200597 M3|L1 Lab Beta Plan Template

Exercise 1: Develop a Beta Plan for the Scenario.

Part I: Beta Plan Overview and Example

Beta Planning Category	Beta Planning Consideration	3D Printer Example
Testing Purpose	• Define the test purpose and desired results • Identify the type of beta test	• Purpose: Validate that the 3D Printer options meet the needs of the target market • A Pilot Test methodology will be used
Internal Readiness	• Define testing roles and responsibilities	• Product Manager and development team will plan testing logistics and observe • UX will plan the testing and document results • Marketing will observe
Tester Recruitment	• Identify external buyers and users to be included in the test • Define tester incentives	• Three tests will be conducted. Tests will be conducted in a controlled environment at our development site • Test candidates include a government firm, educational firm, and aerospace firm. All firms are local. • Test candidates will be provided transportation and catering. In addition discounted 3D printer vouchers will be distributed
Targets	• Describe how testers will be contacted	• Testers will be contacted via telephone, and/or Zoom and attendance confirmed through email
Testing Objectives	• Define the testing objectives • Objectives should be SMART. (Specific, Measurable, Attainable, Relevant, and Time Bound)	• Validate all functions and features • Validate the marketing value proposition and positioning as accurate and effective • Ensure all customer support requirements are validated • Validate useability based on user performance, questions, and responses • Fine tune sales demo requirements

Test Management	• Define test management logistics • Include testing venues	• All testing will be done at our company site • Three prototype versions of our 3D printer line will be tested • Testing will be conducted on three consecutive days from 10:00AM to 12:00PM with lunch provided
Communications Planning	• Describe how communications will be conducted	• Communications will be accomplished via telephone, email and Zoom • Attendance will be validated and confirmed
Costs	• Define testing costs • List funding source(s)	• Operations will fund the testing • $5000 USD have been allocated for all testing requirements
Scheduling	• Define the testing schedule	• Test 1: Government (Tuesday (XXXXX) • Test 2: Education (Wednesday (XXXXX) • Test 3: Aerospace (Thursday (XXXXX)
Legal	• Describe any legal considerations	• NDA will be required • All testers will be legally validated and confirmed
Key Performance Indicators (KPI)	• Define testing measurables or KPIs	• A minimum of four testers within each group • Complete all testing within 2 hours • Ensure all three 3D Printer models are tested • Document and validate all feedback and findings

Part II: Beta Plan Template

Beta Planning Category	Beta Planning Consideration
Testing Purpose	• To validate system functionality, gather user feedback, and ensure that the solar water heating system meets the needs and expectations of commercial users.
Internal Readiness	• Ensure that all prototypes are fully assembled and configured according to specifications. Verify that testing environments are set up and ready for beta testing.
Tester Recruitment	• Invite three small system users, three moderate system users, and two large system users to participate in beta testing. Ensure testers represent a diverse range of commercial users to gather comprehensive feedback.
Targets	• Beta testing will target commercial users interested in adopting solar water heating systems for their facilities, including businesses and government facilities.
Testing Objectives	• 1. Validate all system functions and features work as planned. • 2. Validate marketing value propositions, positioning messages, and pricing options. • 3. Ensure planned demo methods at the beta test are effective. • 4. Gain customer feedback and insights. • 5. Complete refinements before launch.
Test Management	• Appoint a test manager to oversee the beta testing process, coordinate activities, and ensure that testing objectives are met. Assign specific roles and responsibilities to team members involved in testing and feedback collection.
Communications Planning	• Establish clear communication channels for testers, including email updates, regular status meetings, and a designated point of contact for questions or issues. Provide testers with detailed instructions and schedules for the beta testing period.
Costs	• Allocate approximately $10,000 for beta testing expenses, including prototype configuration, participant travel costs, catering for lunch, and documentation and analysis of test results.
Scheduling	• Schedule beta testing sessions to be conducted within four hours each day, with initial testing from 10:00 AM to 12:00 PM and advanced testing from 1:00 PM to 3:00 PM. Plan for one hour for lunch break and additional time for setup and teardown.
Legal	• Ensure all testers sign a Non-Disclosure Authority document agreeing not to release any system information to the public. Review legal implications and requirements related to data privacy, intellectual property, and liability.
Key Performance Indicators (KPI)	• Percentage of system functions validated successfully. • Average satisfaction rating from testers.

	- Number of system refinements identified and implemented post-testing. - Completion of testing milestones and objectives within defined timelines.