

Closed Beta testing

What's effective, what's not?

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About me

- Raul Liive
- Soon to be father of 2
- 6 years of experience in Skype
- Experience in IT end user generic issue solving and support
- Masters student in the DDVE

What I do in Skype?

- Run the Closed Beta Program
- Blog about new releases
- Deal with Quality Engineering outsourcing



BETA

7/5 8/14



Who is a beta tester?

„A beta tester is someone who tests a product before it is released. Beta testers help companies identify weak points in their products which could cause consumer frustration, raise questions and they also identify specific technical issues in the product.“

What is beta testing?







Goals of Beta testing

Most common goals are:

- Feedback on general usability and design
- Detection of „forgotten“ use cases
- Issues finding
- Viral marketing

Why to Beta test?

- Can be combined with usability studies
- Ability to get early feedback even before start of coding
- Reduced costs of product development
- Better user engagement
- Less churn

Setting up a beta program

- Choose thoroughly communication and collaboration tools
- It's a key to choose right participants
- Set clear goals
- Set clear expectations
- Be fast
- Incentives are good
- Confidentiality

What does not work?

- Incentives are great, but some people might focus only on them
- Impersonal communications
- Reporting to black hole
- Large groups of testers

Installijuhend

Paigalduspakid

- Mac OS X
- Ubuntu
- Fedora
- Open SUSE

Testraport ja testilood

Lähtekood

Testitulemused ja märkused saata aadressile: abi@id.ee. Abitelefon: 1777.

Tagasiside raporti kirjeldus

Beetatestimisest huvitatud isik saab koostada testtulemuste kohta tagasiside raporti.

Kvaliteetne tagasiside raport peaks sisaldama järgmisi punkte:

- Testitud mooduli nimi (DigiDoc klient, Utiliit, Crypto, JDigiDoc teek jne)
- Testloo number ja nimetus, mille kohta märkus/viga leiti (näiteks TC2564 + Allkirjastamine kliendist juurdepääsutõend on olemas + bdoc).
- Kui märkus/viga on leitud testloo väliselt tuleb see eraldi ära märkida (näiteks DigiDOc Klient ei käivitud üldse vms)
- Operatsioonisüsteem koos täpse versiooniga (näiteks Ubuntu 10.04 64 bit)
- Kaardilugeja tüüp (näiteks Omnikey 1021)
- ID-kaardi baastarkvara versioon (näiteks qdigidoc versioon qdigidoc_3.0.BUILD.578.80 (näiteks Ubuntu all saab seda teada käsuga aptitude show qdigidoc))
- Detailne kirjeldus seisneb tuvastatud märkus/viiga?
- Testija nimi ja ISIKUKOOD

Tagaside raport palun edastada abi@id.ee

What works?

- Intimate personal communications
- Close group of people who know each others
- Well chosen group size fosters communications and collabration
- Events are great to raise motivation
- Collabration with other companies

Keep in mind

- It's all about communications
- What participant get's from it?
- Be focused
- Keep your promises

QUESTIONS?

Thank you!

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