



The Beginner's Guide For Beta Testing Your Mobile App

September 2017



Created by:



Yasmine Helmy
Growth Marketer, Instabug
[@yasmine_helmy](#)



Aprille Muscara
Content Lead, Instabug
[@aprilledaughn](#)



Hady ElHady
Content Creator, Instabug
[@hadyelhady93](#)

In this presentation, you
will:

- 1. Learn the basics about beta testing**
- 2. Get resources to start beta testing**



So...

What is beta testing?



“Software undergoes beta testing shortly before it is released. 'Beta' is Latin for 'still doesn't work'.”

Beta testing is the last testing stage before your app's launch.

It comes after alpha testing (testing by internal team members) and it targets real users (beta testers).



**Now you know what
beta testing is, why is it
so important?**

Goals of beta testing:

- Find out how your app performs in the hands of actual users (beta testers)
- Identify and fix bugs based on tester feedback
- Identify and add new features based on user feedback

Benefits of beta testing:

- Validate your idea fast
- Confirm your app is moving in the right direction
- Check if the app meets users' needs
- Determine if all the features are worth it
- Discover problems to fix before launch
- Identify new features to add



**Let's drill down into the
details...**

**What types of beta tests
are there?**



Open beta tests vs. closed beta tests

Open beta tests:

- Anyone can participate
- Great for identifying and adding new features
- With mobile games, the characters created during open beta play testing usually remain activated

Closed beta tests:

- You recruit and select testers based on objectives
- Great for identifying and fixing bugs
- With mobile games, the characters created during closed beta play testing are usually wiped at the end of the program



**How long should a beta
test take?**

Absolute minimum length: 2 weeks

Ideal length: 6-10 weeks

What you should consider when **planning the length** of a beta test:

- Test goals
- Available resources
- Testers limitations
- Number of phases in beta test

If the beta test is too short:

- You miss out on potential improvements
- You end up with a buggy app, which could lead to:
 - App Store/Play Store rejection
 - Low ratings and negative reviews, which means:
 - Low downloads
 - High churn rate/low user retention

If the beta test is too long:

- You'll tire out your testers, which causes:
 - Low participation
 - Poor feedback



**What are the best places
to distribute your app?**

- [TestFlight](#): The easiest and most used tool to distribute apps to external testers.
- [Google Play Beta Testing](#): Android developers shouldn't forget about the tool they already have.
- [Crashlytics Beta](#): Provides you with a streamlined solution for distributing apps, with a single toolset for iOS and Android.

- [Appaloosa](#): A simple and secure enterprise app store.
- [AppBlade](#): Manage devices and deploy apps to employees and beta testers.
- [Installrapp](#): Easy iOS beta distribution with API.



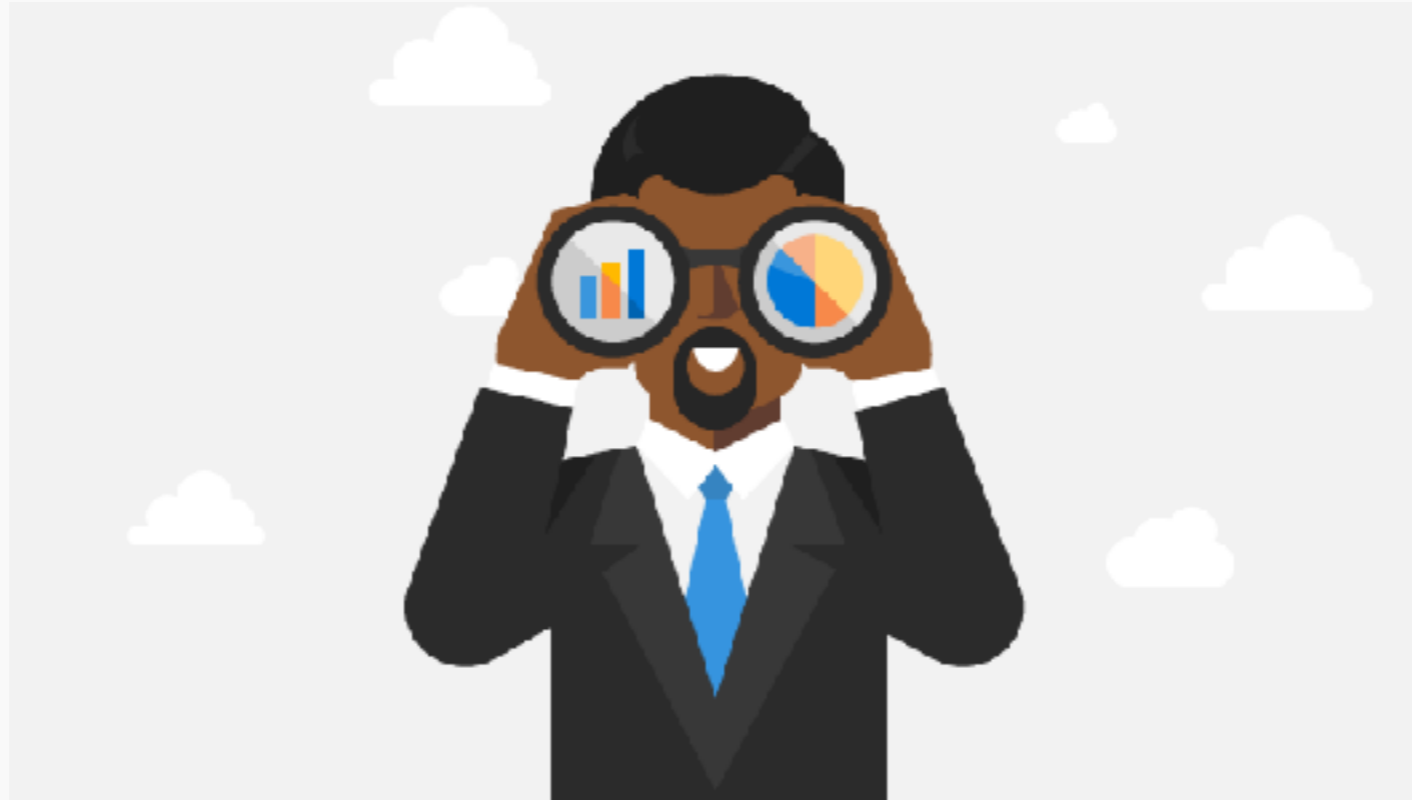
What about beta testers? What are their responsibilities?

