
Apple Beta Software Program - iOS

User feedback
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Motivation

I wanted to know how well the beta software program for iOS is doing , so I ran a survey that gathers data on the following:

- Demographics of beta participants
 - Motivation of participants
 - Why people leave the program
 - What's good and bad about the program
 - Feedback on the Feedback Assistant App
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Within 36 hours, I obtained

124

**respondents through online forums such as reddit.com and
macrumors.com.**

Survey Results

Respondent Demographics

70%

beta testers joined the program
since it started (Summer '15)

79%

are still beta testing till now

Reasons for leaving beta

- Loss of interest
 - Beta too buggy
 - Latest jailbreak is available
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Motivation for taking part in beta

93%

want to *access the latest iOS software*

51%

want to *help Apple find bugs*
to improve its software

Frequency of bug reporting

85%

have submitted a bug report

82%

have submitted 1 - 5 reports
on average ***per beta*** release

The Beta Program

What's liked &
disliked?

The good

- Early access to new software
 - Help Apple find bugs
 - Program is free!
 - Direct feedback to Apple
 - Makes people feel special and part of Apple
 - Understand latest software to help others
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"It's like a new surprise every couple of weeks from Apple. Every update is like having a new phone on Christmas morning. Also - I get to endlessly brag to my friends about having new features".

- Anonymous

The not so good

- Beta software too buggy
 - Hardly no response after submitting feedback to Apple
 - Difficulty in reverting back to public release
 - Inability to use current beta as new one is released
 - Lack of schedule and not knowing whether future beta versions would be smoother or buggier than the current one
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Feedback Assistant App

What's good,
what's not good,
and how can we
improve?

What's good

- 86 respondents found the app easy to use
 - 34 respondents found the app comprehensive
 - Designed in a way to make user submit more descriptive and useful bug reports to Apple
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What's disliked

- App is slow and sloppy
 - Buggy (app crashes during submission, some reports unsent etc.)
 - Some fields are redundant
 - Inability to add video or animation
 - Lack of acknowledgement/response from Apple that they have read the submitted reports
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How can we improve the app?

**3 suggestions
I find useful**

- Real-time update of bug report from being read by Apple to when it is addressed/fixed
- Community discussions and upvoting
- Allow users to choose from a list of already known bugs if experiencing similar problems

Other suggestions

- Include screen recording for capturing animation bugs and provide video attachment
 - Improve UI and app performance
 - Include more options for bug reporting
 - Include direct tool to respond to further information requested for bug report
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Conclusion

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User feedbacks are great. I hope this data can be useful to make the *public beta program* better and provide an *understanding of the beta participants*. Ultimately, I would love to see the beta program achieve its ultimate goal of **making Apple software better for its customers.**

References

You can get the original survey responses by clicking the link below:

[Survey Link & Responses](#)
