### Beta Deliverables: Garden of Math and Evil

In Beta we collect data and feedback from subscribers. Subscribers represent a wider range of demographics, platforms and device configurations than tested earlier. Analysis then assesses whether or not the game promises to be a valuable addition to our offerings, varies in its appeal between platforms or demographic groups, and if it requires fundamental redesign, fixes or reconsideration. Additional hypotheses may be tested via split-tests and analysis of data/feedback to answer pending questions about design, user experience, efficacy of marketing and/or business value.

#### USER FEEDBACK:

* User feedback is collected via platform specific touch points (egs., web beta’s feedback tab or surveys triggered in mobile games).

#### CRITERIA TO ADVANCE (ONCE SUFFICIENT DATA COLLECTED):

* No major issues discovered.
* Functionality is consistent across OS/browser/platform configurations.
* Game systems like scoring, leveling and adaptivity perform as expected.
* Engagement metrics (including retention) exceed benchmarked requirements.
* Games not needed to expand Lumosity’s coverage must exceed engagement minimums.
* [Redesign] Revisions demonstrate greater engagement than past versions.
* Qualitative feedback finds the game to be intuitive, appealing (drives conversion) and engaging (drives use and retention) across different types of users and platforms.
* All art polish issues that were postponed during Early Access should be finished or closed out if no longer relevant.

SIGNOFF: Science, PM, Game Systems, Engineering, Art, QA