beta

BETA Testing:
KPIs & Metrics Worksheet

How do you set yourself up for successful BETA testing?

1. Clearly indentify your goals

2. Define the metric needed to achieve your goal

3. Build a question that gets you the data you need

4. Analyze your data and take appropriate action

Clearly identify your goals

For the best results, focus on one goal at a time when testing. If you have more than one goal, set up seperate tests. Prioritize which test you run first by determining which is most critical to the advancement of your product.

Some goals you can focus on:

- Quality of your product
- User experience
- User satisfaction
- Feature validation
- Stickiness of your product

Define the metric

Now that you have defined which goal you are focusing on, dive deeper.

Ask yourself:

- Which specific aspect or feature of your product am I assessing?
- What type of data do I need to gather to get an answer? Quantative or qualatative?
- How will I define next steps based on the responses I recieve?

Build your question

This step is crutial to the success of your test. If you build your question incorrectly, or half-fast— you won't get the data you need for your next steps.

Writing your question Dos & Don'ts:

DO write objective questions.
Example: How would you rate the animations, on a scale of 1 (bad) to 5 (great)?

DON'T bias the respondents.
Example: In this amazing explainer video, how awesome are the animations on a scale of 1 (bad) to 5 (amazing!)?

DO keep your questions short and concise.
Example: Which of the following three (3) features do you like best?

DON'T be vague or lack context.
Example: Do you like this?

DO edit your questions to make sure you cover everything.
Example: How would you describe your experience with the FAQ page?

DON'T be redundant with your questions
Example: Do you like this feature? Do you think this feature is good?

Analyze your data and take action

Woohoo! You have the answers to your questions! Now what?

Go back to your goal: Remind yourself of the reason you did BETA testing and why you asked those specific questions.

Analyze your data: Look for trends in responses. Are the same answers all coming from a specific demographic or age group?

Take action: If your product quality isn't as good as you hoped, don't ignore the comments from your testers. Wanting to move to the next step in your product development is natural, but ignoring your tester's feedback would be as if you didn't do it at all!

Don't be choosy about the feedback you action: You may like a specific feature, but if it's causing a blocker for your users— you need to reaccess.