

Beta Planning for SRU

Section	Details
Objective	To validate the system configuration, functionality, marketing value propositions, and pricing models for SRU's solar water heating system for commercial users before the official launch. Additionally, gather feedback on user experience and identify potential improvements.
Scope	Focus on commercial systems with different configurations for small, moderate, and large users. Testing will cover system functionality, app usability, and overall customer satisfaction.
Participants	<ul style="list-style-type: none">- 3 small system users- 3 moderate system users- 2 large system users All users will be existing commercial partners of SRU and must sign an NDA.
Testing Dates	Conducted over three consecutive days for different system sizes (small, moderate, large) with daily sessions from 10:00 AM to 3:00 PM, including a one-hour lunch break.
Testing Schedule	<ul style="list-style-type: none">- 10:00 AM - 12:00 PM: Initial testing and system configuration feedback- 12:00 PM - 1:00 PM: Catered lunch- 1:00 PM - 3:00 PM: Advanced testing and app interaction
Key Focus Areas	<ul style="list-style-type: none">- System Configuration: Ensure all components function as planned for different user sizes.- Marketing Value Propositions: Validate that the product's messaging resonates with the commercial users.- Pricing Models: Get feedback on proposed pricing strategies.- App Usability: Evaluate ease of use, speed of setup, and how users manage the system via the app.
Success Metrics	<ul style="list-style-type: none">- 100% validation of system functionality for all configurations.- Users should be able to access and navigate the app within 15 minutes.- 4.5/5 or higher average satisfaction score from participants.- 100% of app errors should be self-corrected without assistance.
Resource Requirements	<ul style="list-style-type: none">- SRU team members from development, marketing, and UX teams present.- Prototypes for small, moderate, and large users.- UX team to monitor user behavior during app use and provide feedback.
Budget	Total costs: \$10,000 (approved by the marketing director). This includes prototype setup, lunch catering, participant travel expenses, and other logistical needs.
Logistics	<ul style="list-style-type: none">- Participant travel costs covered by SRU.- Location: SRU plant or a nearby commercial testing site.
Post-Test Activities	<ul style="list-style-type: none">- Document feedback and insights from each participant after every session.- Compile all test results and insights within one week of the beta testing.- Complete refinements two weeks after testing, assuming no major issues are found.
Risks	<ul style="list-style-type: none">- Delayed product launch if significant refinements are required.- Potential user dissatisfaction if app or system usability is not intuitive.