

Beta Plan Overview

Beta Planning Category	Beta Planning Consideration	3D Printer Example
Testing Purpose	<ul style="list-style-type: none"> Define the test purpose and desired results Identify the type of beta test 	<ul style="list-style-type: none"> Validate that system configuration meets the needs of various commercial users Ensure users can easily download and manage the system using the app A Pilot Test methodology will be used
Internal Readiness	<ul style="list-style-type: none"> Define testing roles and responsibilities 	<ul style="list-style-type: none"> Product manager will work closely with key development team members to conduct testing. UX will plan the testing and document results for the app Marketing, manufacturing and operations, and customer support will participate as observers to collect feedback data
Tester Recruitment	<ul style="list-style-type: none"> Identify external buyers and users to be included in the test Define tester incentives 	<ul style="list-style-type: none"> Initial beta plan will focus on commercial systems Tests will be conducted at testing site Test candidates will include three small system users, three moderate system users and two large system users Test candidates will be provided transportation and catering. In addition discounts will be provided to tester to upgrade current systems to new product line
Targets	<ul style="list-style-type: none"> Describe how testers will be contacted 	<ul style="list-style-type: none"> Testers will be contacted weekly to share status and updates
Testing Objectives	<ul style="list-style-type: none"> Define the testing objectives Objectives should be SMART. (Specific, Measurable, Attainable, Relevant, and Time Bound) 	<ul style="list-style-type: none"> Validate all system functions and features Validate the marketing value proposition and positioning messages and pricing options Validate usability, functionality and user satisfaction of app based on user performance, questions, and responses Complete refinements before launch

Test Management	<ul style="list-style-type: none"> • Define test management logistics • Include testing venues 	<ul style="list-style-type: none"> • All testing will be done at testing site • Commercial systems and app prototype will be tested • Testing will be conducted from 10:00AM to 12:00PM with lunch provided • Advanced testing will occur from 1:00PM to 3:00PM
Communications Planning	<ul style="list-style-type: none"> • Describe how communications will be conducted 	<ul style="list-style-type: none"> • Testers will be contacted weekly to share status and updates
Costs	<ul style="list-style-type: none"> • Define testing costs • List funding source(s) 	<ul style="list-style-type: none"> • Marketing will fund the testing • \$10,000 USD have been allocated for all testing requirements
Scheduling	<ul style="list-style-type: none"> • Define the testing schedule 	<ul style="list-style-type: none"> • Test 1: Small systems users (Tuesday) • Test 2: Moderate systems users (Wednesday) • Test 3: Large systems users (Thursday)
Legal	<ul style="list-style-type: none"> • Describe any legal considerations 	<ul style="list-style-type: none"> • NDA will be required • All testers will be legally validated and confirmed
Key Performance Indicators (KPI)	<ul style="list-style-type: none"> • Define testing measurables or KPIs 	<ul style="list-style-type: none"> • Complete all testing within 4 hours each day • Ensure all system features and functions are tested • Testers can complete downloading the app, understanding the app features, and begin to operate the system effectively within 15 minutes • Testers can self correct 100% of all errors without assistance • Satisfaction rating for app is 4.5 or above out of 5 • Document and validate all feedback and findings