**Austen Conrado – Beta Plan**

| Beta Planning Category | Beta Planning Consideration |
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| Testing Purpose | • Focus on commercial systems and how system configuration can meet their needs.<br>• To see how easily users can download and manage the system using the app.<br>• A pilot beta testing method will be used. |
| Internal Readiness | • Product manager will work with key development team members to conduct the testing.<br>• UX will monitor how easily users download and manage the system using the app.<br>• Marketing, manufacturing, operations, and customer support will be observers. |
| Tester Recruitment | • Small, moderate, and large user testing will occur on consecutive days within 4 hours each day.<br>• Test candidates will include 3 small system users, 3 moderate system users, 2 large system users.<br>• Participant travel costs to the testing site will be covered by SRU, however participants are relatively close to the SRU plant.<br>• Options to upgrade a participant's current systems with the new product line at significant discounts. |
| Targets | • SRU has relationships with several commercial partners who use their systems already.<br>• All participants are communicated with weekly to share status and updates. |
| Testing Objectives | • Validate all system functions and features work as planned.<br>• Validate marketing value propositions, positioning messages, and pricing options.<br>• Ensure planned demo methods at the beta test are effective.<br>• Gain customer feedback and insights.<br>• Complete refinements before launch. |
| Test Management | • All testing will be done at the SRU plant.<br>• Small, moderate, and large commercial systems will be tested on consecutive days within 10am – 3pm, and lunch will be provided. |
| Communications Planning | • The team conducts status meetings weekly for all participants.<br>• All participants are communicated with weekly to share status and updates as well. |
| Costs | • The Marketing Director is funding the project.<br>• $10,000 to complete the Beta testing |
| Scheduling | • Small, moderate, and large user testing will occur on consecutive days within 4 hours each day.<br>• Initial Testing: 10am -12pm |

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| | • Lunch: 12pm – 1pm<br>• Advanced testing: 1pm – 3pm<br>• Results will be analyzed within 1 week of the completion of beta testing.<br>• All system refinements will be completed 2 weeks after the completion of beta testing. |
| Legal | • All testers will sign a Non-Disclosure Authority document stating they will not release any system information to the public |
| Key Performance Indicators (KPI) | • Two large system testers, 3 moderate system testers, 2 small system testers<br>• Users can easily download and manage the system using the app.<br>• Users will evaluate their satisfaction with the overall system at a retrospective.<br>• Satisfaction goal rating |