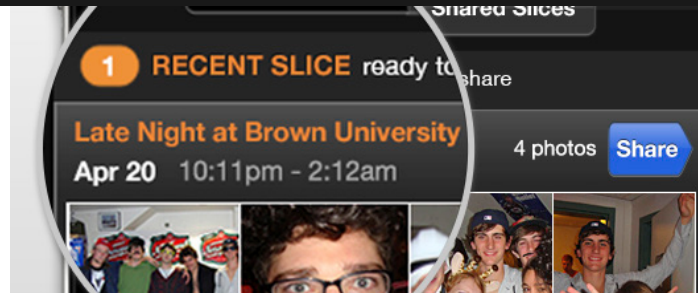




Startup Uses Centercode Managed Betas to Test Its First Mobile Product

Company **Slice**
Product **Photo Sharing App**
Platform **Mobile, iOS**



Challenge

As a startup building a social photo sharing app, the Slice team didn't plan on running a traditional beta test. Instead they asked friends and family to try out the app, but found they weren't receiving the amount or quality of feedback they needed. "Before our Centercode beta, the toughest thing was not just getting people on the app, but getting people to give feedback," says Co-founder Sam Zeif.

Solution

Centercode's Managed Beta Team ran a two-week test with over 200 testers. Within days, the Slice team was incorporating feedback into their product. "In the first two or three days we learned a really crucial thing that changed the product dramatically. We discovered that a fundamental feature just wasn't working," says Zeif. The Slice team was also able to measure how well testers understood the app, how their friends reacted to the app, and how interested testers were in additional planned features. This helped the Slice team focus their development efforts on the most pressing changes.

Mobile Beta Results



206 testers



2 weeks



37 bugs reported



658 completed surveys



806 other feedback

"We were thrilled by the amount of responses we got. We were just happy to hear from so many people, especially beyond just friends and family."

Sam Wilcoxon
Co-founder