BETA PLAN

Beta Planning Category	Beta Planning Consideration

Testing Purpose	**Purpose:**
	• Validate the functionality, usability, and market readiness of Solar-R-Us (SRU)'s solar water heating system prototypes, including the mobile app, for commercial users.
	• ***Desired results:***
	  ○ Validating system functions,
	  ○ Gathering user feedback on system configuration options,
	  ○ Pricing models,
	  ○ App operations, identifying operational errors or usability issues,
	  ○ Determining overall user satisfaction with the system.
	Type of Beta-Test:
	The beta test will be a closed beta test, inviting selected commercial users to participate in evaluating the system prototypes in a controlled environment.

Internal Readiness	**Roles and Responsibilities:** • ***Product Manager:*** Co-ordinating the testing process • ***Development Team Members:*** Conducting system testing and refinement • ***UX Team Members:*** Monitoring app usability (time required to download app, understand the app features, and begin operating the system effectively) • ***Marketing, Manufacturing and Operations, and Customer Support:*** Observers to collect feedback
Tester Recruitment	**External Buyers and Users:** • Commercial partners currently using SRU's solar systems will be included in the beta test. • ***Small, Moderate*** and ***Large*** system users who will provide valuable insights into system performance and user experience. **Tester Incentives:** Testers will be offered significant discounts on upgrading their current systems with the new product line as an incentive to participate in the beta test.
Targets	**Contacting Testers:** Testers will be contacted via email or phone calls, with detailed instructions provided for participation in the beta test.
Testing Objectives	**SMART objectives:** • ***Specific:*** Validate system functions, gather user feedback, and identify operational errors or usability issues. • ***Measurable:*** Gather feedback on system configuration options, pricing models, and app operations through user evaluations. • ***Attainable:*** Achievable within the designated testing period and with the available resources.

	• ***Relevant:*** Align with the goal of ensuring the market readiness and user satisfaction of the solar water heating system prototypes. • ***Time-bound*****:** Conduct testing within the designated timeline and complete refinements before the planned launch.
Test Management	**Test Management Logistics and Venues:** • Testing will be conducted at SRU's plant, where prototype systems are configured for small, moderate, and large users. • ***Initial testing:*** 10:00 am to 12:00 pm • ***Lunch:*** 12:00 pm to 1:00 pm • ***Advanced testing:*** 1:00 pm to 3:00 pm
Communications Planning	**Communications:** • Weekly status meetings will be held for all participants, and weekly updates will be communicated to participants to share status and updates. • Communications will be conducted via email, phone calls, or virtual meetings.
Costs	**Testing Costs:** • The total cost for conducting and completing the beta testing is estimated to be approximately $10,000. • Approved and Sourced by the Marketing Director of SRU.
Scheduling	**Testing Schedule:** • The beta testing will be completed within a specified timeline, with testing sessions scheduled for four hours each day. • ***Initial testing:*** 10:00 am to 12:00 pm • ***Catered Lunch Break:*** 12:00 pm to 1:00 pm • ***Advanced testing:*** 1:00 pm to 3:00 pm
Legal	**Legal Considerations:** All testers will be required to sign a Non-Disclosure Authority document, agreeing not to release any system information to the public.
Key Performance Indicators (KPI)	**KPIs:** • ***User Satisfaction Rating:*** Measure the overall satisfaction of testers with the system on a scale of 1 to 5, with a target rating of 4.5 or higher. • ***Operational Error Correction Rate:*** Calculate the percentage of operational errors encountered by users during testing that are self-corrected without assistance. Aim for a self-correction rate of 100%. • ***App Download and Setup Time:*** No more than 15 minutes per user. • ***Feature Utilization Rate:*** Track the percentage of users who successfully utilize key features of the mobile app, such as real-time monitoring, fault detection, and system configuration. Aim for a high utilization rate across all features. • ***Feedback Response Rate:*** Calculate the percentage of testers who provide feedback during the retrospective session at the end of the test. Aim for a high participation rate to ensure comprehensive feedback collection.

	• ***System Refinement Turnaround Time:*** Measure the time taken by the development team to identify and address system refinements based on user feedback. Aim to complete all refinements within two weeks of the conclusion of beta testing. • ***Cost per Feedback Point:*** Calculate the cost incurred per feedback point received from testers. Aim to maximize the value of feedback obtained relative to the cost of conducting the beta test. • ***System Reliability Metrics:*** Track system uptime, error frequency, and fault detection accuracy to assess the reliability and performance of the solar water heating system prototypes.