Customer Validation: A Visual Workshop

Turning your beta testing process into a well-oiled customer feedback machine

centercode

Customer Validation ("CV") is the practice of collecting feedback from members of your target market during product development. This feedback allows development and product teams to reveal issues, capture ideas, and hear praise from customers before products reach the larger customer base. CV brings customers into the product development lifecycle and extends the efforts of teams moving at the fast pace of Agile and continuous delivery.

Customer Validation is

Targeted Users
Segmented users in your target market
(demographics / geographics)

Actual Products
Post-prototype or
feature complete

Live Environments
Homes, offices
(technographics)

Over Time
Weeks, months, or
ongoing iterations

7 out of 10 companies run Customer Validation in some form. But when it comes to program satisfaction, only 1 in 4 is happy with the results of their efforts.

At the heart of the challenges that cause dissatisfaction is a lack of mature processes. *4 out of 5 testing professionals are using inconsistent processes* when running their alpha and beta tests, making it harder to recreate successes and take on a proactive mindset.

CV in 20 Minutes
Get a crash course in Customer Validation

⬇ Download the Ebook

No Time to Plan

1 in 2 testing professionals says they need more time to scope their projects. While you can't magically manifest more time, you can maximize the time you have with this *standardized planning process and test plan template*.

Not Enough of the Right Testers

While **3 out of 4** professionals report difficulty recruiting testers from their target market, qualified and enthusiastic participants are out there - and there are many *strategies and channels you can use to reach them*.

Low Tester Participation

Dwindling participation plagues **2 out of 3** testing programs. Feedback volume and quality during your test are often a direct result of who you recruit and *how you engage with them*.
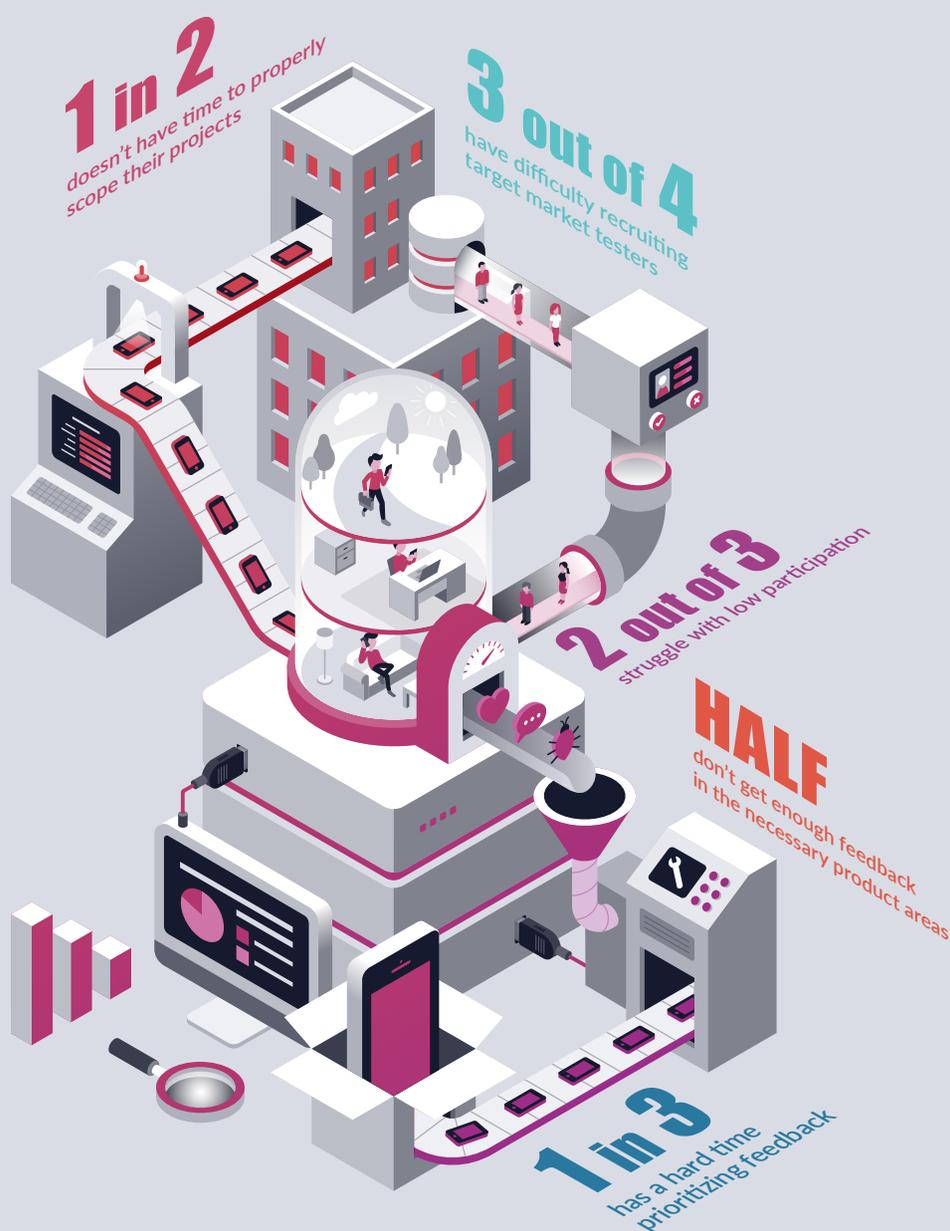
Irrelevant Feedback

Half of all testing professionals struggle to collect feedback in product areas where they need it most. Securing relevant, descriptive, and contextual feedback is like football - remember your goals (and when in doubt, *consult the playbook*).

Lackluster Results

Issues, ideas, and praise translate to recommendations on fixing, improving, and promoting your product. But **1 in 3** professionals struggles to prioritize their feedback. Luckily, *there are tools to help you handle the heavy lifting*.

Here are the *5 customer testing challenges* that are common side effects of uncontrolled processes:

1 in 2 doesn't have time to properly scope their projects

3 out of 4 have difficulty recruiting target market testers

2 out of 3 struggle with low participation

HALF don't get enough feedback in the necessary product areas

1 in 3 has a hard time prioritizing feedback

Centercode bridges the gap between innovators and their customers to deliver market-dominating products.

From recruitment and test management, to smart feedback prioritization and reporting - see the Centercode Platform in action.

🖥 On-Demand Demo

Short on time? Let our experts design a free custom test plan for your project - no strings attached.

📄 Free Test Plan