Responsibilities of beta testers:

- Try your app
- Use it consistently for a specific period of time
- Report any issues, bugs, feedback



What types of beta testers are there?



Types of beta testers:

- Random beta testers (open beta)
- Technical beta testers (closed beta)
- Marketing beta testers (closed beta)

Random beta testers:

- Random testers in open beta tests typically have lower feedback rates compared to testers who are segmented according to the specific goals of the beta test
- Relatively easier to get than technical and marketing beta testers

Pro tips for getting the best from random testers:

- Only look for testers within your target audience to make your feedback as relevant as possible
- Ask specifically for feedback about your app's features to determine if they are valuable or not
- Ask for feature requests to identify new opportunities

Technical beta testers:

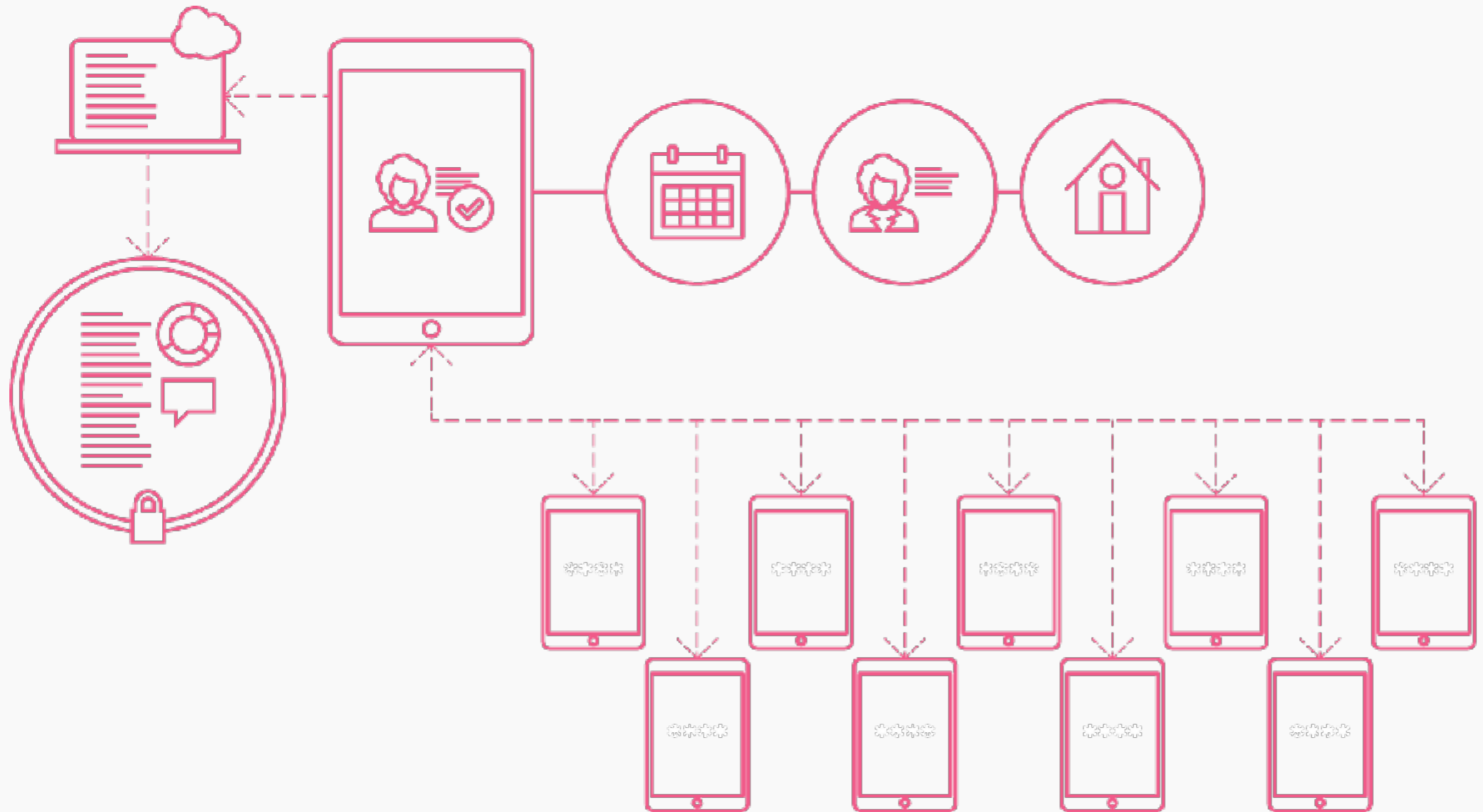
- Are typically professional testers with QA/QC backgrounds
- They test for bugs and corner cases and can give you constructive feedback from a technical point of view about UX and features of your app
- Usually paid

