HeyHelpy 30-Day Beta Test Plan

Friends & Family Testing in Melissa, TX | Adult-Only Platform (15+) | Legal Protection First

🎯 **Beta Test Goals**

**Target:** 5 helper friends + 10 family friends | **Transactions:** 20+ successful bookings | **Feedback:** Detailed user experience data

🛡️ **Legal Protection Priority**

**No Testing Without:** Business insurance + LLC formation + Independent contractor agreements + Age verification (15+)

**Remember:** You provide technology platform only. Helpers are independent contractors. No child accounts allowed.

📋 **Phase 1: Foundation Week (Days 1-7) - Legal Protection & Setup**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Day | Time Block | Tasks | Owner | Priority | Success Metric | Notes |
| **Day 1**  **July 19** | 9-11 AM | Update SupportHub Consultancy to include marketplace services  Call 3 insurance brokers for general liability quotes  Contact business attorney for marketplace contract review  Verify business bank account can handle marketplace payments | You | Critical | *Business entity updated + insurance started* | SupportHub already has corporate shield |
|  | 2-4 PM | Draft adult-only Terms of Service (15+ age restriction)  Create Privacy Policy (no child data collection)  Draft Independent Contractor Agreement template  Create liability limitation disclaimers | You | Critical | *Contract protection established* | Emphasize platform = technology only |
|  | 7-8 PM | Text 5 Melissa teacher friends about helping/testing  Create WhatsApp group "HeyHelpy Beta Testers"  Set up Airtable: Helpers, Families, Bookings, Legal  Create simple feedback form for beta users | You | Important | *Helper recruitment + tracking ready* | Leverage existing SupportHub credibility |
| **Day 2**  **July 20** | 9-11 AM | Purchase General Liability insurance ($1M minimum)  Purchase Professional Liability/E&O insurance  Add cyber liability coverage (marketplace data protection)  Update SupportHub business account for HeyHelpy transactions | You | Critical | *Full insurance protection active* | NO TESTING without insurance coverage |
|  | 3-5 PM | Upload legal docs to app (Terms, Privacy, Contractor Agreement)  Implement age verification (15+ only signup)  Add liability disclaimers to app flows  Test signup flow with terms acceptance | You + Dev | Critical | *Legal protection integrated* | No child accounts allowed |
| **Day 3**  **July 21** | 10-12 PM | Submit iOS TestFlight build with legal docs  Submit Android internal testing build  Set up background check provider (Checkr or GoodHire)  Create helper screening checklist | You + Dev | Critical | *Apps submitted + screening ready* | Background checks = due diligence proof |
|  | 2-4 PM | Full QA test: signup → browse → book → pay  Test age verification (reject under 15)  Test terms acceptance and liability disclaimers  Document all bugs and legal flow issues | You + Friend | Critical | *Legal + tech flows validated* | Ensure no minors can create accounts |
| **Day 4**  **July 22** | 9-11 AM | Meet with first potential helper (18+ only)  Review Independent Contractor Agreement  Initiate background check process  Verify ID, references, and qualifications | You | Critical | *First helper legally onboarded* | Document proper screening process |
|  | 7-8 PM | Text 10 Melissa parent friends about testing app  Create simple explanation message  Offer to help with first booking | You | Critical | *10 families contacted* | "Testing local tutoring app - need your help!" |
| **Day 5**  **July 23** | 10-12 PM | Set up Instagram business account  Create Facebook business page  Design simple logo/banner graphics  Write bio: "Local tutoring & babysitting - Melissa, TX" | You | Important | *Social presence established* | Keep branding simple and local |
|  | 3-5 PM | Onboard 2nd helper (different specialty)  Test helper-to-helper referral flow  Document onboarding improvements needed | You | Critical | *2 helpers active* | Different subjects/age groups ideal |
| **Day 6**  **July 24** | 9-11 AM | Set up Firebase Analytics  Install Sentry for crash reporting  Test analytics events: signup, book, pay  Create analytics dashboard in Google Sheets | You + Dev | Critical | *Analytics tracking live* | Essential for understanding user behavior |
|  | 2-4 PM | Help first family download and signup  Walk through booking their first session  Complete first real transaction  Document user experience issues | You | Critical | *First real transaction completed* | Celebrate this milestone! |
| **Day 7**  **July 25** | 10-12 PM | Record 15-second app demo video  Create 3 simple social media graphics  Write first Instagram post  Plan content calendar for next week | You | Important | *Content ready for sharing* | Keep messaging focused on local community |
|  | 2-5 PM | Weekly review: analyze all feedback  Update bug priority list  Plan week 2 improvements  Celebrate week 1 completion! 🎉 | You | Important | *Week 1 retrospective done* | Document lessons learned |

