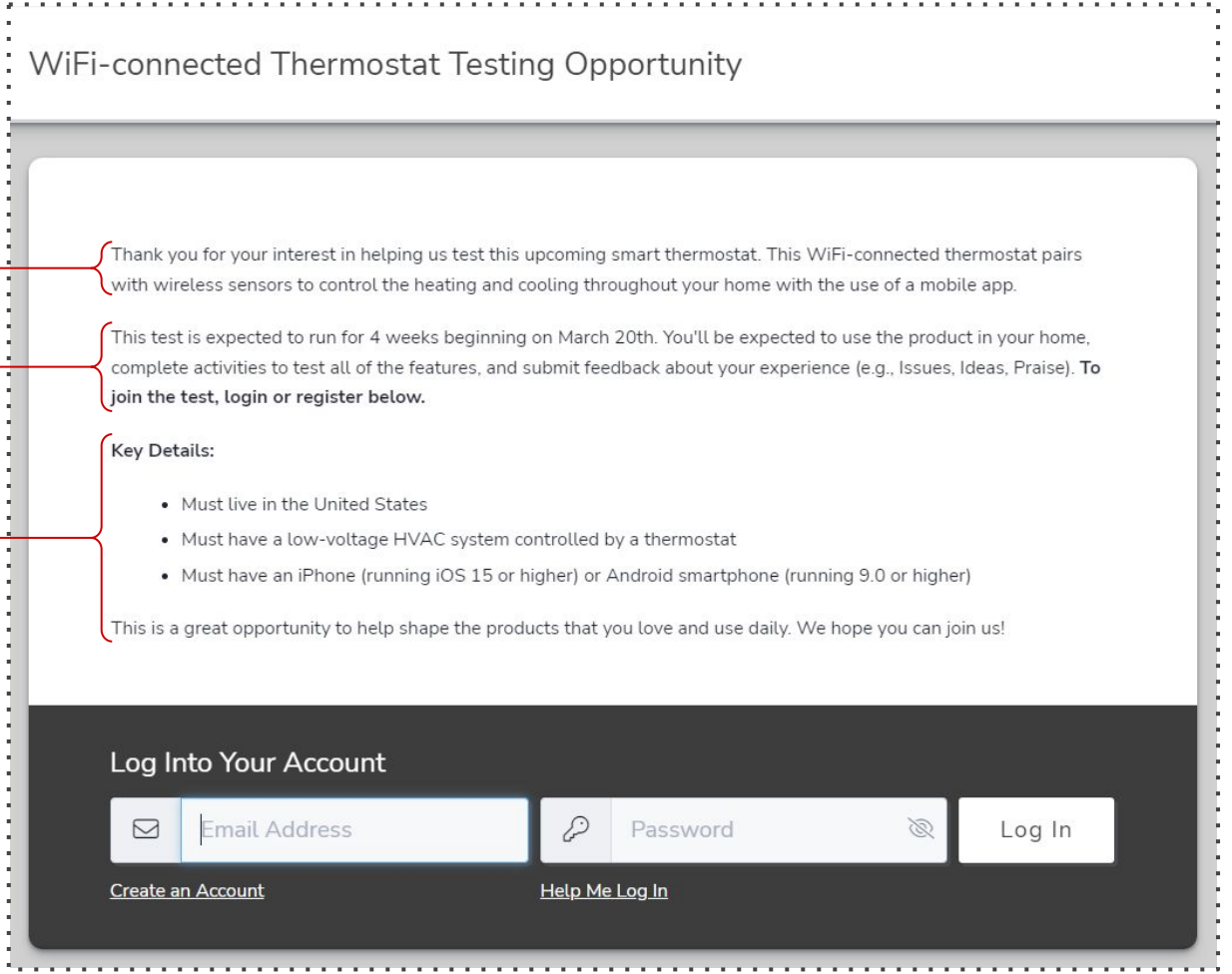
Other relevant information



- Pleasantries
- Brief, vague product description

- Planned test length, start date
- What they're expected to do
- How to join

- Tester core requirements
- Benefit(s) of joining and participating



Feedback

Feedback forms

Feedback types

What are you looking for?

