THE **DEFINITIVE** GUIDE TO

Delta Testing

A comprehensive handbook for the next generation of beta testing



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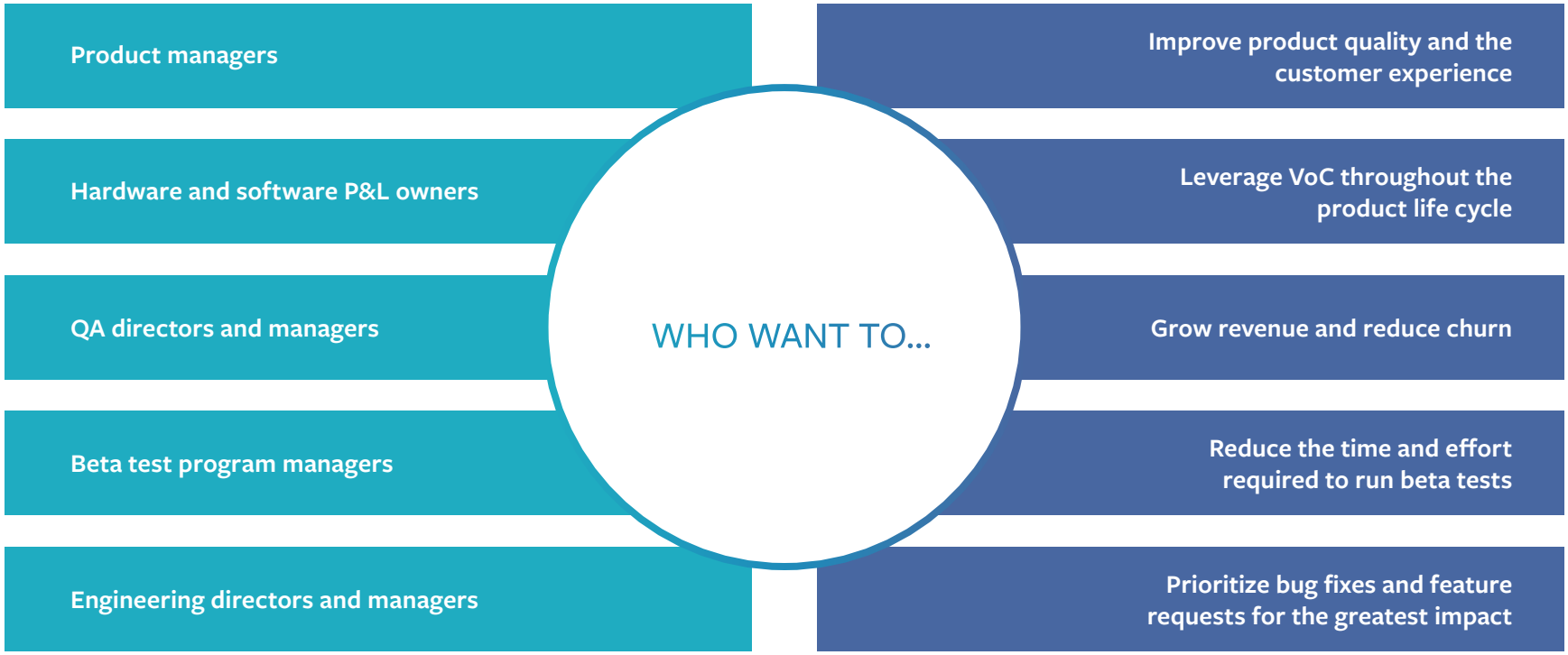
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Introduction

Who Should Read This Guide?



INTRODUCTION

Why Should I Read the Definitive Guide to Delta Testing?

Because it's going to tell you everything you need to know about delta testing — the user testing practice that the best product companies in the world are using to support agile development and continuous delivery.

Just ask Zoom, Peloton, Google, and Amazon.

Delta testing enables companies to streamline, automate, and measure their user testing efforts. It allows them to perfect their products with customer-driven insights and grow revenue faster.

This Definitive Guide to Delta Testing will give you everything you need to know to determine if delta testing is something that will benefit your company. It will show you how to select the right system and what investments are required for success. It will also explain:

- Why delta testing is taking the tech world by storm
- The impact of delta testing on product success
- How delta testing fills major gaps that other types of testing (like CX, UX, QA, and Market Research) don't fill
- What's required for a successful delta testing program
- What to look for in delta testing automation tools
- How to build a business case and convince internal stakeholders to act

We've also included worksheets along the way to help you figure out if delta testing is right for you.

We hope this guide will be your ticket to a new world of amazing product insights through more effective, efficient, and impactful user testing.



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Part 1:
What is Delta Testing?

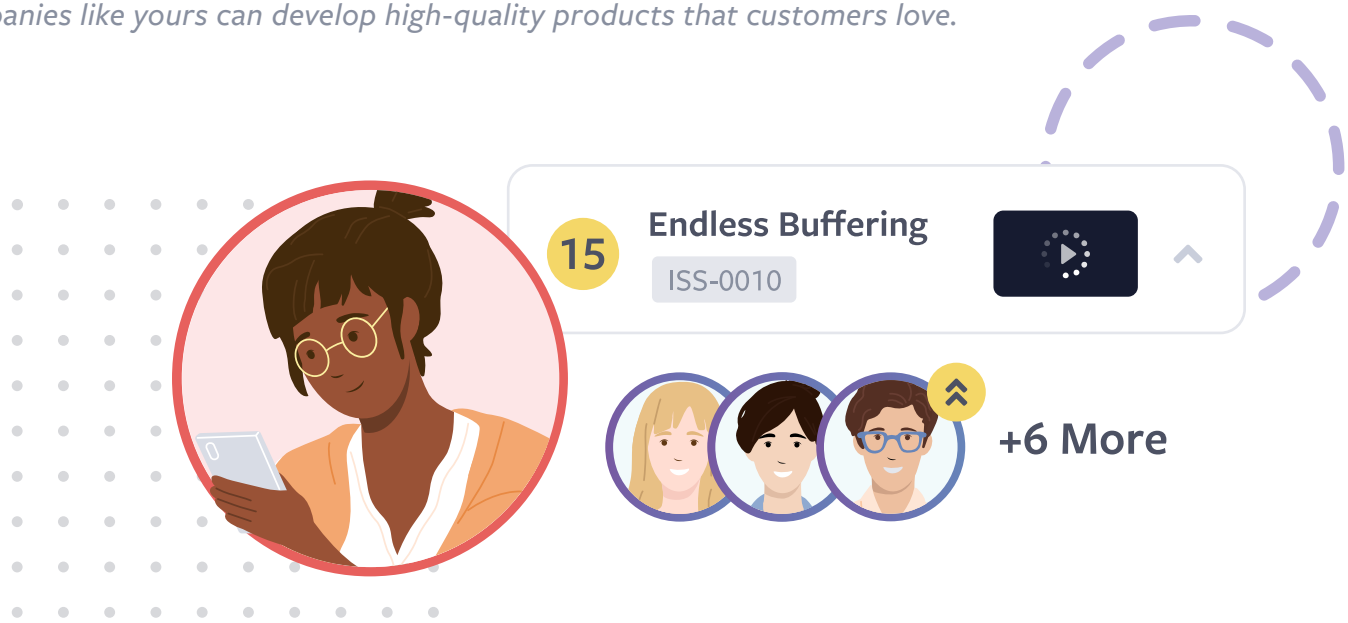
Delta Testing, Defined

Let's start out with a definition.

WHAT: *Delta testing is a movement in modern product development that reimagines beta and other forms of user testing in a continuous fashion. Delta captures early product feedback from users leading into each release throughout the product development life cycle.*

HOW: *It provides a technology-driven methodology for automating user testing to support agile development, generate more actionable feedback, and maximize product success.*

WHY: *So companies like yours can develop high-quality products that customers love.*



PART 1: WHAT IS DELTA TESTING?

Delta Testing, Defined

WHO USES DELTA TESTING?

Companies and Products

Leading companies, from high-growth technology to the modern enterprise, use delta testing to deliver frictionless technology products with seamless interoperability.

- Connected hardware and IoT products
- Consumer software, business software, and SaaS
- Mobile apps and games
- Streaming and entertainment services

Program Owners

Delta testing is executed by professionals from diverse fields of expertise to prioritize bug fixes, user experience issues, and feature requests so that they continue to develop products that delight their audiences.

- Product teams
- QA engineers
- Beta, field, and UAT program managers
- Engineering directors and managers
- Support directors and managers

Stakeholder Teams

With benefits for many different teams, the results of delta testing are used throughout the organization to drive product success.

- **Product** teams gain actionable insights to drive roadmap decisions and a community of on-demand testers that can be leveraged throughout the entire product development life cycle.
- **Quality Assurance** teams achieve expanded test coverage in a fraction of the time and without having to invest in buying more devices for the lab.
- **Engineering** teams have the insights they need to focus on fixing the issues and implementing the new features that have the greatest impact.
- **UX/CX** teams use delta to further their initiatives, since it increases the scope of their work to include user and customer experiences over time.
- **Support** teams gain intelligence to prepare for initial customer issues, which helps them enhance the customer experience and brand image.
- **Marketing and sales** teams gain a better understanding of your customers and the standout features they love so they can more effectively market and sell your product.
- **P&L owners, finance, and leadership** leverage early feedback and star ratings to help with the predictability of product sales.

Delta Testing, Defined

WHEN IS DELTA TESTING USED?

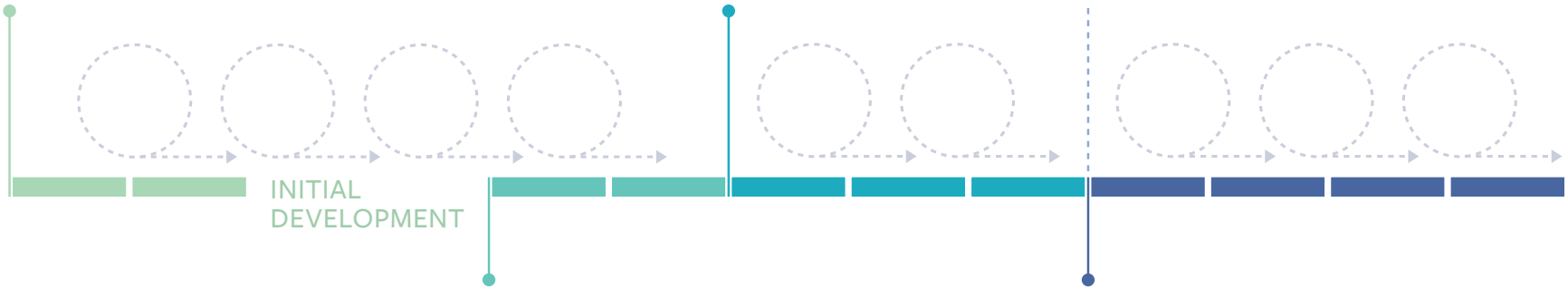
Companies use delta testing throughout the entire product development life cycle. It replaces alpha testing, dogfooding, beta testing, UAT, field testing, and continuous user testing. There are many different use cases for delta testing, and each one is focused on getting feedback from distinct, targeted audiences early and often. Here are the four most common use cases:

Competitive Testing

Research and test competitors' products with **potential customers** to make sure you have product-market fit and differentiation in your product specifications.

Product Release Testing

Get **target customers** to test your product so you can gain insights and identify any remaining bugs to fix or improvements to make before launch.



Employee Testing

Develop a product-centric culture by collaborating with **employees** in order to surface real-world user experience issues.

Product Iteration Testing

Capture input from **actual customers** on an ongoing basis to ensure that every release is successful and to cultivate a group of product evangelists.

PART 1: WHAT IS DELTA TESTING?

Delta Testing, Defined

DELTA TESTING DRIVES QUALITY AND INNOVATION

So far, you know that delta testing allows you to capture continuous, real-world customer feedback throughout the entire product life cycle. But what does that do for your product and your organization? The fact is, capturing customer feedback is a means to the larger end of what delta testing actually does for your company and the success of your products.

Completes the Critical "Last Mile" in Development

All customer research and product testing efforts throughout development cover unique ground and add unique value — delta testing is no different.

Delta testing is the singular program that puts functioning products into the hands of targeted users, which gives them time to absorb and adopt the products out in their real-world environments. This context means delta is uniquely positioned to validate the results of previous customer research investments.

By tying those investments together and ensuring the final product or feature reflects all of the lessons learned, delta testing carries your product through the critical "last mile" of development and takes it from good to great.

Supports Agile Development With Customer Insights

Incorporating delta testing throughout the product development life cycle enables you to test and iterate on new concepts much sooner and drive faster innovations that are essential to outpacing competitors.

Similar to agile sprints, delta testing operates on a fixed cadence, with cycles that typically last a few weeks. Each test cycle focuses on the "delta" between new features, fixes, and experiences against the current live version. For new products, the "delta" is the product's full feature set.

The tactics and tools used for delta testing are optimized for speed and scalability, so that each team has the customer insights it needs in real time.

