**Beta plan overview**

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| Beta planning category | Beta planning consideration |
| Testing purpose | * Define the test purpose and intended results * Identify the type of beta test |
| Internal readiness | * Define testing roles and responsibilities |
| Tester recruitment | * Identify external buyers and users to be included in the test * Define tester incentives |
| Targets | * Describe how testers will be contacted |
| Testing objectives | * Define the testing objectives * Objectives should be SMART (Specific, Measurable, Attainable, Relevant, and Time-Bound) |
| Test management | * Define test management logistics * Include testing venues |
| Communications planning | * Describe how communications will be conducted |
| Costs | * Define testing costs * List funding source(s) |
| Scheduling | * Define the testing schedule |
| Legal | * Describe any legal considerations |
| Key performance indicators (KPI) | * Define testing measurables or KPIs |