Beta Plan for SRU Horizon Smart Solar Water Heater

Beta Planning Category	Beta Planning Consideration
Testing Purpose	• **Test Purpose:** To validate the end-to-end functionality, user experience, and market viability of the new commercial solar water heating system and its companion app with a representative group of target customers. • **Desired Results:** To gather actionable feedback on system performance, app usability, and pricing in order to complete final refinements before a full market launch. • **Type of Beta Test:** This is a closed, on-site technical beta test focused on usability and value proposition validation with existing commercial partners.
Internal Readiness	• **Product Manager:** Leads the overall testing effort and coordinates with all teams. • **Development Team:** Configures prototypes and provides technical support during testing. • **UX Team:** Leads app usability testing, observes user interactions, and measures success against UX goals. • **Test Observers (Marketing, Manufacturing, Operations, Customer Support):** Observe sessions and collect feedback relevant to their departments. • **Test Coordinator:** Manages test logistics, compiles all documentation, and analyzes final results within one week of test completion. •

Tester Recruitment	**External Testers:** We will recruit a total of eight existing commercial partners, segmented as follows:
	
	  o Three (3) small system users.
	  o Three (3) moderate system users.
	  o Two (2) large system users.
	• **Tester Incentives:**
	  o All travel costs to the SRU testing site will be covered.
	  o Participants will be offered significant discounts to upgrade their current systems to the new product line.
	  o A catered lunch will be provided on the day of the test.

Targets	• **Recruitment Method:** Testers will be contacted directly by their account managers or the product manager through our established weekly communication channels, leveraging our solid existing relationships. All testers must sign a Non-Disclosure Agreement (NDA).

Testing Objectives	• **Objective 1 (UX Usability):** During the 4-hour test, 100% of users will successfully download the app, understand its core features, and begin operating the system within **15 minutes** with no assistance. • **Objective 2 (User Self-Correction):** Throughout the test, 100% of users will be able to self-correct all operational errors they encounter while using the app without requiring any intervention from the UX team. • **Objective 3 (User Satisfaction):** By the end of the post-test retrospective, the system will achieve an average overall user satisfaction rating of **4.5 out of 5** or higher. • **Objective 4 (Feedback Collection):** We will collect and document qualitative feedback on system configuration, pricing models, and marketing messages from all eight participating companies during the retrospective. • **Objective 5 (Refinement Completion):** All necessary system and app refinements identified during testing will be completed by the development team within **two weeks** following the analysis of the beta test results. •

Test Management	• **Test Logistics:**
	    o The test will be conducted on consecutive days, with each day dedicated to a specific user group (small, moderate, large).
	    o Each day will follow a structured 4-hour schedule, including an initial testing session, a catered lunch, and an advanced testing session.
	    o Prototypes will be configured by the development team prior to the arrival of each testing group.
	• **Testing Venue:** All testing activities will be conducted on-site at the SRU R&D facility, which is located near the main SRU plant.
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Communications Planning	• **Internal Communications:** A weekly status meeting is held for all internal team members involved in the beta test to ensure alignment. • **External Communications:** Testers will receive weekly email updates leading up to the test. A final logistics packet will be sent one week prior. A post-test thank you and summary will also be distributed.
Costs	• **Testing Costs:** The total approved budget for conducting the beta test is approximately **$10,000**. • **Funding Source:** All funding has been approved and sourced by the Marketing Director.

Scheduling	• **Daily Test Schedule:**
	    o **10:00 AM - 12:00 PM:** Initial system and app testing.
	    o **12:00 PM - 1:00 PM:** Catered lunch break.

	o **1:00 PM - 3:00 PM:** Advanced testing and user retrospective.
	 • **Post-Test Schedule:**
	     o **Week 1:** Final test results will be compiled and analyzed.
	     o **Weeks 2-3:** All system refinements identified during testing must be completed.

Legal	• **Non-Disclosure Agreement (NDA):** The primary legal consideration is confidentiality. All external participants are required to sign a legally binding NDA, stating they will not release any product information to the public.
Key Performance Indicators (KPI)	• **KPI 1 (Onboarding Time):** Average time for a user to download, understand, and operate the system via the app is **15 minutes or less**. • **KPI 2 (User Error Correction): 100%** of operational errors encountered by users are self-corrected without assistance. • **KPI 3 (Satisfaction Score):** Achieve an average user satisfaction score of **4.5 out of 5** or higher in the post-test retrospective. • **KPI 4 (Refinement Timeline): 100%** of necessary refinements are completed within the two-week post-test window.