🚀 **Phase 2: Testing & Iteration (Days 8-14) - Build User Base**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Day | Time Block | Tasks | Owner | Priority | Success Metric | Notes |
| **Day 8**  **July 26** | 9-11 AM | Create simple landing page (Carrd/Webflow)  Add app download links  Include helper waitlist form  Add referral tracking form | You | Critical | *Web presence established* | [heyhelpy.com](https://heyhelpy.com) or similar domain |
|  | 2-4 PM | Onboard helpers #3, #4, #5  Ensure variety: math, English, science tutors  Test scheduling conflicts handling | You | Critical | *5 helpers total active* | Different specialties and availability |
| **Day 9**  **July 27** | 9-12 PM | Set up Stripe: commission logic (10%)  Test tip jar functionality  Test refund process  Verify fee transparency for users | You + Dev | Critical | *Full payment system working* | Test edge cases: $0 tips, failed payments |
|  | 2-4 PM | Onboard families #2, #3, #4  Help each complete their first booking  Document booking friction points | You | Critical | *4 families actively using app* | Different family types/needs |
| **Day 10**  **July 28** | 9-11 AM | Post in Melissa Facebook groups  Share in Melissa Neighbors group  Post in local mom groups  Use personal account for authenticity | You | Critical | *Community awareness created* | "Local Melissa resident testing new app" |
|  | 7-8 PM | DM 10 local tutors on Facebook  DM 10 parents from school events  Explain beta testing opportunity | You | Important | *20 direct outreach messages sent* | Personal touch - mention mutual connections |
| **Day 11**  **July 29** | 10-12 PM | Create feedback survey (Google Forms)  Send to all current users  Ask specific questions about pain points  Offer $5 gift card for completion | You | Important | *User feedback collected* | Focus on UI/UX improvements needed |
|  | 2-4 PM | Schedule 1-on-1 calls with power users  Deep dive on their experience  Document feature requests | You | Important | *Detailed user insights gathered* | Record calls for later analysis |
| **Day 12**  **July 30** | 9-12 PM | Fix top 3 bugs from user feedback  Improve onboarding flow  Update app copy for clarity  Test fixes thoroughly | You + Dev | Critical | *User experience improved* | Prioritize by frequency of complaints |
|  | 2-4 PM | Create referral incentive program  $10 credit for both parties  Test referral tracking  Send referral codes to current users | You | Important | *Viral growth mechanism active* | Track which users refer most actively |
| **Day 13**  **July 31** | 9-11 AM | Soft launch: share reel on social media  WhatsApp status update  Run $20 Facebook ad (Melissa zip codes)  Target parents 25-45 | You | Critical | *Public launch initiated* | Monitor responses and engagement |
|  | 3-5 PM | Monitor app downloads and signups  Respond to social media comments  Track conversion rates  Update metrics dashboard | You | Important | *Launch metrics tracked* | Document what messaging works best |
| **Day 14**  **Aug 1** | 10-12 PM | Collect reviews from satisfied users  Ask for App Store reviews  Screenshot positive feedback  Create testimonial graphics | You | Important | *Social proof established* | Use real names with permission |
|  | 2-5 PM | Week 2 retrospective  Analyze user acquisition channels  Plan week 3 growth activities  Set targets for next phase | You | Important | *Week 2 analysis complete* | Focus on what's driving real usage |

