**Develop a Beta Plan for the Scenario.**

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| Beta planning category | Beta planning consideration |
| Testing purpose | * To validate usability, performance, and user satisfaction of the Mobile Laptop Interface Whiteboard (WB-3000) and gather actionable feedback prior to market launch. |
| Internal readiness | * A sales team of 10 will manage user testing. UX team will lead usability testing. All required contracts, mockups, budget approvals, and schedules are in place. |
| Tester recruitment | * 25 testers will be recruited from 2 educational institutions and 3 corporate organizations within 25 miles. Contacts will be made via email/phone and transportation will be arranged. |
| Targets | * Test with 25 users * Achieve ≥ 85% satisfaction rating * Gather improvement suggestions * Complete testing within 2 weeks in June |
| Testing objectives | * Evaluate core features and interface * Validate pricing perception * Ensure product readiness * Identify improvements before launch |
| Test management | * The testing will be conducted at LWT HQ, 2 schools, and 3 corporate offices, each providing large conference rooms. Sessions will be managed by Sales and UX teams. |
| Communications planning | * Outreach begins 60 days before test. RSVP collection and confirmation handled by Marketing. Transportation and logistics support provided as needed. |
| Costs | * UX testing: $25K * Design & development: $75K * Marketing & launch: $50K * Covered by Operations sponsor; tester incentives are in-kind. |
| Scheduling | * Design Finalization: March * Development: April–May * Beta Testing: June * Launch: July * Retirement: Launch + 24 months |
| Legal | * All testers sign agreements: complimentary units provided but cannot be resold for 1 year. Legal risks and IP protections reviewed and managed by the legal team. |
| Key performance indicators (KPI) | * ≥ 85% satisfaction rate * All features rated individually * ≥ 75% pricing model approval * Usability issues identified and resolved before launch |