



#73 Hard-easy effect

We need to make participation as easy as possible. It's about every action you take, whether it's clicking a button in a pop-up window, filling out a form, etc. We should remove all unnecessary actions.

#80 Appeal to novelty

The most obvious move is to appeal to the novelty of the created product/functionality. The more associations we make with new products, the more interesting our proposal will seem.

#79 Hyperbolic discounting

Even if we plan to give rewards for participation in beta testing upon its completion, our offer should include some instant, short-term rewards.

#88 Endowment effect

We can move a small element of functionality that is already available to users into the beta-testing scope. For safety, we can take the least popular system components and move them to beta. The idea is that the user, considering these components "their own" (even if they have never used them), is more likely to agree to join the beta testing.

#64 Spotlight effect

We can highlight the publicity that will follow the actions of our beta testers.

#75 Barnum effect

We can create a list of messages personalized by user groups. In the messages, we can emphasize the "unique" characteristics of the user and the fact that he was "specially selected" to participate in beta testing.

#16 Self-reference effect

In our offer to participate in beta testing, we can use information in which the user "sees himself". For example: "Most of our beta testers are Premium service plan subscribers and use the product in the evenings." Another example: "Are you worried about the low speed of report generation? So are our beta testers. You can join the testing right now." Note that we are not saying that beta testers do not have any problems with reporting or other functionality. We are only using a reminder of a common problem to create a self-reference hook. Of course, the examples are stretched, but the idea should be clear.

#21 Distinction bias

In the user's eyes, the options "do nothing" and "take part in beta testing" are a choice between comfort and a waste of mental energy (discomfort). It may be helpful to show clearly all the benefits of participation. A well-made picture may be suitable for this ([#14 Picture superiority effect](#)).

#27 Post-purchase rationalization

We should understand that selling the idea of participating in beta testing is no different from selling any other product. Therefore, we should take care of providing the user with material to rationalize his actions. The fact that the user has no doubts about the correctness of his action will let us create a loyal user base.