Delivers on Contemporary Corporate Initiatives

Delta testing offers a unique contribution to product success because it builds on typical corporate initiatives, including innovation, quality, customer satisfaction, digital transformation, and customer co-creation. Delta optimizes engineering efforts with impact-based recommendations for product fixes and improvements, and provides a step-by-step path for reaching key targets, like increased star ratings.

Fosters a Customer-Centric Culture

By making customer input more accessible, abundant, and continuous at your organization, delta testing gives customers a stronger role in shaping your product. It ensures that the voice of the customer is factored into every specification, design, build, launch, and growth decision that Product, Engineering, and Marketing make by delivering feedback earlier and more often throughout development.

Delta moves your company away from bias and anecdotal decision-making towards a customer-centric culture with increased awareness and alignment around customer needs.

Worksheet: Is Delta Testing Right for You?

Is delta testing right for your product and your organization? Use this worksheet to find out.

For each of the statements in the worksheet, select a number 1-5, based on how strongly you agree or disagree. Add up each number you selected to get your final score. Match your score to the results overview on the right to see what your score means.

You can also fill out the *interactive worksheet* and get your results in real time.

FACTOR	Disagree 1 2 3 4 5 Agree
Our product is connected to the internet.	
The risk of a poor customer experience is a big threat to our product's success.	
Experiencing our product fully means connecting it to and/or using it with other technology products or services.	
Our product will receive continuous software and/or firmware updates beyond the initial launch date.	
Our organization has broad co-creation and innovation initiatives.	
It's difficult to get buy-in to fix obvious user problems until after our product has launched.	
Data drives almost every decision that the product team makes.	
We don't have access to all of the customer and product data we need to make improvements.	
We have user data and customer insights about our product, but it's still difficult to decide what to address first.	
Our product's star ratings aren't as high as we'd like them to be.	

If you scored above 35, delta testing is a great fit for your organization! You're ready to take the next step.

If you scored in the 20 - 35 range, delta testing might not be a top priority, but using it strategically will create value for your organization.

If you scored under 20, you may not be ready for delta testing right now. But that doesn't mean you should stop reading.

Regardless of your score, there's good news: perfecting your products is well within your reach. So let's get this show on the road!

CASE STUDY

CAAVO + centercode

Universal TV Remote

KEY CHALLENGES

Building customer testing into the product development life cycle

Since introducing delta testing, Caavo has...

Exceeded **250% ROI** in the first three months

Developed an **SOP** for testing that incorporates tools like Slack and Jira to ensure widespread adoption

OVERVIEW

Caavo's founders did not feel successful when attempting to run internal user tests at their previous companies. Finding and engaging testers was hard, and scaling the process was impossible.

CHALLENGE

In a very competitive market, Jerry and Ashish knew that they had to be obsessed with becoming a customer-centric company in order for Caavo to differentiate itself. But beta testing has many complex, moving parts, and they needed a simple solution to help execute their vision.

SOLUTION

By implementing delta testing with Centercode, the Caavo team has been able to have direct and continuous interactions with their target audience for all facets of the customer experience. Thanks to audience targeting, their testing program now encompasses hundreds of testers with a wide range of A/V setups, service providers, geographics, and demographics. The team is able to uncover insights that either validate or challenge their previous research and assumptions, which equips them to guide product roadmaps more successfully.

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Part 2:
Trends Driving Delta Testing Adoption

PART 2: TRENDS DRIVING DELTA TESTING ADOPTION

The Growing Demand for Delta Testing

IN THE BEGINNING: BETA TESTING

Delta testing has its roots in beta testing, a practice that originated with IBM over 50 years ago. The concept was simple: By getting real-world feedback from customers before release, product development teams improved quality and generated new ideas for future products. Centering on the customer with practices like beta testing enabled these early titans of technology to rise in the ranks.

THE DOT-COM ERA AND AGILE DEVELOPMENT

While some companies had taken a page from IBM and started introducing beta testing practices earlier, its boon in popularity didn't start until the '90s and '00s. During the dot-com era and cloud computing boom, the importance of pre-release customer feedback was normalized, and beta testing became ubiquitous in the tech industry.

At the same time, companies were introducing a new way of developing products: Agile. As the Internet of Things eventually took hold, Agile overshadowed Waterfall, and product development became more rapid, lean, and continuous.

High-growth technology companies that "grew up" in this more modern tech landscape (like Apple, Google, and other startups of the time) quickly recognized that traditional, Waterfall-style beta processes weren't going to work and began iterating to make beta more agile. Not far behind were the technology enterprises of the mid-century (think Microsoft and Intel) who had already been doing beta tests for years, but who were now shifting development processes towards Agile.

The challenge? Despite the simultaneous popularity of beta testing and the clear need for more agile processes, beta testing as a field lacked a structured methodology and set of shared best practices. With nothing to draft off of, companies updated their beta processes in their own company-specific ways, at their own cost, and with varying levels of success.

Going it alone, most organizations were unable to implement beta tactics and strategies that truly supported the new Agile world order. The tools and processes in use continued to weigh user testing programs down. With so much manual effort involved in the process, it became impossible for test managers to collect, organize, and prioritize feedback fast enough to support the rapid pace of development. It was also difficult to deliver repeatable success, demonstrate program ROI, and identify trends.



The Growing Demand for Delta Testing

TODAY: THE RISE OF DELTA TESTING

In the age of digital transformation, the need for ongoing user testing has reached a fever pitch, as even the most traditional industries have introduced connected products. Overcoming the friction of beta testing products in today's fast-paced world has given rise to the ever-growing delta testing movement. Four major trends are putting delta testing in high demand as one of the most valuable functions for modern companies.

1. Technology Is Increasingly Complex
2. Products Are Becoming More and More Connected
3. Tech Ecosystems Are Evolving Faster and Faster
4. Audiences Are Increasingly Mainstream and Influential

Trend #1: Technology Is Increasingly Complex

Today's technologies perform increasingly sophisticated tasks in less time and with less friction for the user. But a seamless user experience on the front-end means incredible complexity on the back-end. From machine learning, to AI, to voice and facial recognition, to cloud computing, each one is complex in its own right, and it's common for modern products to incorporate several — if not all — of these features.

For product developers, maintaining and improving that functionality is critical for achieving high customer satisfaction. And it gets more difficult every year, as both the possibilities for what technology ***could*** do and customer expectations for what it ***should*** be able to do continue to evolve.

Trend #2: Products Are Becoming More and More Connected

Today's tech products no longer live in a silo. When a customer brings your product home, they bring it into a diverse technological ecosystem, where many connected devices must work together to deliver convenience. It's important that your product functions well in these highly interconnected, real-world environments, since your customers expect your product to work seamlessly from day one.

With *more than ten smart products* in the average American household and endless variations of ecosystems growing alongside the expanding market, you need to test your products against an infinite combination of phones, tablets, WIFI-enabled speakers, and hundreds of other smart devices to ensure compatibility.



The Growing Demand for Delta Testing

Trend #3: Tech Ecosystems Are Evolving Faster and Faster

Since the initial adoption of Agile Development back in the late 90s, companies have been releasing new products and updates more and more often. *More than 80% of product development teams* are updating their products every few months, and half of them are releasing updates once a month.

These constant updates mean changes to the tech ecosystems of your customers that are unpredictable, out of your control, and have a significant impact on your product's success. So even if your product worked flawlessly with a broad collection of devices at launch, new products, features, and requirements mean the target is always moving.

All the while, your customers expect your product to deliver the same seamless user experience they get from their toothbrushes. It means you'll have to continuously iterate and test your product, again and again, to ensure it continues to meet consumers' high expectations as tech ecosystems continue to evolve.

Trend #4: Audiences Are Increasingly Mainstream and Influential

Today's market for IoT products has changed dramatically. Smart tech consumers aren't just the gadget lovers of the '90s anymore. And as sophisticated tech products gain popularity with larger audiences and become more easily accessible via online, review-driven marketplaces, it introduces new challenges.

Mainstream users are less patient, less tech-savvy, and have more social influence than ever. They're usually unwilling and often unable to work through a clunky setup or confusing interface. If your product isn't easy-to-use right off the bat, these customers are more likely to return your product and post a bad review.

And as shopping continues to shift from brick-and-mortar retail to e-commerce, those negative reviews do more to damage your product than ever before. Today's consumers are more empowered to do their own research, and they're using fewer and fewer channels to get information. They're relying less on brand names, in-store experiences, and sales recommendations, and are focusing instead on star ratings, reviews, and recommendations from a few recognizable sources. All of this means that bad reviews on Google, Amazon, or Best Buy impact e-commerce and in-store purchases alike.

With the boom in online retail also giving rise to more flexible return policies, like longer return windows and "Try Before You Buy," customers have fewer incentives to keep products that don't perform exactly as they expect. And with the amount of research that's going into these purchases, the alternative option (i.e., a competing product) is always top of mind.

CONCLUSION

Given this history of beta testing and the forces at play in today's marketplace, it's clear why forward-thinking companies are turning to delta testing. With broader audiences, the evolving nature of technology, and the speed of development, getting pre-release customer feedback in real time is more vital to product success than ever.

CASE STUDY

WYZE + centercode

Connected Products

KEY CHALLENGES

Triaging and prioritizing feedback

Validating release readiness

Since introducing Centercode, Wyze has...

Increased feedback triage and prioritization efficiency by

80%

Increased the number of testers submitting feedback to over

70%

OVERVIEW

Before delta testing with Centercode, Wyze was utilizing a private Facebook group to collect feedback from testers. It took multiple product managers and community managers working together to prioritize feedback and communicate issues to other departments.

CHALLENGE

With multiple tools involved, the Wyze team was spending too much time gathering feedback, prioritizing it, and communicating it to dev teams. After testing, it was still difficult to deliver conclusive results and determine whether or not their products were truly ready for release.

SOLUTION

Leveraging delta testing, Wyze's team is spending significantly less time triaging issues, prioritizing them, and submitting them to the development team. It's also much easier for them to communicate with testers and track engagement. Delta testing processes and technologies have given the Wyze team the ability to transform their testing efforts into an agile beta testing program that delivers concrete insights. Now, the team moves into each release with confidence and a full understanding of where their product stands with customers.

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Part 3:
How Does Delta Testing Fit In?

PART 3: HOW DOES DELTA TESTING FIT IN?

Delta Testing in Context

While investing in market research, quality testing, user experience, and product analytics is absolutely essential to building a good product, delivering a ***great*** product requires delta tests that get it out of the office and into the hands and true environments of targeted users.

Although delta testing has taken hold at many companies, it's still relatively new compared to many other testing and development practices. So where does delta testing sit? What does it replace, and what does it complement? Furthermore, how does delta testing compare to other initiatives, such as quality assurance, usability, and market research?

This section answers those questions.



Delta Expands Traditional and Crowdsourced QA

While quality assurance is critical for ironing out bugs and ensuring the product works "as designed," getting the product out of controlled environments and into the real world during delta testing is essential. It's the only efficient way to validate product quality across a wide enough variety of demographics, scenarios, and technographic ecosystems.

How does delta testing complement QA?

- Brings in new test cases
- Expands testing to customer environments
- Applies customer sentiment (qualitative data) to bugs (quantitative data)
- Aligns with the continuous, iterative nature of QA

How is delta testing different from QA?

- QA focuses on test cases, while delta testing focuses on experiences.
- Delta testing generates insights from more technological ecosystems than QA has access to in the lab.
- Unlike QA, delta testing includes adoption through natural use, which allows testers to discover features outside of a quality-focused test plan.
- Delta testing goes beyond quality and stability to also evaluate customer satisfaction and product maturity.

ITEM	DELTA	QA
Able to min/max stress-test device specific scenarios		✔
Tested in real-world environments	✔	
Representative of target market demographics	✔	
Identifies and prioritizes bugs and issues	✔	✔
Identifies and prioritizes customer ideas	✔	
Provides exploratory user experience feedback	✔	**Partial**
Provides satisfaction ratings for each tested experience	✔	
Provides representative user acceptance	✔	
Prioritizes most impactful issues using customer feedback	✔	**Partial**
Executed by professional testers with deep product knowledge		✔

Delta Enhances CX/UX

The majority of today's companies already have initiatives that listen for the voice of the customer at a broad level and fine-tune features at the interactive level. Delta testing combines qualitative insights with quantitative attitudes and surfaces insights about features and experiences based specifically on their impact on product success.

How does delta testing complement CX/UX?

- Highlights feature experiences that need improvement and shows researchers where to focus
- Prioritizes UX work, based on gaps or usability issues that are impacting customer satisfaction most
- Surfaces real-world test cases that weren't discovered during prototype testing and other qualitative studies
- Offers researchers on-demand access to a pool of potential customers for surveys and other projects

How is delta testing different from CX/UX?

- CX and UX focus on the customer's experience at a micro level, while delta testing focuses on their experience with the product holistically.
- CX and UX are aimed at understanding sentiment and user behavior, while delta testing also surfaces quantitative data that highlights specific drivers of customer satisfaction.

