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The Ultimate Guide to Beta Testing Infographic



What is Beta Testing?

A software testing method used in product development to evaluate the quality with real users in real environments.

Different types of beta tests have specific uses throughout the product development cycle:

ANALYZE

DESIGN

DEVELOP

TEST

DEPLOY

MAINTAIN

COMPETITIVE BETA OR COMPETITIVE EDGE

Gathers real feedback on competitors' products in order to highlight their strengths, weaknesses, opportunities, and risks relative to a new product's market landscape.

TECHNICAL BETA OR ALPHA

An early stage of testing, usually done by the development team or a group of technical users, focusing on identifying critical bugs and validating functionality.

DOGFOODING OR CUSTOMER ZERO

Involving employees who test the software to provide feedback, uncover issues, and gain insights into usability before external users are involved.

TARGETED BETA

Focuses on specific features, updates, or use cases, testing them with a select group of users who have relevant expertise or represent the target audience.

PRIVATE BETA OR PRODUCT LAUNCH

A software testing method used in product development to evaluate the quality with real users in real environments.

STRESS BETA

Evaluates the software's performance and stability under heavy usage or high traffic conditions, identifying bottlenecks or potential points of failure.

PUBLIC OR OPEN BETA

Allows a larger audience to test the software, helping find any remaining issues and collect data on usage patterns before the final release.

BETA PROGRAM OR DELTA TESTING

An ongoing approach to beta testing, aiming to gather feedback on an update or release before being deployed to production.

What are the Stages of a Beta Test?

These stages are used to organize activities around the setup of the test environment, finding testers, performing the test, and taking action on the results.



1 INITIALIZATION

Before a project begins, the request to run a project must be made. The earlier the request is made, the better.

2 PLANNING

About 4-8 weeks before you start the Preparation Stage of your test. During this time, assemble your stakeholders to decide what needs to be tested, who will be testing, and the schedule for testing.

3 PREPARATION

Prepping your project usually happens 2-4 weeks before the start of the testing. The team should finalize the test plan, recruit the beta testers, and prepare the necessary tools and documentation.

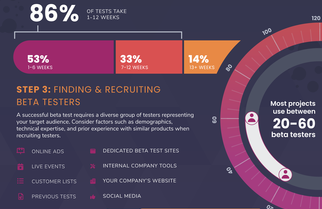


4 TESTING

The testing stage begins when the testers start using the software for you and typically lasts for 3-12 weeks. During this time, testers perform various tasks based on the test plan, and report any issues or feedback.

5 CLOSURE

Once the testing goals have been met and the software is ready for release, the closure stage begins. In this stage, the team evaluates the overall success of the beta test, identifies any lessons learned, and documents the process for future reference.



How to Conduct a Beta Test

Performing your beta test comes down to following nine steps that'll take you from definition to launch without breaking a sweat.

STEP 1: DEFINE OBJECTIVES & SCOPE

Defining your goals can narrow down what type of beta test you are running and can set the metrics used to measure success.

- Boost product quality and user satisfaction
- Find and fix bugs
- Validate product market fit
- Check usability and user experience
- Test new features
- Gather feedback for future updates

STEP 2: PLAN & SET A TIMELINE

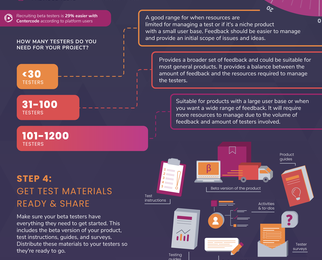
Get your team together for a meeting to discuss three simple things: what do we need to test, what does our ideal tester look like, and when will testing happen? Don't forget to allocate time for analyzing feedback and implementing changes based on the test results.

86% OF TESTS TAKE 1-12 WEEKS

53% 1–6 WEEKS

33% 7–12 WEEKS

14% 13+ WEEKS



STEP 3: FINDING & RECRUITING BETA TESTERS

A successful beta test requires a diverse group of testers representing your target audience. Consider factors such as demographics, technical expertise, and prior experience with similar products when recruiting testers.

- ONLINE ADS
- DEDICATED BETA TEST SITES
- LIVE EVENTS
- INTERNAL COMPANY TOOLS
- CUSTOMER LISTS
- YOUR COMPANY'S WEBSITE
- PREVIOUS TESTS
- SOCIAL MEDIA

Recruiting beta testers is **29% easier with Centercode** according to platform users

HOW MANY TESTERS DO YOU NEED FOR YOUR PROJECT?

<30 TESTERS

A good range for when resources are limited for managing a test or if it's a niche product with a small user base. Feedback should be easier to manage and provide an initial scope of issues and ideas.

31–100 TESTERS

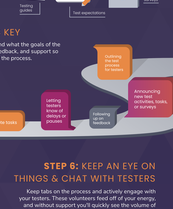
Provides a broader set of feedback and could be suitable for most general products. It provides a balance between the amount of feedback and the resources required to manage the testers.

101–1200 TESTERS

Suitable for products with a large user base or when you want a wide range of feedback. It will require more resources to manage due to the volume of feedback and amount of testers involved.

STEP 4: GET TEST MATERIALS READY & SHARE

Make sure your beta testers have everything they need to get started. This includes the beta version of your product, test instructions, guides, and surveys. Distribute these materials to your testers so they're ready to go.



STEP 5: COMMUNICATION IS KEY

Let your testers know what you expect from them and what the goals of the beta test are. Set up channels for communication, feedback, and support so everyone stays connected, and informed throughout the process.

Communicating with testers is **35% easier with Centercode** according to platform users



STEP 6: KEEP AN EYE ON THINGS & CHAT WITH TESTERS

Keep tabs on the process and actively engage with your testers. These volunteers fend off of your energy, and without support you'll quickly see the volume of feedback and satisfaction decrease. Having a lot of metrics, dashboards, or signals to stay up to date on the health of your project is crucial.

Organizing data and test results is **31% easier with Centercode** according to platform users

STEP 7: GATHER FEEDBACK & LOOK FOR PATTERNS

During your project, testers will provide feedback through forms, surveys, and conversations. Take steps to analyze the responses, and identify patterns, trends, and insights you can act on in order to improve the product.

PERCENTAGE OF FEEDBACK BY TYPE

41% ISSUES

29% IDEAS

30% PRAISE

Reviewing tester feedback is **29% easier with Centercode** according to platform users

75% OF PROJECTS RECEIVED **183 PIECES** OF FEEDBACK OR LESS

STEP 8: WRAP THINGS UP

Once the beta test is over, thank your testers for participating. Show them your appreciation with a thank-you note or reward. Many programs will share what's been improved in the product based on tester feedback. Another approach is to provide a leaderboard that acknowledges specific testers' accomplishments.

87% of Centercode customers found beta testing **more effective** than those not using Centercode

STEP 9: GET READY FOR LAUNCH

Take what you've learned from the beta test and use it to prepare for your product's official release. Don't forget to incorporate these lessons into future development cycles, too! Most companies will mention their beta testing in their product launch blogs to inform buyers that their product has been tested by real people.

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Worry-Free, Automated Beta Testing

Easily build your user tests, collect feedback, collaborate with testers, and improve your product release.

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