“Training” testers





Craft Engaging Activities

Activities Drive Tester Feedback

Well-designed activities foster a collaborative environment that encourages valuable feedback, ultimately contributing to a more refined and successful final product.

Engage Testers

Give testers a reason to participate and a to-do list to complete

Inspire Product Exploration

Take testers on a tour of specific product areas or the product overall

Encourage Feedback

By using the product, testers have experiences to provide feedback on

Craft the Right Activities

Activities...

- Serve as the main driver for engagement
- Should be varied and easy to understand
- Can repeat during a test under certain conditions
- Introduce risks when written poorly

Feature: Remote Access

Description:
Opening and closing the garage door with the mobile app when outside your home network



Good Activity

Use the mobile app to open your garage while located beyond the boundaries of your home network.

Direct, specific as necessary



Bad Activity

Use remote access.

Lacks context, risks bad feedback

Feature: Installation

Description:
The process of installing and setting up the device using the mobile app.



Good Activity

Use the mobile app to guide you through installation and setup.

Simple, encourages exploration



Bad Activity

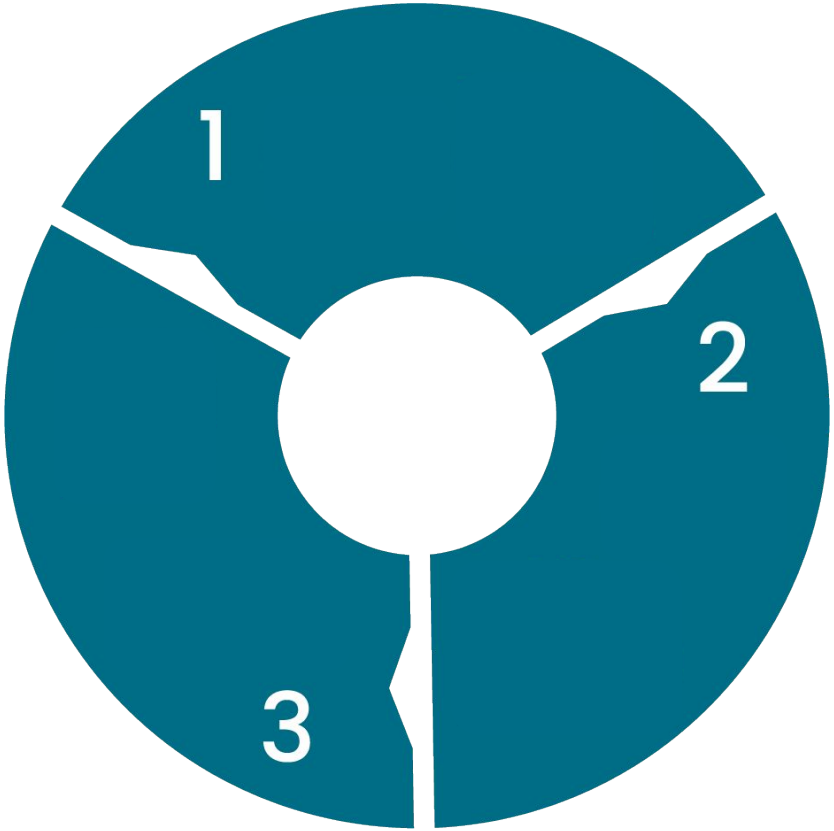
1. Unbox the device, set aside the packaging materials
2. Download the mobile app
3. Open the app and select “Begin Setup”
4. Begin with Step 1 and follow the directions as described in the mobile app
5. After completing installation, confirm that you are done via the mobile app

Over-explains, holds tester’s hand



Close the Feedback Loop

Tester Feedback Loop



Responding to Testers

Respond promptly - especially on issues

Address blockers early

Testers feel special when responded to and want to be heard

They will put in the work when they feel the test managers are invested

Candidness

To Recap

Set expectations at every opportunity

Craft engaging activities

Close the feedback loop

Download - How to Drive Tester Feedback

To learn about:

- Encouraging tester engagement
- Ways to reduce tester friction
- Tips & best practices along the way

[Download it here!]



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Q&A



THANK YOU!

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