1. **Decide how many testers/audience we need**

How many people will we engage during the beta testing period? Some of them won’t detect bugs, and some of them will tell us they liked the app even though they faced problems with it. It’s just easier to write “everything is okay” than to provide detailed feedback.

## Decide what type of testers/audience we need

Depending on our goals, we must decide what type of person to select as a tester based on their background and experience. Developing a beta tester persona will help us choose the right users for this stage of development.

Usually there are two types of beta testers: technical (these detect bugs) and marketing.

During the planning part of the app development process, we will probably define the ”[user persona](https://www.interaction-design.org/literature/article/user-personas-for-mobile-design-and-development-a-winning-technique-for-great-ux)”. We developed the entire concept around that final user, and probably had several questions:

* What problems do they have?
* What solutions do they need?
* What solutions can we provide?
* What would make this person use an app on a daily basis?
* What features are they looking for?

At this point, we have additional requirements:

* What goals do we have for the beta-testing phase?

Do we want to get feature request? Discover bugs? Develop an audience of early users?

1. **Give testing a timeframe**

How long will our beta test take? If we don’t plan a timeframe for our test period, it can take too long. We should give the beta testers enough time to try all features of the app and detect all its issues.

How long should the beta test last? This will depend on your goals, resources, the tester limitations, and the number of test phases we opt for.

## 4. Take their opinions into consideration

When our testers inform us about bugs, we’ll clearly do everything to fix them. But what happens when they give tips for improvement? Some of the features, might not be liked for example.

## 5. Be selective by selecting the right audience

We should listen to the feedbacks received and consider them, but we should proceed only with those suggestions that make sense, and fill the report testing section with the feedback received.