200603 M5|L1 Lab Beta Plan Format

**Exercise 1:** Develop a Beta Plan for the Scenario.

**Part I: Beta plan overview**

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| Beta planning category | Beta planning consideration |
| Testing purpose | * Define the test purpose and intended results * Identify the type of beta test |
| Internal readiness | * Define testing roles and responsibilities |
| Tester recruitment | * Identify external buyers and users to be included in the test * Define tester incentives |
| Targets | * Describe how testers will be contacted |
| Testing objectives | * Define the testing objectives * Objectives should be SMART (Specific, Measurable, Attainable, Relevant, and Time-Bound) |
| Test management | * Define test management logistics * Include testing venues |
| Communications planning | * Describe how communications will be conducted |
| Costs | * Define testing costs * List funding source(s) |
| Scheduling | * Define the testing schedule |
| Legal | * Describe any legal considerations |
| Key performance indicators (KPI) | * Define testing measurables or KPIs |

**Part II: Beta plan template**

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| Beta planning category | Beta planning consideration |
| Testing purpose | * To gather feedback on usability, features, and overall satisfaction with the Mobile WB-3000 product prior to full-scale launch. |
| Internal readiness | * Ensure all internal teams are prepared to support beta testing activities, including development, marketing, sales, and customer support. |
| Tester recruitment | * Recruit a diverse group of testers including educators, business users, and general users to represent various use cases and perspectives. |
| Targets | * Aim to recruit at least 25 testers representing different demographics and usage scenarios. |
| Testing objectives | * - 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 | * Assign a dedicated team to oversee beta testing activities, including scheduling, coordination, and data collection. |
| Communications planning | * Develop a comprehensive communications plan to inform testers about the testing process, expectations, and provide necessary support. |
| Costs | * 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 | * Conduct beta testing over a two-week period following the completion of product development and internal testing. |
| Legal | * Ensure all testers sign a standard contract outlining terms and conditions of participation, including restrictions on reselling complimentary units. |
| Key performance indicators (KPI) | * - Number of testers recruited * - Completion rate of testing tasks * - Average satisfaction score from testers * - Number of critical issues identified during testing |