📈 **Phase 3: Scale & Optimize (Days 15-21) - Growth Focus**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Day | Time Block | Tasks | Owner | Priority | Success Metric | Notes |
| **Day 15**  **Aug 2** | 9-11 AM | Finalize business liability insurance (General + E&O)  Add cyber liability insurance if not included  Update all helper Independent Contractor Agreements  Create emergency incident response protocol | You | Critical | *Full legal protection active* | $2-3M total coverage recommended |
|  | 2-4 PM | Partner with local schools for tutoring referrals  Contact Melissa elementary school counselors  Offer free session for teachers' kids | You | Important | *School partnerships initiated* | Educational focus differentiator |
| **Day 16**  **Aug 3** | 9-12 PM | Host first "Helper Meetup" at local coffee shop  Invite all 5 helpers + prospects  Discuss platform improvements  Build community among helpers | You | Important | *Helper community event held* | Foster loyalty and get direct feedback |
|  | 2-4 PM | Expand to neighboring McKinney zip codes  Update app geo-targeting  Test cross-city booking logistics | You | Important | *Geographic expansion tested* | Melissa + McKinney coverage |
| **Day 17**  **Aug 4** | 10-12 PM | Create content: "5 Benefits of Local Tutoring"  Write blog post for website  Create Instagram carousel  Share in parent Facebook groups | You | Important | *Educational content published* | Position as thought leader |
|  | 3-5 PM | Implement push notifications  Test booking reminders  Send retention campaign to inactive users | You + Dev | Important | *Re-engagement system active* | Reduce user churn |
| **Day 18-21**  **Aug 5-8** | Daily | Daily: Monitor metrics and respond to issues  Daily: Social media engagement (15 min)  Daily: Follow up with new signups  Daily: Update tracking spreadsheet | You | Important | *Consistent operation maintained* | Building sustainable routines |

📊 **Phase 4: Data Analysis & Future Planning (Days 22-30)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Day | Time Block | Tasks | Owner | Priority | Success Metric | Notes |
| **Day 22-24**  **Aug 9-11** | Daily | Comprehensive user interview sessions  Analyze all usage data and patterns  Document key learnings and insights  Calculate unit economics and retention | You | Critical | *Complete data analysis done* | Foundation for scaling decisions |
| **Day 25-27**  **Aug 12-14** | Daily | Plan product roadmap for next 3 months  Design scaling strategy for DFW expansion  Create hiring plan for key team members  Develop fundraising materials | You | Important | *Growth strategy finalized* | Ready for next phase launch |
| **Day 28-30**  **Aug 15-17** | Daily | Prepare investor updates and demo  Create case studies from successful matches  Plan public launch strategy  Celebrate 30-day beta completion! 🎉 | You | Important | *Ready for public launch* | Foundation solidly established |

🎯 **30-Day Success Targets**

✅

**LEGAL PROTECTION**

5

**ACTIVE HELPERS**

10

**ACTIVE FAMILIES**

20+

**COMPLETED SESSIONS**

$500+

**TOTAL GMV**

4.8+

**AVERAGE RATING**

📝 **Key Success Factors**

**Legal First:** No testing without proper insurance and legal protection in place.

**Personal Touch:** Use your local connections and reputation in Melissa to build initial trust.

**Quality Over Quantity:** Focus on creating amazing experiences for your first users rather than rapid growth.

**Documentation:** Record everything - user feedback, bugs, what works, what doesn't.

**Community First:** Position as "made by Melissa residents, for Melissa families."

**Safety Focus:** Make safety and trust your primary differentiator from day one.

**Adult-Only Platform:** Strictly enforce 15+ age requirement to avoid COPPA complexity.