



Is my product ready for B.E.T.A. testing?



Do I have a stable, functional prototype that can be shared?

Yes No

Is my #1 priority acquiring new customers?

Patience, young grasshopper. Keep developing!

Yes No

Develop your sales strategy

Do I have a clear priority of my BETA testing objective?

Examples of BETA testing objectives:

- Understand needs of user
- Confirm product - market fit
- Improve user experience

Yes No

Do I know my specific target market?

Define your BETA testing goals and how you will measure them

Yes No

You're ready to BETA test!

Refine your target audience.

How do you refine your target audience?

1. Track your intended audience. (customer the product was built for)
2. Look at your competitor demographics to determine if you are missing any information about your potential target users.
3. Look into "grey zone" users. This means people who may use your product whom you may not have initially built it for.

An example:

You made a glow in the dark hoola hoop.

Your customer is children between the ages of 6-12. Your target audience are their parents.

Your competitors also target teenagers enrolled in dance classes.

Your "grey zone" users are adults who use the hoola hoop as an accessory for a festival.

Ensure you have reviewed the [B.E.T.A. Testing Checklist for Success](#) before submitting your testing opportunity to the moderating team.

To submit your B.E.T.A. test, follow the instructions in the ["Posting Guidelines"](#) pinned in the Facebook group.