ITEM	DELTA	CX	UX
Tested in real-world environments	✓	✓	**Partial**
Representative of target market demographics	✓	✓	✓
Provides exploratory user experience feedback	✓	✓	**Partial**
Run before product launch	✓		
Continued after product launch with updates	✓		
Prioritizes most impactful issues	✓		
Uses collaboration to understand product better	✓	✓	
Tracks user engagement and identifies best/worst testers	✓		
Leverages user analytics to understand behaviour		✓	
Observes and finds issues that testers did not realize they encountered		✓	✓

Delta Offers New Market Research Possibilities

Market research is an integral part of early development and post-launch marketing tactics. Some delta use cases, like competitive analysis testing, contribute to market research directly, while others take place later in development to validate lessons learned during this phase of customer research.

How does delta testing complement market research?

- Allows you to better identify and contextualize market needs through user feedback about your competitors' products
- Highlights competitor weaknesses and strengths to consider for your product
- Ensures that the end product actually delivers on the customer needs and requirements identified during market research
- Provides insight on how to best market the final product, based on the experiences that resonate most with users

How is delta testing different from market research?

- Market research is focused on current or potential markets at a macro level, but delta testing provides a deeper understanding of those markets at the product experience level.
- Market research relies mainly on surveys, interviews, and focus groups, while delta testing relies on real-world product usage to generate qualitative feedback (issue reports). These issues are then presented based on their quantitative impact on product success.

ITEM	DELTA	MARKET RESEARCH
Able to target expected technographic ecosystems	✓	
Representative of target market demographics	✓	✓
Identifies and prioritizes bugs and issues	✓	
Identifies and prioritizes customer ideas	✓	**Partial**
Continued after product launch with updates	✓	
Facilitates cross-departmental collaboration and training	✓	
Uses collaboration to better understand product	✓	
Used to make pricing decisions		✓
Quantifiably establishes market segments and personas		✓
Relies on both qualitative and quantitative feedback	✓	✓

Delta Increases the Value of Customer Communities and Forums

While customer communities and forums help companies stay engaged with their target market, the data generated is usually very generic. That's why communities and forums are often used to feed more targeted testing and research efforts that deliver actionable insights.

How does delta testing leverage customer communities and forums?

- Uses customer communities as a vital recruitment source
- Leverages community profiles to identify best-fit testers, based on demographics, technographics, and other information
- Relies on profile information to contextualize incoming feedback and analyze insights based on audience segments
- Applies forums as a way to increase project engagement, since it gives testers a place to talk about their experiences with other participants
- Leans on the private nature of tester forums to reduce leaks of proprietary or other confidential product details

ITEM	DELTA	COMMUNITIES AND FORUMS
Uses functioning products, not prototypes	✔	✔
Tested in real-world environments	✔	✔
Provides exploratory user experience feedback	✔	✔
Systematically guides testers through features	✔	
Provides satisfaction rating for each tested experience	✔	
Executed before product launch	✔	
Continued after product launch with updates	✔	✔
Prioritizes most impactful issues	✔	
Process and technology designed to prevent leaks	✔	
Uses collaboration to better understand product	✔	**Partial**

Delta Delivers on Dogfooding Initiatives

It's easy to find a company that has some sort of dogfooding or employee testing program. But it's more difficult to find one that delivers actionable user insights derived from real-world product use, like those companies using delta testing tools and practices.

Why are companies replacing dogfooding with delta testing?

- Expands participation to teams across the organization
- Builds collaboration between teams as they work towards a common goal
- Brings other teams up to speed on new products prior to launch or release
- Offers structured processes for effective test execution
- Automates internal user testing to increase efficiency
- Uses qualification screenings and tester scoring to reduce incentive spending for poorly engaged employees
- Delivers consistent ROI and evangelizes the importance of user testing and the voice of the customer in the organization

ITEM	DELTA	DOGFOODING
Identifies and prioritizes bugs and issues	✔	**Partial**
Systematically guides testers through features	✔	
Provides satisfaction ratings for each tested experience	✔	
Facilitates iterative (Agile) updates during testing	✔	**Partial**
Continued after product launch with updates	✔	
Facilitates cross-departmental collaboration and training	✔	**Partial**
Provides program health metrics	✔	
Provided solely as incentive to employees	**Partial**	✔
Tracks user engagement and identifies best/worst testers	✔	
Prepares internal teams for supporting new or updated product	✔	✔

Delta Solves Beta, Field, and User Acceptance Testing (UAT) Challenges

Beta, field, user acceptance, and delta testing have the same overall goal in mind: to gather real-world feedback and improve products before release. While the majority of companies include these customer tests in their development processes, they experience varying degrees of success with beta, UAT, and field because they aren't driven by proven processes or aligned with modern requirements.

Why are companies replacing beta, field, and UAT with delta testing?

- Automates customer testing to save you tons of time
- Aligns with sprints and the continuous nature of agile development
- Provides structured processes for effective test execution
- Increases feedback relevance with targeted audiences
- Prioritizes feedback based on impact to product success
- Provides actionable recommendations for fixing, improving, and promoting your product
- Delivers clear metrics, consistent ROI, and the ability to scale programs effectively

ITEM	DELTA	BETA, FIELD, AND UAT
Provides representative user acceptance	✓	**Partial**
Systematically guides testers through features	✓	**Partial**
Run before product launch	✓	✓
Continued after product launch with updates	✓	
Tracks user engagement and identifies best/worst testers	✓	
Provides program health metrics	✓	
Prioritizes most impactful issues	✓	
Built-in tester privacy thought centralized technology	✓	
Very rapid turnaround using business teams to represent end users		✓
Results differ depending on what group is managing the project		✓

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Part 4:
Traditional Beta Programs vs. Delta

PART 4: TRADITIONAL BETA PROGRAMS VS. DELTA

Nine Signs It's Time to Upgrade Your Beta Testing Efforts

Here are nine leading indicators that it's time for beta testing to give way to delta testing in your organization.

1. Hard to Find the Right Testers
2. Not Getting Enough Feedback
3. No Prioritized, Actionable Insights
4. Beta Eats Up Too Much of Your Time
5. Development Schedules Don't Account for Beta
6. Processes Being Reinvented Often
7. Difficult to Demonstrate ROI
8. Privacy and Confidentiality Keeping You Up at Night
9. Poor Product Reviews and Ratings



PART 4: TRADITIONAL BETA PROGRAMS VS. DELTA

Nine Signs It's Time to Upgrade Your Beta Testing Efforts

1. UNABLE TO FIND THE RIGHT TESTERS

If you're like most people who have run a beta test, you've likely sent test units to friends, family, or a group of random testers, who then didn't provide you with usable feedback — if they were invested enough to send any feedback at all. In this situation, you can say goodbye to any hope of delivering value for the time spent on beta testing.

It's why delta testing uses a community model with tools and processes for building your own network of testers and profiling each member. With your tester community in place, finding testers who have the right demographics, technographics, and a *genuine interest* in helping improve your products is a matter of being selective, not taking whoever you can get.

2. NOT GETTING ENOUGH FEEDBACK

The amount of feedback you're getting during beta testing is the direct result of how much your testers are participating in your project. But when it comes to engagement, you get out what you put in. It takes providing testers with a frictionless experience and maintaining consistent communication so they understand what they're supposed to be doing at any given time during your project.

If you've already realized this, you've likely also learned that there simply aren't enough hours in the day to actually maintain that constant communication. This is precisely why *more than half of test managers* say it's difficult to keep testers engaged.

Delta testing helps you tackle this challenge by incorporating engagement automation from a centralized source in the testing process. The technology uses machine learning to provide testers with personalized updates and reminders that keep them engaged. At the same time, it takes these low-level but critically important tasks off your plate. The result is more feedback — plus more time for you to focus on customer-driven recommendations that move the needle for your product.

3. NO PRIORITIZED, ACTIONABLE INSIGHTS

Raw tester feedback doesn't provide the value you're looking for. What you need are insights — and not just any insights. You have to know which ones are going to be the most impactful for your development teams to act on. But creating a sustainable, bias-free way to prioritize and present these kinds of insights is easier said than done.

Delta testing shows the impact that specific issues will have on the success of your product by using signals from across the test. These signals include how important the feature is to the overall product experience, how often issues occur, and how severe those instances are. From there, it provides a step-by-step path for which insights to address in order to reach key targets, like increased star ratings.

PART 4: TRADITIONAL BETA PROGRAMS VS. DELTA

Nine Signs It's Time to Upgrade Your Beta Testing Efforts

4. BETA EATS UP TOO MUCH OF YOUR TIME

Part of what makes beta testing feel so time consuming is being bogged down by manual tasks, like responding to a ton of email and copy/pasting data between tools.

Because many companies first initiate their beta testing programs on a small scale out of need, it's common to use generic productivity tools or point solutions for the work, even as the program starts to expand. But with the amount of data and range of tasks involved with customer testing, the busy work created through the use of those tools is simply unsustainable.

It's why the centralized tools used during delta testing are so critical to program success, especially as you take on more tests and drive more organizational value. Technologies that are purpose-built for user testing *eliminate 40% of the time spent on testing* because they allow you to execute your entire program from one place. They target solutions to common problem areas and keep tester, project, and feedback data from becoming siloed in separate tools.

5. DEVELOPMENT SCHEDULES DON'T ACCOUNT FOR BETA

Beta tends to be the last domino to fall during product development, since it happens right before a product or feature is released. But because release dates are firm, delays earlier in development result in time crunches that make delivering effective beta results difficult.

The delta testing methodology addresses the issue by breaking the customer testing period out into more manageable chunks and spreading them out across the entire development process. By evaluating just the most recent changes to your product and aligning customer testing with development sprints, it eliminates additional time crunches and provides real-time results.

6. PROCESSES BEING REINVENTED OFTEN

Before Agile normalized continuous testing and iteration, it was common to only run beta tests before an annual product launch — leaving enough time between tests to forget the processes that worked and leading test managers to start from scratch each year.

But with constant iteration and much shorter release cycles, your customer tests need repeatable processes. These allow you to accurately benchmark and improve, avoid missteps across projects, and repeatedly execute on what's working to deliver consistent results.

Delta testing also increases consistency throughout your program by providing structured, repeatable steps for running your projects. Through its framework, delta provides the ability to maintain high-value results, even as responsibilities change hands in your organization. It also allows you to scale your program and expand testing as your program's success puts it more in demand within your organization.

PART 4: TRADITIONAL BETA PROGRAMS VS. DELTA

Nine Signs It's Time to Upgrade Your Beta Testing Efforts

7. DIFFICULT TO DEMONSTRATE ROI

If you identify with the challenges we've already discussed, you're also likely struggling to demonstrate the ROI of your program (*70% of beta testing programs do*). After all, how are you supposed to showcase the customer insights you've delivered when your data is decentralized, your processes aren't consistent, and you're not sure how your stakeholders are using the insights you ***are*** able to send over?

The tactics and tools used during delta testing are all designed to underscore the value your program brings to your product. It highlights the features and experiences that mean the most to your customers, then makes them easy to both disseminate and track as they travel throughout your organization.

In addition, the metrics provided by delta processes and technologies allow you to pursue consistent program improvement and readily share specifics about that growth to demonstrate ROI and increase buy-in across your organization.

8. PRIVACY AND CONFIDENTIALITY KEEPING YOU UP AT NIGHT

Discretion is key during beta testing for a few reasons. For one thing, you don't want confidential details about your next big release to end up on social media. For another, there are strict regulations regarding user privacy that you can't afford to ignore.

Test managers rely on delta testing technologies that simplify and minimize risk. These platforms use features like tester agreement management and confidentiality reminders. Forums also give testers a private place to express their excitement about your products and the project so they're less tempted to share those thoughts publicly.

Finally, constant changes to privacy make compliance a moving target. The GDPR and CCPA compliance features that are part of delta testing help you manage PII and the right to be forgotten, without nullifying confidentially agreements or forcing you to throw out valuable research and insights.

9. POOR PRODUCT REVIEWS AND RATINGS

The truth is that there will always be small issues that crop up in your product or that weren't worth delaying the release over. But if your customers are discovering surprise bugs that lower star ratings or flood review sites with complaints, it's a clear sign that your beta tests aren't doing their job.

Given the challenges we've just described, there are many reasons that beta could be failing your product. But the delta testing model addresses all of those obstacles by surfacing critical issues — so your customers don't have to. It also delivers prioritized recommendations for product fixes and improvements that will drive customer satisfaction. You'll sleep well and be confident in every release with the improved efficiency, prioritization, and coverage offered by delta testing.

CASE STUDY

ARRIS + centercode

Telecom Equipment

KEY CHALLENGES

Testing compatibility across evolving customer technology landscapes

Since introducing Centercode, Arris has...

Saved over

$1M

in potential lost revenue due to catastrophic bugs

Profiled over

5,000 testers

in its community, based on demographics and technographics

OVERVIEW

Before delta testing, Arris's internal product testing was the main requirement for Arris to launch its modem and router products. Extensive internal alpha and QA tests were completed prior to product release.

