beta

B.E.T.A. Testing Checklist for Success

① Your Product

- ☐ Passed QA
- ☐ Only has minor UX/UI issues/ bugs
- ☐ Is ready for distribution

② Your Testers

- ☐ Representative of target
- ☐ Know how many you need
- ☐ You're available to offer guidance on their role and responsibilities

③ The Format

- ☐ Have appropriate length and timing
- ☐ Easy access (URLs, user IDs)
- ☐ Defined hypothesis and goal (Technical beta, marketing beta or mix?)

④ Your Analysis

- ☐ Do your results match your initially defined hypothesis?
- ☐ Is your data actionable?
- ☐ Will you give feedback to your testers?

Below are the average number of testers needed based on project size

SMALL
3-5 testers

APPLICATION
10-25 testers

B2B PRODUCT
75-300 testers

GAMING APPS
200-1000

—

It is recommended to run testing for 4 to 10 weeks. Take into consideration holidays and weekends.