

Exercise 1: Develop a Beta Plan for the Scenario.

Part I: Beta plan overview

Beta planning category	Beta planning consideration
Testing purpose	<ul style="list-style-type: none"> Define the test purpose and intended results Identify the type of beta test
Internal readiness	<ul style="list-style-type: none"> Define testing roles and responsibilities
Tester recruitment	<ul style="list-style-type: none"> Identify external buyers and users to be included in the test Define tester incentives
Targets	<ul style="list-style-type: none"> Describe how testers will be contacted
Testing objectives	<ul style="list-style-type: none"> Define the testing objectives Objectives should be SMART (Specific, Measurable, Attainable, Relevant, and Time-Bound)
Test management	<ul style="list-style-type: none"> Define test management logistics Include testing venues
Communications planning	<ul style="list-style-type: none"> Describe how communications will be conducted
Costs	<ul style="list-style-type: none"> Define testing costs List funding source(s)
Scheduling	<ul style="list-style-type: none"> Define the testing schedule
Legal	<ul style="list-style-type: none"> Describe any legal considerations
Key performance indicators (KPI)	<ul style="list-style-type: none"> Define testing measurables or KPIs

Part II: Beta plan template

Beta planning category	Beta planning consideration
Testing purpose	<ul style="list-style-type: none">• To gather feedback on usability, features, and overall satisfaction with the Mobile WB-3000 product prior to full-scale launch.
Internal readiness	<ul style="list-style-type: none">• Ensure all internal teams are prepared to support beta testing activities, including development, marketing, sales, and customer support.
Tester recruitment	<ul style="list-style-type: none">• Recruit a diverse group of testers including educators, business users, and general users to represent various use cases and perspectives.
Targets	<ul style="list-style-type: none">• Aim to recruit at least 25 testers representing different demographics and usage scenarios.
Testing objectives	<ul style="list-style-type: none">• - Evaluate the usability of the Mobile WB-3000 product.• - Collect feedback on features and functionality.• - Measure overall satisfaction with the product on a 0-100% scale.
Test management	<ul style="list-style-type: none">• Assign a dedicated team to oversee beta testing activities, including scheduling, coordination, and data collection.
Communications planning	<ul style="list-style-type: none">• Develop a comprehensive communications plan to inform testers about the testing process, expectations, and provide necessary support.
Costs	<ul style="list-style-type: none">• Allocate \$25,000 for usability testing led by the UX team, and an additional \$50,000 for marketing and event participation during the beta phase.
Scheduling	<ul style="list-style-type: none">• Conduct beta testing over a two-week period following the completion of product development and internal testing.
Legal	<ul style="list-style-type: none">• Ensure all testers sign a standard contract outlining terms and conditions of participation, including restrictions on reselling complimentary units.
Key performance indicators (KPI)	<ul style="list-style-type: none">• - Number of testers recruited• - Completion rate of testing tasks• - Average satisfaction score from testers• - Number of critical issues identified during testing