CHALLENGE

Despite extensive internal testing, Arris still needed to verify that its products worked in the diverse technology ecosystems of its customers. It wasn't financially feasible to outfit their lab with all the devices they would need to do this internally.

SOLUTION

Using delta testing and its technology features like User Profiles and Test Platforms, Arris is now able to profile and recruit thousands of testers with unique technographic environments, and augment its QA team's efforts to test product compatibility. Using detailed profiles, Arris's team recruits between 200 and 250 testers into their projects and is able to verify compatibility with the $500k worth of tech devices used by each subset of testers.

centercode

Part 5:
The Basics of Delta Testing

Delta Testing at a Glance

Delta testing success is primarily determined by four things:

1. **Your inputs**. The key ingredients you'll need in order to generate quality customer feedback.
2. **Your raw data**. The customer feedback delivered during your project in its raw form.
3. **Your business system**. The people, processes, and technologies that enable you to not only generate more data, but also turn it into actionable insights.
4. **Your outputs**. The business value you deliver to stakeholders in the form of insights.



The same inputs, system, and outputs apply across delta testing use cases. You can review the four most common use cases in *Part One*.

Your Inputs

The unique context of delta testing is that it generates feedback by getting functioning products into the hands of targeted users and giving them time to absorb and adopt the products out in their real-world environments.

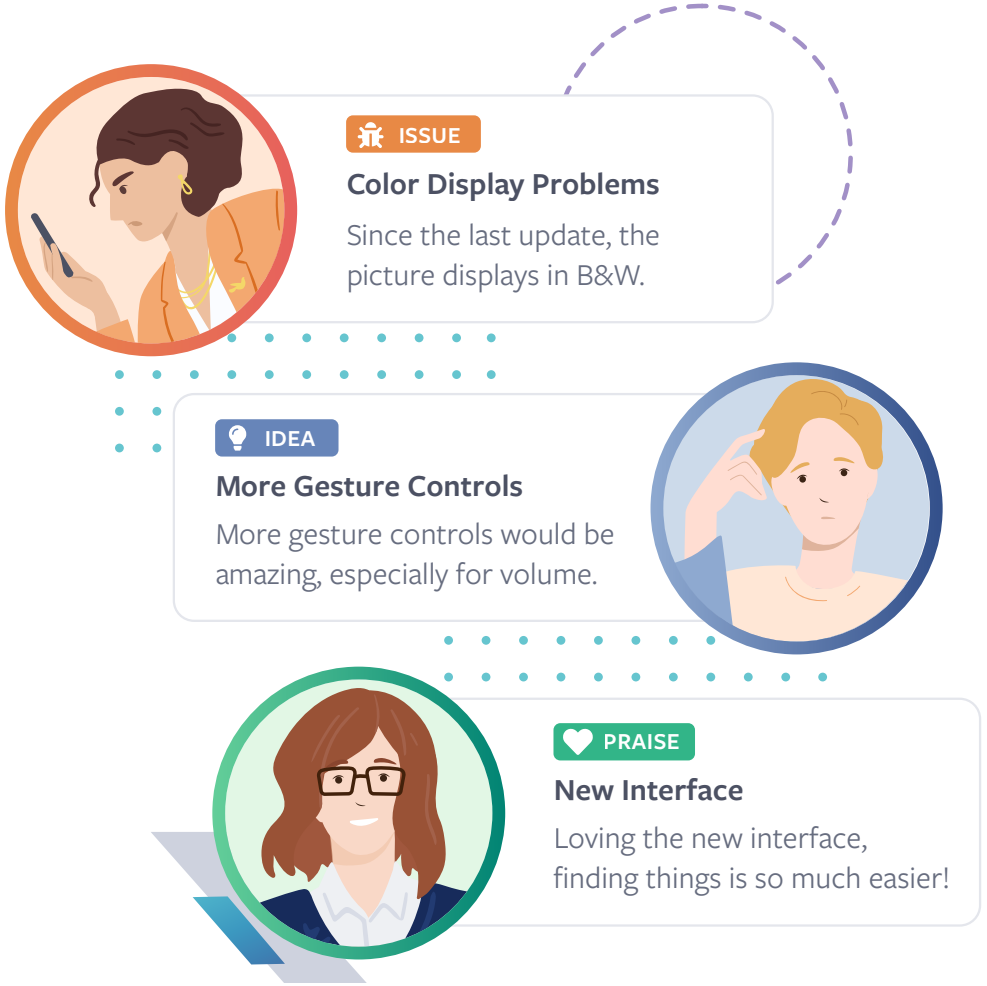
- **'Functioning products'** means giving testers more than a prototype, wireframe, or vertical slice to evaluate. Whichever features or experiences your test focuses on should be as close as possible to the state they'll be in when paying customers use them.
- **'Targeted users'** may look different depending on your delta testing use case (when engaging with coworkers during employee tests, for example). But the idea is simple: The people who will provide feedback that's most relevant to your product's success are users who share demographic similarities with your current or potential customers. They should also have a genuine interest in helping you improve your products.
- **'Real-world environments'** are about more than just the places where your products are being used. They encompass the myriad of devices and usage conditions that all color your customers' interactions with your product. To effectively validate your product across a wide enough range of use cases, you'll need to use technographics to make sure it's tested in technology ecosystems and contexts that are consistent with your target market.
- **'Time to absorb and adopt'** means allowing enough time (usually a couple of weeks) to fully experience your product, explore its features, and let it soak into their lives. You'll start getting feedback about their experiences from day one, but the extra time allows you to surface deep-seated bugs and critical errors that only arise from everyday use over time.



Your Raw Data

The feedback generated during delta testing can take many forms, but the four most common are:

- **Issues** represent problems (often bugs) experienced with the product's quality, interoperability, and real-world performance.
- **Ideas** reflect the acceptance of your product and provide the customer's viewpoint on the features that already work, but could go further to elevate their experience.
- **Praise** highlights the distinct features and experiences of the product that your testers adored and will in turn delight your customers.
- **User satisfaction scores** capture an individual user's overall perception of a feature on a familiar 5-star scale, showing if their experience was generally positive, neutral, or negative.



Your Business System

Delta testing is coming of age in a world driven by digital transformation. And like any modern business system, scalability and ROI are achieved through the successful combination of:

- People who are motivated and capable of bringing change to the business,
- Processes that structure people's activities and can be improved over time, and
- Technologies that maximize people's efforts and enhance business processes.

PEOPLE

Whether you're running delta tests on your own or you have a team dedicated to the program, some important skills for delta testing success are:

Project and program management. The project-based structure of delta tests means you'll need the ability to negotiate priorities across teams, create plans that deliver on key objectives, communicate with stakeholders effectively, move tasks through the pipeline, and be a leader in your organization.

Business analytics. Delivering impactful results requires the ability to absorb, visualize, and discuss large amounts of data and complex concepts. You'll also need to use the available information to make decisions and solve problems.

Technical aptitude. Proficiency with technology solutions is becoming increasingly important during delta testing. Using traditional productivity tools is no longer enough for test managers to achieve success. Although modern delta testing technologies are easy to use, getting the most out of them still requires a certain level of technical aptitude.

If you don't have the right skills on staff, you'll need to augment your current staff with training, external consultants, and/or additional hires.



PART 5: THE BASICS OF DELTA TESTING

Your Business System

PROCESSES: INITIAL CONSIDERATIONS

Before getting started with delta testing, your company should think about the following processes:

Internal Alignment

- What defines a successful test for your stakeholders?
- How does each member of your testing team prioritize their time?

Delta testing delivers the most value to organizations that use it to refocus product development processes on the real-time needs of modern customers.

Measurement and Metrics

- What key metrics do you report on a weekly, monthly, and quarterly basis?
- How do you measure project or program ROI?
- What key performance indicators (KPIs) will you use to determine if your testing processes are on track?

Delta testing allows test managers to go beyond traditional metrics (number of bugs submitted, etc.) and use metrics like project health score and impact analytics to both measure and forecast what stakeholders care about most: product success.

Feedback Quality

- Is your incoming feedback limited, missing, or incomplete?
- Do you have dirty feedback that's full of duplicates and inactionable reports?
- Are you collecting actionable feedback (issues, ideas, and praise)?
- How will your feedback be triaged and analyzed to ensure your projects don't suffer from "garbage in, garbage out"?

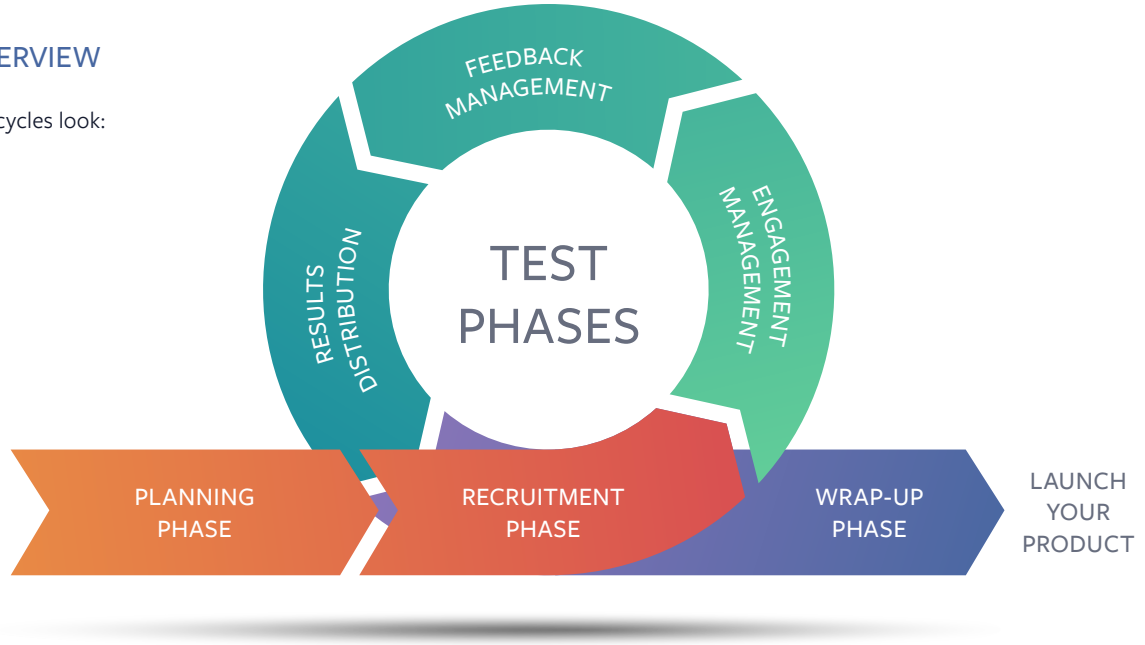
Quality feedback is essential for any successful delta testing program.



Your Business System

PROCESSES: CYCLE OVERVIEW

Here's how typical delta testing cycles look:



PLANNING

Goals & objectives

Definition of activities

Tester requirements

Project setup

RECRUITMENT

Test promotion

Applicant qualification

Tester agreements

Product distribution

TEST

Automated engagement

Activity completion

Feedback collection

Weekly recommendations

WRAP-UP

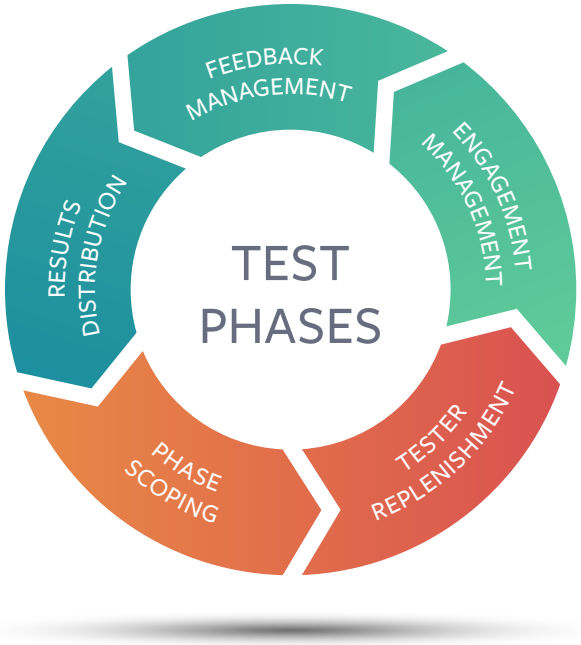
Final recommendations

Lessons learned

Product returns

Incentives

Your Business System



PHASE SCOPING

Pick the features, experiences, and activities that you'd like your testers to focus on.

TESTER REPLENISHMENT

Fresh testers are added to address increasing requirements and/or offset any natural attrition.

ENGAGEMENT MANAGEMENT

Testers are engaged by an automated agent, based on their individual performance and behavior.

FEEDBACK MANAGEMENT

Issues, Ideas, and Praise are enriched by collaboration. Results are prioritized by Impact Score.

RESULTS DISTRIBUTION

Smart dashboards are automatically generated to summarize all results, broken down by feature and phase.

Your Business System

TECHNOLOGY

Delta testing relies on technologies that are centralized and are designed to not only reduce friction in your program, but also lighten the workload for you and your team.

