**The Expansion of Testing Program**

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**Prepared by:** Nigina Nasirova, Project Manager, nigina\_nasirova@marketpro.com

After consultation with the project sponsor Lori, it has been decided to extend the testing program to observe several potential customers using early versions of the system to get their feedback. Integrating customer knowledge in the research and development phase is a way of refining products both before and after launch. This will help the company save time and resources that would otherwise be spent on developing some of the website features.

To implement this goal, the company has decided to team up with Edsy’s, the educational consulting firm that will help MarketPro develop several partnership programs with schools in order to get feedback on the system from potential customers. It has been agreed that Julie, one of the Edsy’s top consultants and some of her colleagues will provide MarketPro with the list of schools that expressed a desire to use the product and participate in the development process. After determining the number of schools participating in the testing program, the contracts describing terms of cooperation should be signed between the parties. Each school is expected to provide two teachers who will test early versions of the system and provide their feedback in the form of user stories. Customer representatives should prepare their reports with recommendations for system improvement within two days after the release of each website version.

After user stories are received, the project team members should analyze results of early customer testing of the system and decide how to solve the problems or implement user suggestions to improve performance of the system. Depending on the nature of the problem, the project manager must assign certain team members to work on its solution.