

Closed Beta testing

What's effective, what's not?

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Agenda

- About me
- The background
- Goals of beta testing
- Running a beta program
- Keep in mind

About me

- Raul Liive
- 6 years in Skype
 - Closed Beta program
 - Blogging
 - Outsourcing
- Experience from IT end user issue solving and support
- Masters student in the DDVE



Who is a beta tester?

*„A beta tester is someone who tests a product before it is released. Beta testers help companies identify **weak points** in their products which could cause consumer frustration, raise questions and they also identify specific technical issues in the product.“*

What is beta testing?







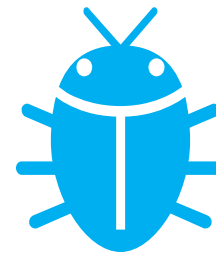
Goals of beta testing

Why to Beta test?

- Can be combined with usability studies
- Can be combined with telemetry
- Early feedback
- Reduced costs
- Better user engagement
- Less churn

Goals of Beta testing

- Feedback on general usability and design
- Detection of „forgotten“ use cases
- Issue finding
- Market validation
- Detection of potential customer inquiries
- Viral marketing
- Hiring



Running a beta program

Setting up a beta program

- Choose thoroughly communication and collaboration tools
- It's a key to choose right participants
- Set clear goals
- Set clear expectations
- Be fast
- Incentives are great
- Confidentiality

What works?

- Intimate personal communications
- Close group of people who know each others
- Well chosen group size fosters communications and collaboration
- Collaboration with other companies
- Events are great to raise motivation



What does not work?

- Incentives are great, but some people might focus only on them
- Beta testers feature requests in general
- Impersonal communications
- Reporting to black hole
- Large groups of testers

Example

Installijuhend

Paigalduspakid

- [Mac OS X](#)
- [Ubuntu](#)
- [Fedora](#)
- [Open SUSE](#)

Testraport ja testilood

Lähtekood

Testitulemused ja märkused saata aadressile:

Tagasiside raporti kirjeldus

Beetatestimisest huvitatud isik saab koostada testtulemuste kohta tagasiside raporti.

Kvaliteetne tagasiside raport peaks sisaldama järgmisi punkte:

- Testitud mooduli nimi (DigiDoc klient, Utiliit, Crypto, JDigiDoc teek jne)
- Testloo number ja nimetus, mille kohta märkus/viga leiti (näiteks TC2564 + Allkirjastamine kliendist juurdepääsutõend on olemas + bdoc).
- Kui märkus/viga on leitud testloo väliselt tuleb see eraldi ära märkida (näiteks DigiDOc Klient ei käivitunud üldse vms)
- Operatsioonisüsteem koos täpse versiooniga (näiteks Ubuntu 10.04 64 bit)
- Kaardilugeja tüüp (näiteks Omnikey 1021)
- ID-kaardi baastarkvara versioon (näiteks qdigidoc versioon qdigidoc_3.0.BUILD.578.80 (näiteks Ubuntu all saab seda teada käsuga aptitude show qdigidoc))
- Detailne kirjeldus seisneb tuvastatud märkus/viga?
- Testija nimi ja ISIKUKOOD

Tagaside raport palun edastada

Keep in mind







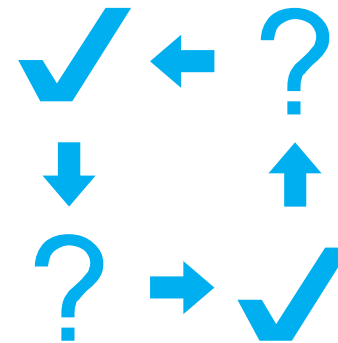
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QUESTIONS?



Thank you!

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