To get the most out of your investments and your delta testing program, it's important to invest in technologies that target traditionally difficult and time-consuming areas of user testing, like maintaining tester engagement and managing copious amounts of feedback.

You can read more about must-have technology capabilities in *Part Six*, but here's an overview of the features that will save you the most time and have the highest impact on delta testing success:

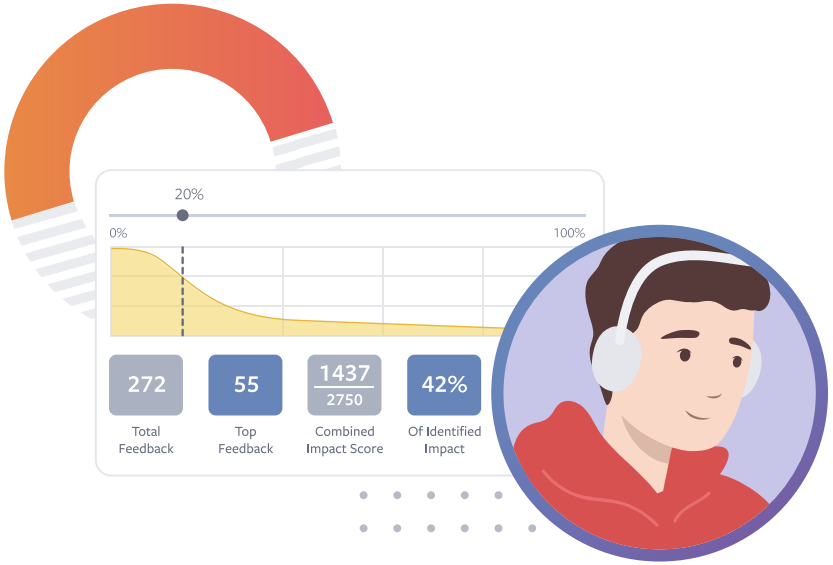
- Demographic and technographic profiles that surface best-fit testers and contextualize their feedback.
- Engagement automation that keeps testers actively participating in your project for you.
- Workflows that keep feedback organized and flowing through triage and routing processes automatically.
- Smart scoring that prioritizes incoming feedback, based on aspects like the feature's importance and how many testers had similar issues or feature requests.
- Project health scores that provide insight into which aspects of your test (tester engagement, for example) are impacting its success.
- Product success analytics that give you a step-by-step path for which feedback to address in order to reach specific targets, like increased star ratings.
- Integrations that keep your data, processes, and insights flowing smoothly across testing activities and business disciplines without requiring manual effort from you or your team.
- Privacy and security features that make it easy for you to protect your company's confidential information and comply with privacy laws like GDPR and CCPA.



Your Outputs

Delta testing delivers actionable, prioritized insights that fall into five categories:

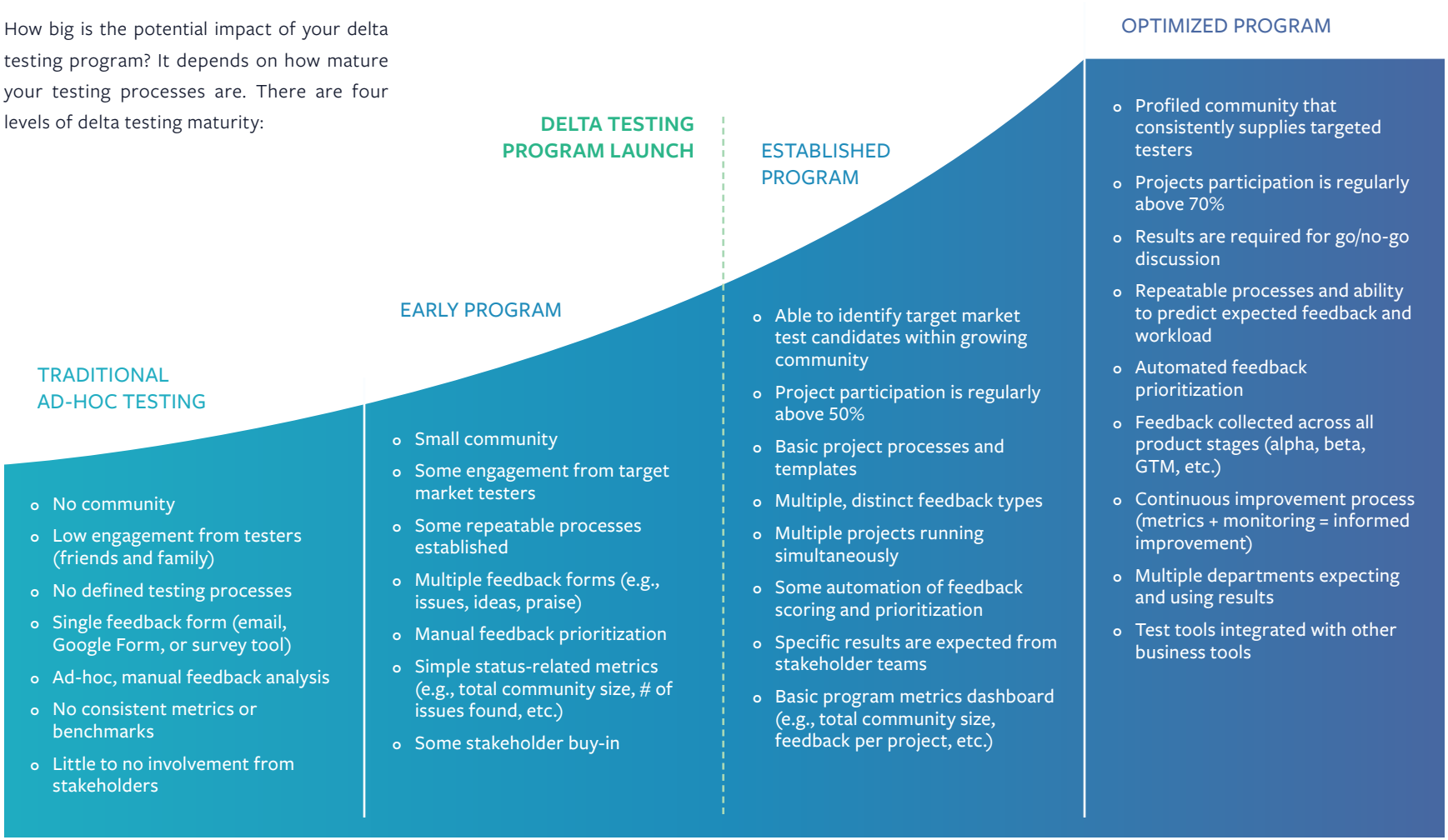
- **Fix recommendations** provide clear prioritization for addressing issues that are harmful to the user experience and the success of your product.
- **Improve recommendations** help you steer your roadmap and keep your organization focused on adding and improving the features and experiences that customers want to see most.
- **Promote recommendations** enable you to enhance product positioning by focusing marketing messages around the features and experiences that most resonated with your target audience.
- **Feature satisfaction scores** highlight the features and experiences that need your attention most, based on user perceptions, and show you specifics on which aspects of each feature to fix or promote for greatest success.
- **Success benchmarks** allow you to predict and track your product's level of success with a running score that balances the impact of fix and promote recommendations.



As staples of your delta testing results, these recommendations and scores give you a straightforward path for achieving greater product and feature success.

Impact of Maturity on Program Success

How big is the potential impact of your delta testing program? It depends on how mature your testing processes are. There are four levels of delta testing maturity:



With Delta, Even Small Wins Are Powerful

Whether delta testing is your full-time job or you're running tests as a part-time aspect of your larger role, reaching your goals can seem far off at the beginning. But trust us: while it may seem overwhelming, it's a normal part of the journey.

In fact, it's very common for delta test management to start as a small part of one person's role — often a product, QA, or customer support manager who takes on customer testing as an additional responsibility. Once they begin to see success with delta testing on an individual level, others in the organization start wanting to get in on the value by running their own projects or vocalizing the need for an organized delta program. That's when it's time to centralize testing efforts, devote an entire role to the program, and start evolving the team as demand grows.

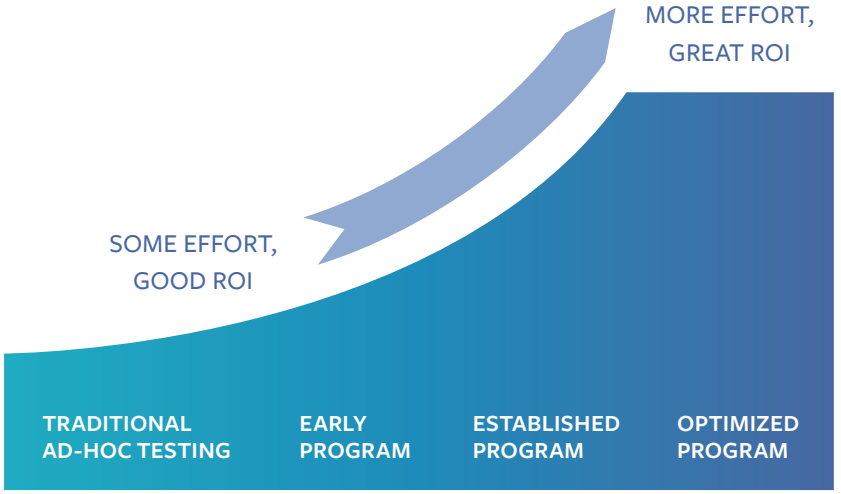
Maybe you're the dedicated delta test manager looking to build a full-scale team. Or you're the product manager who's more focused on improving specific project outcomes than establishing a program. Wherever or whoever you are on this journey, the key to delta testing success is **thinking big, starting small, and winning small victories quickly.**

Thinking big sets a foundation for achieving your long-term objectives, whether that's establishing a centralized delta testing team or using delta to drive success in other areas of your role. Either way, knowing your larger goals makes you quicker to act when opportunities to increase value arise.

If you start small, you won't get bogged down with complicated metrics or processes that may not serve the unique needs of what you want to accomplish. You won't need to build a template for every single test type right at the start (though templates are a great help) or carve your processes into a stone tablet. Keep what's working. Tweak what isn't. Take it step by step.

By focusing on winning small victories now, you'll deliver results in a way that resonates with your organization — whether it's increasing test participation to 70% or a basic system for feedback scoring. These small wins increase your chances for long-term success by cultivating stakeholder buy-in across your organization.

Start by being realistic about the resources you'll need to reach your goals. Don't sacrifice the good in pursuit of the perfect. See what produces the most value. Iterate and get a little further. Crawl, then walk, then run.



CASE STUDY

esri + centercode

GIS Software

KEY CHALLENGES

Establishing scalable processes

Recruiting and maintaining a large pool of engaged testers

Since introducing Centercode, Esri has...

Recruited over **38,000** community members

Gathered over **15,000** pieces of feedback

Tested over **80** products

OVERVIEW

Before Centercode, Esri had developed its own in-house application to help manage its pre-release customer testing program.

CHALLENGE

Esri's beta team was having to spend a lot of time setting up their project space and community for each test. Recruiting testers and keeping them engaged was also a struggle. As a result, only a select few products were put through customer testing.

SOLUTION

After adopting Centercode, Esri was able to quickly scale its beta program to support over 80 products. It suddenly became easy for the beta team to create and launch tests, manage a variety of projects at once, access feedback, and generate reports — all in one platform. The team has saved an enormous amount of time and effort while building a community of over 38,000 members, running over 20,000 surveys, collecting over 7,000 forum posts, and gathering over 15,000 pieces of feedback. With Centercode, Esri's developers have easy access to useful insights, can test various workflows, and can get quick feedback directly from customers.

centercode

Part 6:
The Role of Technology During Delta Testing

PART 6: THE ROLE OF TECHNOLOGY DURING DELTA TESTING

The Relationship Between Delta Testing and Automation

Delta Testing IS User Testing Automation.

WHY IS AUTOMATION SO ESSENTIAL?

At a tactical level, delta testing means identifying users from your target market, getting them to use and provide feedback about your product, prioritizing those insights, and turning them into action items for Product and Engineering. It's a highly effective strategy for product success, but without automation technologies, the work takes a lot of time and effort.

Skilled resources and repeatable processes alone aren't enough for most companies to succeed. Just as QA and other testing disciplines leverage automation to keep up with rapid development, delta testing relies on technology to increase velocity and reduce friction.

1. Reducing Friction for Test Managers

Delta testing has a lot of moving parts, from recruiting testers and maintaining engagement, to prioritizing feedback and managing stakeholders. Without technologies to automate and accelerate execution, the amount of time and effort involved in performing each activity with any level of effectiveness is simply impractical. The issue is compounded when you consider how to connect the data and procedures involved with each individual testing process into one cohesive operation.

If you're not already using a delta testing platform, it's likely that you're using generic productivity tools or point solutions that address a single aspect of your testing process (e.g., email, a survey tool, a community tool, etc.). With tasks and insights spread across different systems, the friction of executing your user tests only grows.

Think about the endless barrage of activity as you try to chase after testers to keep them engaged, identify important feedback when it ***does*** come in, clarify details with testers, route feedback to the right internal teams, and close the feedback loop when feature fixes and updates are delivered. In the midst of all of that effort, you're faced with the decision of sinking deeper and deeper under an ever-growing pile of incoming feedback or cherry-picking insights and hoping nothing important has fallen through the cracks.

Without integrated technology to lighten your load, all of that friction adds up to a decreased ability to deliver user testing value and spread the benefits of your program across the organization.

The Relationship Between Delta Testing and Automation

2. Reducing Friction for Testers

Making things easy for your testers is the only way to guarantee you'll get the feedback you need during your projects. Period. If testers don't understand what they need to do and when they need to do it, or if they feel like it's too difficult and time-consuming to provide their feedback, they simply won't.

Providing testers with a frictionless experience is a key focus of delta testing. And it relies on automation and other platform features that make it easy for testers to:

- Understand what to do next,
- Access the project workspace,
- Provide feedback,
- Communicate with your team, and
- Engage with other testers

without also creating additional work and friction for test managers.

THE SHORTCOMINGS OF POINT SOLUTIONS AND GENERIC TOOLS

- Time-consuming nature of execution prevents agility
- Difficult to scale efforts and apply lessons learned
- Each tool is owned by a different department or group
- No decision-making power or control over continued access
- Data and procedures are siloed
- Security and privacy are problematic
- Features and roadmap aren't aligned with the needs of test managers
- Customizations are time-consuming or impossible to implement
- Creates friction in the digital transformation process

PART 6: THE ROLE OF TECHNOLOGY DURING DELTA TESTING

Critical Delta Testing Features

Delta testing reduces friction and increases internal adoption by giving you all of the tools and automation you need to manage your user tests in one centralized place. The technologies used during delta testing deliver prescriptive processes that offer a plug-and-play path to program success. They provide targeted functionalities, including: guided planning; engagement automation; automated feedback prioritization; and comprehensive dashboards with health scores and drill-downs about your feedback, product, and program.

The beauty of delta testing platforms is that they completely eliminate wide swaths of the work involved with managing user testing projects and generating prioritized insights. This lets you focus on improving your product before sending it out into the world, totally confident in its success.

PROJECT AUTOMATION

Delta testing platforms drive project success with prescriptive planning and increased visibility. This makes it easy to start and keep your project on course.

Guided Planning

Guided planning uses your project goals and product details to automatically organize your test into phases. Each phase focuses on specific product features for testers to evaluate. Phases and tester activities can be auto-scheduled based on expected effort, which gives you maximum engagement by preventing testers from getting overwhelmed or bored by their task list.

Live Insights

You can monitor and control project activity, engagement, and progress in real time so you know which parts of your project need attention. Daily scrum emails give you a digest version of project progress, and out-of-the-box dashboards feature project health scores and drill-downs that show feedback and engagement details that are impacting project success.

Prescriptive Templates

Whether your program is focused on getting feedback on products leading up to launch or gathering feedback on iterative product updates, delta platforms offer templates that support the most common program types. In addition, you can customize and clone a neat bundle of emails, feedback forms, workflow automations, and project settings, or tweak and clone individual elements.

Critical Delta Testing Features

COMMUNITY MANAGEMENT

Maintaining a thriving community of testers to pull from for your delta testing projects is critical for success, so delta testing platforms provide features for helping you build and manage a vibrant community.

Branded Portal

The community portal provides a branded space for your community to live and thrive. It also offers a way for you to communicate with members (through surveys and email, for example) and a place for testers to see and apply for upcoming tests from their phone, tablet, or computer.

Tester Profiles

Profiles help deliver one of the main ingredients of delta testing: targeted testers. Use tester profiles to capture and store standard or custom demographic and geographic information about your community members, as well as testing interests and more.

Test Platforms

Test platforms are like profiles for your testers' tech products, and they add another key layer of targeting during recruitment. They capture and store information, like device make, model, and operating system, which is then attached to feedback automatically. This gives your team full context as they're implementing fixes or new features.

Automated Nurturing

This feature helps battle the natural tendency for profile and test platform data to decay as community members purchase new devices, change geographic locations, and develop new interests over time. It allows you to set individual cadences that remind community members to update various profile and platform elements so your test data is always accurate.

Community Growth Tools

Features for helping you grow your community and maintain full visibility are also critical. Some examples of these kinds of features include: CRM import, list import, recruitment email, overall growth metrics, and growth drill-downs for specific groups.

Critical Delta Testing Features

RECRUITMENT AUTOMATION

A common question people ask about delta testing is "How do I find the right testers?" What used to be a big variable for legacy beta testing has become a no-brainer. Delta testing technology places a special emphasis on recruitment and onboarding features, like filters, segmentation, and legal agreements.

Targeted Recruiting

Filters allow you to automatically target the most qualified members of your community for each project recruitment using community *profiles and test platforms*. You can mix and match these filters for profile elements like demographics and technographic details to start focusing in on candidates who are a perfect match for your project.

Qualification Screening

This survey screening uses conditional questions and custom fields to surface applicant details and narrow down your candidate pool to best-fit testers. Qualification screening features allow you to probe at requirements that may not already be housed in profiles or test platforms and help you gauge each applicant's enthusiasm for participating.

Automated Tester Onboarding

Automated onboarding uses your filters to funnel qualified applicants into your tests, segment them into groups based on demographics or technographics (e.g., age or mobile OS), and walk them through pre-test steps like NDA signatures, without you having to lift a finger.

Digital Agreement Signing

Because user testing involves sharing sensitive information with testers, delta testing platforms have agreement management built in. Having a straightforward and easy way to distribute NDAs, collect signatures, and keep agreements organized makes the onboarding process that much easier — and your legal team will thank you.

Critical Delta Testing Features

FEEDBACK AUTOMATION

Feedback automation brings easy organization and management at scale. That's why it is one of the biggest time-savers that delta testing technology offers today's test managers.

Issues, Ideas, and Praise

These feedback types are the basis for prioritized, actionable product recommendations. They can be collected via desktop, mobile app, or from within your product, and they capture the details internal teams need to take action on what has to be fixed, what should be improved, and what could be promoted.

Enriched Feedback

Enriched feedback features include deduplication, extended submitter context, and feedback collaboration. These save you time while also improving the quality and clarity of submissions, providing more context, and increasing reporting accuracy. In addition, custom forms increase feedback quality out the gate, since they allow upfront collection of the specific information you need based on your product or use case.

Feedback Ranking

Automated feedback ranking uses signals like feature weight, severity, popularity, and frequency to score feedback and bring your most important feedback to the surface. This feature delivers an actionable list of feedback to take action on, organized by impact to product success.

Routing and Triage Workflows

Workflows define the stages of internal feedback triage, establish clear rules governing when feedback should transition from one stage to the next, and automate the flow of feedback from stage to stage. They also provide an easy-to-understand framework for internal processes and are the foundation for establishing Service Level Agreements (SLAs) for follow-up activities and organization.

Engineering System Integration

Being able to integrate with systems like Jira in a clean and simple way is key for efficiently pushing insights throughout your organization. A real-time, bi-directional sync that supports everything from crash logs to tester comments keeps everyone on the same page as they work to implement fixes and close the feedback loop.

Critical Delta Testing Features

ENGAGEMENT MANAGEMENT

Maintaining high engagement means staying in constant contact with testers and making it easy for them to give you what you need. That's why delta testing platforms offer a straightforward testing experience for testers as well as communication features that help them stay on task while you focus on the bigger picture.

Engagement Automation Agent

Maintaining participation used to be very time-consuming, given the amount of proactive communication involved. But engagement automation features use machine learning to shoulder that load by keeping testers on the ball with ongoing tester outreach, including auto-reminders for upcoming tasks and features they'll need to evaluate.

Frictionless Tester Experience

The centralized and standardized nature of providing feedback during delta makes it easy for testers to engage in your projects. A big part of this experience is *structured feedback forms* and integrations that allow testers to submit feedback from right within your product app or website.

Mobile App

Delta is most successful when testers can easily submit feedback whenever and wherever they have it. Delta testing platforms provide opportunities for testers to submit feedback and engage in a test from the comfort of their couch or anywhere else an idea or praise might strike them.

Tester Collaboration

Your testers are excited to talk about their experiences with your product. Delta testing platforms let you channel that energy into meaningful engagement by allowing them to view, comment, and vote on feedback from other testers they agree with. Discussion groups also help testers share their experiences in a secure forum, which means more insights and fewer product leaks.

Critical Delta Testing Features

REPORTING AND ANALYTICS

Delta testing platforms use dashboards, scores, and auto-distributed reports to keep everyone on the same page when it comes to your tests. Say goodbye to that slew of emails and long meetings it used to take to get Product, Engineering, and execs on the same page about the voice of the customer.

Feedback Dashboard

Feedback dashboards empower you to analyze feedback by product, project, feedback type, customer segment, and so on. Review and take action on the top issues, ideas, and praise for the entire project or a specific phase, and dig into the details for a rich, contextualized understanding of your feedback.

Delta Success Dashboard

Delta metrics provide a clear path for achieving your target star rating and analyzing how issues, ideas, and praise are impacting your product's success — from initial builds to maturity updates. They show Product and Engineering exactly what to address to increase product ratings and reveal how changes made to your product are impacting quality and customer satisfaction.

Project Dashboard

The project dashboard gives an at-a-glance view of project schedules, as well as key project KPIs like delta health, success, and impact. It also provides quick access to contextual details about your audience and details on engagement, phase coverage, and feedback impact. These highlight the successful areas of your project as well as the areas that might need attention.

Program Dashboard

Measure and compare project performance by product line or test type using metrics like project health score, engagement, and feedback generated. As a result, you can quickly identify which parts of your program are working and use drill-downs to gain visibility into initiatives and improvements that will have the greatest positive impact.

Tester and Community Dashboards

These dashboards let you monitor how each segment of your community is growing, how often testers are logging in, and which projects they've participated in. With features like tester scoring, you'll even be able to see how engaged testers were during your projects and identify your top testers.

Critical Delta Testing Features

PRIVACY, SECURITY, AND INFRASTRUCTURE

To handle testing data responsibly, delta testing platforms provide features like the agreement center, user permissions, and SSO to ensure both your testers' privacy and your own data security.

Privacy Law Compliance

To support compliance with laws like the GDPR and CCPA, delta testing platforms offer features for managing PII and upholding your testers' right to be forgotten — without dissolving their commitment to maintaining secrecy about your projects and products.

Digital Agreement Center

To further support privacy law compliance and to protect confidential information, digital agreement centers give test managers and testers a single place to access all of their agreements.

Roles, Permissions, and Secure Partitions

You can control permissions on a user-by-user basis and create roles that align with specific areas of functionality (like a tester role that gives the ability to submit feedback only). You can also create secure partitions or sets of assets (e.g., projects, feedback, workflows, and reports) that align with the structure of your organization. This allows separate groups to use the platform without risk of interfering with each other.

API/Integrations

The API tells other business systems when and how to access the delta testing platform to retrieve data or initiate an action. Integrations also allow the delta testing platform to deliver information or trigger actions in tools like your ticketing and business intelligence systems.

Single Sign-On

Security during user testing should never be optional, so security features like Single Sign-On are built into delta testing platforms at no extra cost.

CASE STUDY

F-Secure + centercode

Cybersecurity Software

KEY CHALLENGES

Recruiting new, engaged testers

Managing tester feedback

Since introducing Centercode, F-Secure has...

Recruited over **4,468** testers

Managed over **1,227** pieces of feedback

Supported over **12,000** profiled members in an active community

OVERVIEW

F-Secure used to manage beta testers and projects using a few separate tools. The systems they used did not offer a straightforward way to recruit testers and collect feedback.

CHALLENGE

It was challenging to recruit the large, diverse groups of testers F-Secure needed. In addition, test projects took so long and required so much manual effort to execute that there was no time to communicate with testers and keep them engaged. All of this caused valuable data to slip through the cracks.

SOLUTION

Using Centercode, F-Secure's beta team was able to quickly recruit over 4,400 new testers and help their program gain more traction within the company. It has also become much easier for them to maintain tester engagement and manage incoming feedback to support over a dozen beta projects at any given time. F-Secure now maintains a thriving community with over 12,000 profiled members who are active in helping ensure the delivery of high-quality products.

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Part 7:
Business Case for Delta Testing

ROI Research

When it comes to the ROI of delta testing, it's best to take a look at the hard data.

Here are some of the *research findings* on the effectiveness of delta testing using an automated platform:

Reduced labor costs of completing user testing projects by $620K. Delta testing platforms enable organizations to run user tests without incurring major labor expenses in the process. A composite organization designed for a three-year delta testing model using automation cut 200 hours of labor across 36 projects.

Avoided over $2.8M in costs by resolving major product bugs prior to release. Bugs found after release are detrimental to product sales. Using delta testing platforms helped organizations catch these bugs prior to release — about 30 bugs per project on average. As a result, product, engineering, and QA departments saved enormous amounts of time and money.

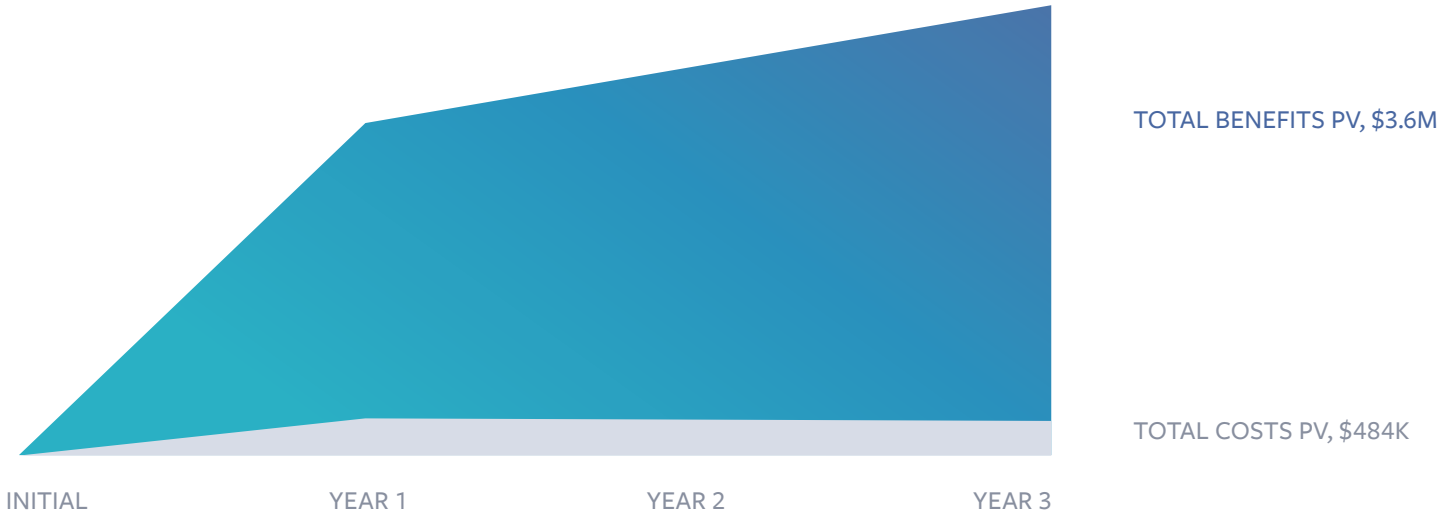
Increased project quality by collecting over 3,600 new pieces of tester feedback. Testers recruited with and interacting via delta testing platforms were more engaged with and enthusiastic about testing. This increased participation by 75%, bringing in more valuable feedback like product issues, ideas, and praise.

Increased engineering efficiency by 10%. Delta testing platforms enabled program managers to quickly prioritize incoming feedback, which in turn let engineers focus on fixing high-impact issues. Ultimately, this produced a cost savings of $121,500.

ROI Research

Companies can expect three core benefits with their delta testing platforms: higher engagement, increased efficiency, and a decrease in testing, engineering, and higher-level product and support costs.

In addition, interviews with existing customers and a supplementary financial analysis found that a composite organization based on these companies experienced benefits of $3,611,369 over three years, with a net present value (NPV) of $3,127,259 and an ROI of 646%.



PART 7: BUSINESS CASE FOR DELTA TESTING

The Return on Delta Testing: Core Business Cases

Delta testing platforms deliver three key benefits:

1. Money and time savings

2. Ability to measure and optimize investments

3. Improved product quality

1. MONEY AND TIME SAVINGS

The best way to get CFO signoff for delta testing technology is to build your business case on its ability to save time and money. Here are three ways delta testing platforms do just that:

- **Less Manual Effort.** Delta testing requires you to interact with testers and manage their feedback in a modern way. For example, the ability to drive engagement means communicating individually with hundreds of testers on an ongoing basis. Without a delta testing platform, tasks like this require a lot of costly manual effort from internal teams. By investing in technologies that automate these processes, companies are reducing user testing costs by 40%.
- **More Visiblity.** Delta testing platforms save time and money by giving companies more visibility into user testing processes and results. Instead of guessing at what's working about your user test and what isn't, delta testing provides a direct line of sight to the actions and adjustments that will have the most immediate impact on your project and program success. Not only does this save money, but it also saves time and makes your program more agile.
- **Simplifying Privacy and Compliance.** Delta testing platforms save time and money by simplifying privacy and compliance processes. Collecting feedback from customers about pre-release products requires agreements like NDAs and demands compliance with local privacy laws like GDPR and CCPA. Delta testing platforms make it easier to manage user privacy and keep crucial product details confidential.

The Return on Delta Testing: Core Business Cases

2. ABILITY TO MEASURE AND OPTIMIZE INVESTMENTS

It's important to measure delta testing results and prove that it can deliver value for your organization on an ongoing basis. Executives are always looking for hard data, and delta testing platforms give testing teams a way to both expand their success and show concrete numbers to prove it.

Here are three key ways delta testing platforms help you measure and optimize user testing investments:

- **System of Record.** Delta testing platforms bring otherwise siloed data together and serve as the core system of record for all your user testing information. They enable you to take measurements, compare projects, and track the progress of key metrics over time.
- **Measure and Test.** The ability to experiment with processes (this feedback form vs. that form; this project template vs. that template) helps you learn which elements of your tests are working over time. This ultimately helps you increase test effectiveness and deliver more actionable insights.
- **Prove Program ROI.** What is the specific impact that your testing program has on product quality and success? How can you compare the effectiveness of one project to another? Delta testing platforms highlight the impact of your customer feedback so you and your stakeholders can invest time and money where it's going to have the greatest positive outcome.



The Return on Delta Testing: Core Business Cases

3. IMPROVED PRODUCT QUALITY

Delta testing platforms drive improvements to product quality by helping you:

- Surface bugs and usability issues earlier on
- Cover more use cases during testing than ever before
- Contextualize feedback with details like tester technographics
- Prioritize the right feedback
- Route feedback to the right teams
- Close the feedback loop and confirm issue resolutions with testers

With a delta testing platform, companies can more effectively and efficiently collect and prioritize customer feedback. They enable companies to:

- Recruit and engage with target market testers in real time about the latest versions of products or features.
- Deliver clear-cut product improvement recommendations that will have a noticeable impact on product quality and/or usability.
- Closely integrate testing activities and information with other parts of the organization, such as Engineering or Product Marketing, to create a seamless experience for buyers.

The result is impactful product improvement recommendations that increase product success with every release.

5 KEY METRICS FOR MEASURING DELTA TESTING PLATFORM SUCCESS

1. Tester engagement rate
2. Resolution percentage of issues discovered during delta testing
3. Hours spent managing feedback
4. Number of recommendations per test
5. Star ratings

Investment and Costs

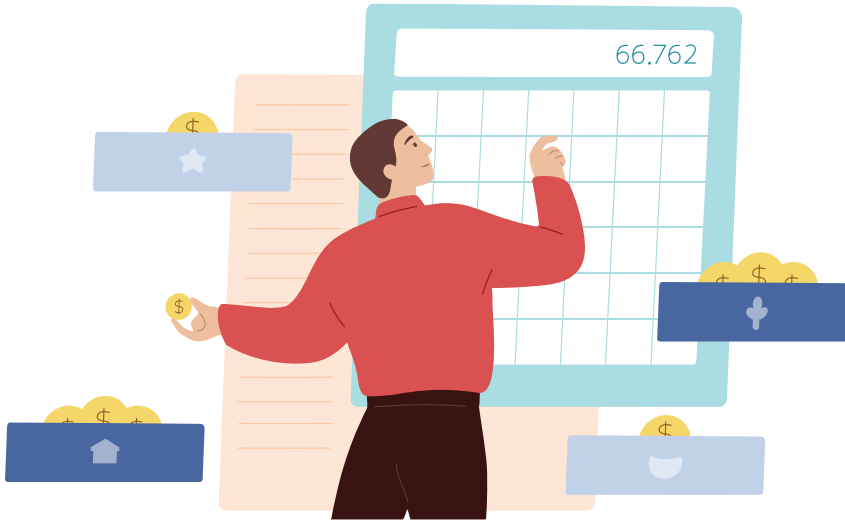
Once you've estimated the benefits of implementing a delta testing platform, it's time to understand the investment required.

There are a few main factors that drive the cost of delta testing platform subscriptions:

1. **Size of Your Tester Community**. It's common to see variable pricing based on how many profiled testers you have in your community. Whether you're starting from scratch or moving testers in from a different community management tool, keep this cost in mind as your community grows over time.
2. **Number of Administrator Seats**. A per-seat charge for community and test managers is also common. These seats provide admin access so they can get insight and action inside the community and project management areas of the delta testing platform.
3. **Number of Active Projects**. With the ongoing nature of delta testing, it's typical to see the number of active projects grow over time. Keep this investment in mind as your program expands within your organization. While adding more product lines into your program will increase your subscription cost, it should always be less expensive than purchasing separate subscriptions.
4. **Functionality in Each Edition**. Pricing will also vary for different editions of the same platform. Examples include an edition to facilitate lower cost entry (e.g., for a single person managing one or two projects) and others with more powerful, higher end functionality (e.g., for an enterprise team managing tests for multiple product portfolios).



Other Investment Factors



It's typical for platform vendors to offer add-ons to their baseline subscriptions. This includes services like new customer onboarding, training, consulting, and premium support packages. All of these investments serve to accelerate ROI and time to value.

But in order to get the jump on your best delta testing results, you need to look beyond software and its add-ons. Consult the *end-to-end process* outlined earlier in this guide to make sure you have all the ingredients for success.

Here are some questions to ask:

1. Does my product development schedule already include the time needed to execute my projects?
2. Do I have a clear breakdown of who my target audience is?
3. Do I need to modify my end-to-end process for closing the feedback loop and/or improve internal alignment?
4. Do I have the right skills on staff?

Depending on the maturity of your delta testing program, your ROI goals, and the complexity of your vendor's offerings, you may need to consider investing more heavily in these areas.

TIME TO VALUE

Time to Value is a metric that measures the span of time between when a project starts and when it delivers value. This metric is just as critical as ROI because no executive wants to wait to see results, and nobody wants to explain why the expected benefits aren't being realized.

Keep in mind that the time it takes for the overall benefits to exceed your total costs will vary. As you're shopping for a delta testing platform, make sure to ask how long ramp-up and implementation will take, as well as how soon you're likely to see value.

PART 7: BUSINESS CASE FOR DELTA TESTING

Selling Delta Testing Internally

Depending on the culture of your organization, your executive team may not immediately see the value of investing in delta testing. To convince them, you need to fully understand their priorities and the challenges they're facing. With this knowledge, you can connect the dots for them and position delta testing in as a way to address their specific concerns.

To gain internal support for the purchase of a delta testing platform, it needs to be positioned relative to the challenges your overall business is facing ***right now*** and how those challenges impact each individual. Without this context, your organization won't see your business case as an immediate priority.

Delivering a compelling business case for a delta testing platform means structuring your argument to address your audience's specific challenges and priorities.

Make sure to manage executive expectations about the time to value and effort required. Depending on the complexity of your program and your product, you may not just be able to turn on your delta testing system and see instant results. Don't overpromise and under-deliver.

You'll start by crawling, then walking, then running, and your organization will appreciate your realism and level-headed approach.

DOES TRADITIONAL TESTING LACK CREDIBILITY?

Many executives are loath to invest more resources into a program that "comes standard" in product development but hasn't historically presented any measurable ROI. Why automate testing processes, they ask, if it will just produce mediocre results faster?

User tests like beta and employee testing are often perceived only as an insurance policy — something that isn't vital all the time but might come in handy every once in a while. Others see these tests as a necessary evil instead of as a viable means for driving revenue and increasing customer satisfaction.

Needless to say, you'll need to address some of these perceptions head-on when making the case for investing in a delta testing platform.

Selling Delta Testing Internally

SIX TIPS FOR SELLING INTERNALLY

1. **Make Sure You Understand Management's Objectives**. If you understand their collective and individual goals, you can present a case that addresses their needs and concerns.
2. **Create a Financial Case That's Aligned With Their Objectives**. Start with your executives' most important objectives, and work backwards from there. If revenue is their focus, help them understand how your delta testing program will affect the top line with a revenue-based case.
3. **Make It a Discussion, Not a Presentation**. Start with probing questions that reveal what they want to achieve. Then transition by saying, "If I could show you how to meet those objectives efficiently and effectively, would you be interested in learning more?"
4. **Use Real-Life Case Studies to Support Your Case**. This will prepare you to answer the inevitable question, "This all sounds good in theory. How do you know it will work?"
5. **If They Say Yes, Be Ready**. Have your high-level plan already prepped, as well as an overview of the next steps and time frames and a list of required resources.
6. **Reduce Friction Wherever Possible**. Put in your own leg work to keep the buying and implementation processes as simple and low-effort for execs and other stakeholders as possible. This will increase satisfaction and internal adoption.

How to Position Delta Testing Technology for Each Executive

CPO

CHIEF CONCERNS

- Determine strategic direction
- Manage product vision, innovation, and design
- Build products that deliver sustainable value to the business
- Oversee all product-related matters

CONNECT THE DOTS

- Show the benefits of being able to better measure what your organization gets for its delta testing investments — namely, connecting product improvements from testing to revenue, reducing waste, and limiting expenses.
- Position the delta testing platform as the key to improving Product's ability to adapt to changes, test innovative strategies, and reduce the threat of increasing technology complexities.
- Position the delta testing platform as a critical element for bringing your company and products into better alignment with customer needs.
- Get the support of others on the executive team so the CPO perceives an investment in the delta testing platform as a low-risk decision that doesn't endanger their credibility.

CEO

CHIEF CONCERNS

- Grow revenue and "make the number"
- Manage costs, meet shareholder expectations for profitability
- Attract and retain talent
- Innovate and out-execute the competition
- Build and align the organization to enhance collaboration
- Manage risk

CONNECT THE DOTS

- Contextualize the delta testing platform as a solution that drives business growth by enhancing product success and getting more from customer feedback.
- Show how program performance is predicted to improve with the ability to identify precisely which testing programs increase revenue and how to optimize spend on user testing.

How to Position Delta Testing Technology for Each Executive

CTO

CHIEF CONCERNS

- Make tech investments that support the business
- Maintain quality of service both internally and externally
- Manage security and risk
- Innovate and evolve company infrastructure for the future (digital transformation)
- Control infrastructure and communication costs

CONNECT THE DOTS

- Show how the engineering department is a primary beneficiary of a delta testing technology investment.
- Discuss plans for automated feedback scoring with the delta testing platform. This is a good thing because it means fewer poor-quality, irrelevant, or incomplete issues and ideas will be passed on. Instead, set the expectation that the testing team will vet and prioritize action items based on incoming feedback so the engineering team doesn't have to.
- Partner with your proposed vendor to answer specific technical questions about security, data management, integration, and other IT requirements.
- Show engineering how the customer feedback will allow them to prioritize their time on the most impactful fixes and updates.

CFO

CHIEF CONCERNS

- Manage expenses
- Contain risk
- Enable profitable growth
- Plan for the future

CONNECT THE DOTS

- Do the math and present a developed business case. It's okay to make estimates, as long as they're clearly labeled. You'll build credibility with the CFO simply by showing a clean spreadsheet of numbers, which demonstrates that you can speak their language.
- Show the benefits of being able to better measure what your organization gets for its delta testing investments — namely, connecting product improvements from testing to revenue, reducing waste, and limiting expenses.

How to Position Delta Testing Technology for Each Executive

CIO

CHIEF CONCERNS

- Manage security, privacy, and risk
- Innovate and evolve company infrastructure for the future (digital transformation)
- Improve infrastructure and communication (integrations)
- Make tech investments that support the business
- Maintain quality of information both internally and externally

CONNECT THE DOTS

- Explain that delta testing technologies also improve data integrity and quality. Display the value of a more cohesive testing environment from data that's integrated across formerly disparate systems (CRM, ticketing, survey, email, and spreadsheets).
- Partner with your proposed vendor to answer specific technical questions about security, data management, integration, and other IT requirements.



The Cost of Delaying

Here are some hesitations you may hear about investing in a delta testing platform and how you can overcome each one.

OBJECTION	RESPONSE
We have too many product releases coming up.	All the more reason to bring in a delta testing platform, since it will decrease your user testing workload by 40% and allow you to increase the ROI of every new product or update heading out the door. You need to be prepared to effectively support development and release — and the longer you wait, the lower your chances are of getting the real-world customer feedback you need to ensure product success.
We have to do something else first, like build out a larger tester community.	There will always be more projects once these projects are done, and more after that. In fact, the nature of agile development and delta testing is such that you're always doing something new. The good news is that delta testing platforms are built to adapt as you evolve. The sooner you invest, the sooner you'll learn how to incorporate its value into all of your testing initiatives, so you get more results from everything you do.
We lack the staff to run the program.	It's true that delta testing technologies don't run themselves. The more you put in, the more you get out. That said, there are automated solutions that are specifically designed to equip part-time test managers and teams of one with the support they need to execute effective delta tests. You can also hire consultants or agencies to help you get up and running. Many companies find they only need to spend a few hours a week, running some reports and tweaking projects inputs and workflows, in order to get decent ROI. While you won't get the same ROI as highly sophisticated users at this level of usage, you can certainly do better than you would without automation. And if you pick the right system, you can do more sophisticated work and get even more from the system as your staff grows in size and skill.

At the end of the day, there's never a perfect time to roll out new software or start a new project. But the longer you wait to implement a delta testing platform, the longer you'll delay crucial product improvements that increase customer satisfaction and product revenues.

CASE STUDY



Data Visualization Software

KEY CHALLENGES

Consolidating data from point solutions

Scaling the program across products

Since introducing Centercode, Tableau has...

Increased beta team productivity by

100%

Maintained a quarterly release cadence averaging at

30 new features

OVERVIEW

Before Centercode, Tableau tested new products using various solutions and platforms. Users were recruited from its CRM system and feedback was collected via email and a Team Foundation Server (TFS) integration.

CHALLENGE

While manageable in the short term, recruiting the right testers and tracking participation proved to be challenging over time. Additionally, Tableau's processes had high opportunity costs, since time spent consolidating data across tools halted beta program growth.

SOLUTION

Using Centercode, Tableau has been able to concentrate its efforts on bringing customer feedback into the picture earlier in product development. The time saved from having a single testing solution has allowed the beta team to support eight mainline products at any given moment, with an average of 30 new features being rolled out every quarter. In addition, Centercode's single-pane view of direct correspondences between testers and the development team has made it easy to sort feedback, engage directly with testers, and prioritize which issues to take action on.

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Part 8:
Delta Testing with Centercode

PART 8: DELTA TESTING WITH CENTERCODE

Centercode Delta Testing Solutions

All Centercode solutions are offered in platform (do it yourself) and full-service (our team handles it) programs.

PRODUCT LAUNCH

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

- Beta Tests
- User Acceptance Tests
- Field Tests

PRODUCT GROWTH

Recruit **Existing Customers** to continuously mature live products and services

- Progressive Delivery
- Early Access
- Customer Advisory Boards

CUSTOMER ZERO

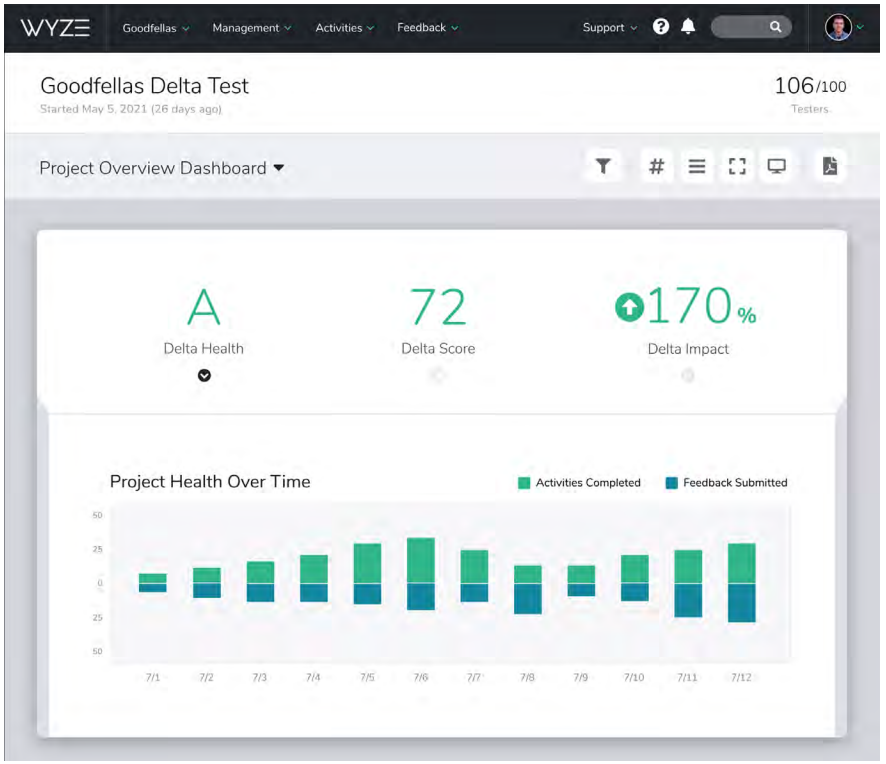
Gather **Employee** feedback to enhance your products while fostering a product culture

- Alpha Tests
- Dogfooding
- Employee Tests

COMPETITIVE EDGE

Enlist your **Competitors' Customers** to rapidly gain actionable intelligence about their products

- Competitive Intelligence
- Market Testing
- Comparative Research



WHY CENTERCODE?

Increase Revenue
½ ★ INCREASE
in product ratings

Release Sooner
50% FASTER
test cycles

Gain Participation
75% INCREASE
in tester engagement

Save Time
40% DECREASE
in time managing tests

Be a Hero
646% ROI
over three years

Conclusion

Well, you did it: you came ready to learn, and now you know everything you ever wanted to know about delta testing.

Whether you're part of a dedicated user testing team, or you're running beta tests as a solo act, delta testing will give you the real-world customer insights you need to drive innovation, increase quality, and perfect your products.

Just like the modern technologies it's built to serve, delta testing is constantly evolving. Stay current with industry trends and technologies through our website, blog, and user testing resources at *Centercode.com*.

And if you'd like to talk with us about your user testing program, *put some time on our calendar today*.



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APPENDIX

Delta Testing Glossary

Activities

Tasks that direct testers to explore and engage with product features during any given delta testing phase.

Competitive Testing

This delta testing use case is utilized to research and test competitors' products with potential customers to make sure you have product-market fit and differentiation in your product specifications. (Also known as: Centercode Competitive Edge)

Delta Health Score

A letter grade that combines the level of feature coverage (based on audience engagement) with the amount of actionable feedback submitted by your audience to indicate in real time how well your project is running.

Delta Impact Score

A real-time percentage that measures the impact of total project feedback against the impact of the feedback your team has addressed. This score visualizes the influence your delta testing project has had on product success overall.

Delta Success Score

This score balances the impact of positive feedback like praise, negative feedback like issues, and improvement ideas to show the overall success of your product in real time.

Delta Testing

A movement in modern product development that reimagines beta and other forms of user testing in an automated and continuous fashion. Delta testing puts functioning products in the hands of targeted audiences in their homes, offices, and other technology ecosystems to solicit real-world feedback over an extended period of time. (Also known as: user testing, customer validation)

Employee Testing

This delta testing use case employs close collaboration between coworkers to surface real-world user experience issues. Modern companies use this to develop a product-centric culture within their organization. (Also known as: Centercode Customer Zero, dogfooding, internal user testing)

Engagement Automation

Engagement automation uses machine learning to personalize mass communication to individual testers in a way that drives ongoing project participation. It uses auto reminders for features that participants need to evaluate and keeps them engaged and up-to-date with ongoing outreach about the project as it progresses.

Features

The product areas and experiences being evaluated during delta testing.

APPENDIX

Delta Testing Glossary

Ideas

One of the three key feedback types during delta testing, ideas provide the customer's viewpoint on feature additions or improvements that would elevate their experience with your product.

Feedback Impact Score

This score is automatically applied to incoming feedback during delta testing and reflects the feedback's impact on product success. The score is calculated based on signals like feature weight (how important the feature is), severity (how much the issue affects the usability of the feature), popularity (how many testers engaged with the feedback) and frequency (how many testers had the same feedback).

Issues

One of the three key feedback types during delta testing, issues represent quality, interoperability, and real-world performance problems (often bugs) testers experienced that decreased their satisfaction with the product.

Phases

A period of time during your delta test when testers are focused on evaluating the experiences of using a specific feature-set.

Praise

One of the three key feedback types during delta testing, praise highlights the distinct features and experiences of the product that your testers adored and will in turn delight your customers.

Product Iteration Testing

This delta testing use case captures input from actual customers on an ongoing basis. It is utilized as features are updated or added to an existing product to ensure that every release is successful and to cultivate a group of product evangelists. (Also known as: Centercode Product Growth, customer testing)

Product Release Testing

This delta testing use case is utilized to gain insights from target audiences testing your pre-release product so you can identify real-world bugs to fix or improvements to make before launch. (Also known as: Centercode Product Launch, beta testing, user acceptance testing, field testing, customer testing)

Satisfaction Scores

These scores use a 5-star rating to capture user sentiment about each feature and serve as a signal for testers to submit deeper feedback (issues, ideas, and praise) about the experiences that influenced their rating. Aggregate satisfaction scores for each feature make it easy to identify what to fix or promote for greatest success.

Tester Impact Score

This score uses the aggregated impact score of the project feedback from an individual tester to reveal the impact that tester has had on your product.