Marketing beta testers:

- Are typically press, evangelist customers, and influencers
- You test how the app is perceived by this VIP group in terms of UI and design
- Doing a beta test for marketing purposes is a tactic to gain awareness about your app from people who could promote it to large audiences
- Make sure you give them a bug-free, production-ready version of your app (NOT what you would give technical testers)



**How many beta testers
do you need?**



For open and technical beta tests:

- Only 1 out of every 5 testers will really test your app
- Aim for 100-300 testers to ensure your app is thoroughly tested
- According to best practices, one developer or QA team member should be assigned per 100 testers



Where can you find beta testers?

- [Twitter](#): Find testers using the common hashtags #Betatesting #Betatesters #Testmyapp #Indiedev, or scout for potential testers by checking several public Twitter lists that have been compiled by other apps.
- [Reddit](#): There are specific subreddits to help you find beta testers. Here are a few: [/r/TestMyApp](#), [/r/alphaandbetausers](#) and [/r/AndroidAppTesters](#).
- [Betali.st](#): One of the most active websites to find new betas. They feature two to 10 new startups every day.

- [Erli Bird](#): The focus here is around getting qualitative feedback for your app. You have the option of listing your startup as pre-launch, private access (with promo code), or a paid focus group.
- [Quora](#): Most early adopters and influencers can be found answering questions on Quora, so make sure to reach out to them, engage with them, and get their feedback about your app.
- [StartupLi.st](#): Similar to Betali.st, but listings are controlled and edited by yourself. You create an account and can edit your startup listings.

- [Betatesters.io](https://betatesters.io): Simple, straightforward, easy to use. Powered by Instabug. 💪
- [Hacker News](https://news.ycombinator.com): HN's community loves to try new things. That's a great opportunity to get expert feedback from a very tech-savvy audience. Submit your app to ShowHN, but make sure to [follow the rules](#).
- [Beta Bound](#): Developed by CenterCode to collect, organize, and offer beta testing opportunities in an ongoing stream.

- [TNW Market](#): You can create a listing of your startup for free and people can choose to sign up to be part of your beta testers team.
- [Beta Family](#): Beta Family is a crowd testing platform for beta testing iOS and Android applications. You can test apps on real people and get an honest opinion on the user experience.
- [AppStorm](#): A web and mobile channel where apps get reviewed. To get your app accepted, you will need to have a great presentation.

- [Killer Startups](#): Killer Startups is a news site that accepts submissions for review.
- Hunt for potential testers by joining communities on Google+, Facebook, LinkedIn, and any relevant blogs:
 - Reply to a relevant post
 - Talk about your app and how it provides a solution to the problem stated in the topic
 - Ask people to check out your app



**How should you manage
beta testers?**

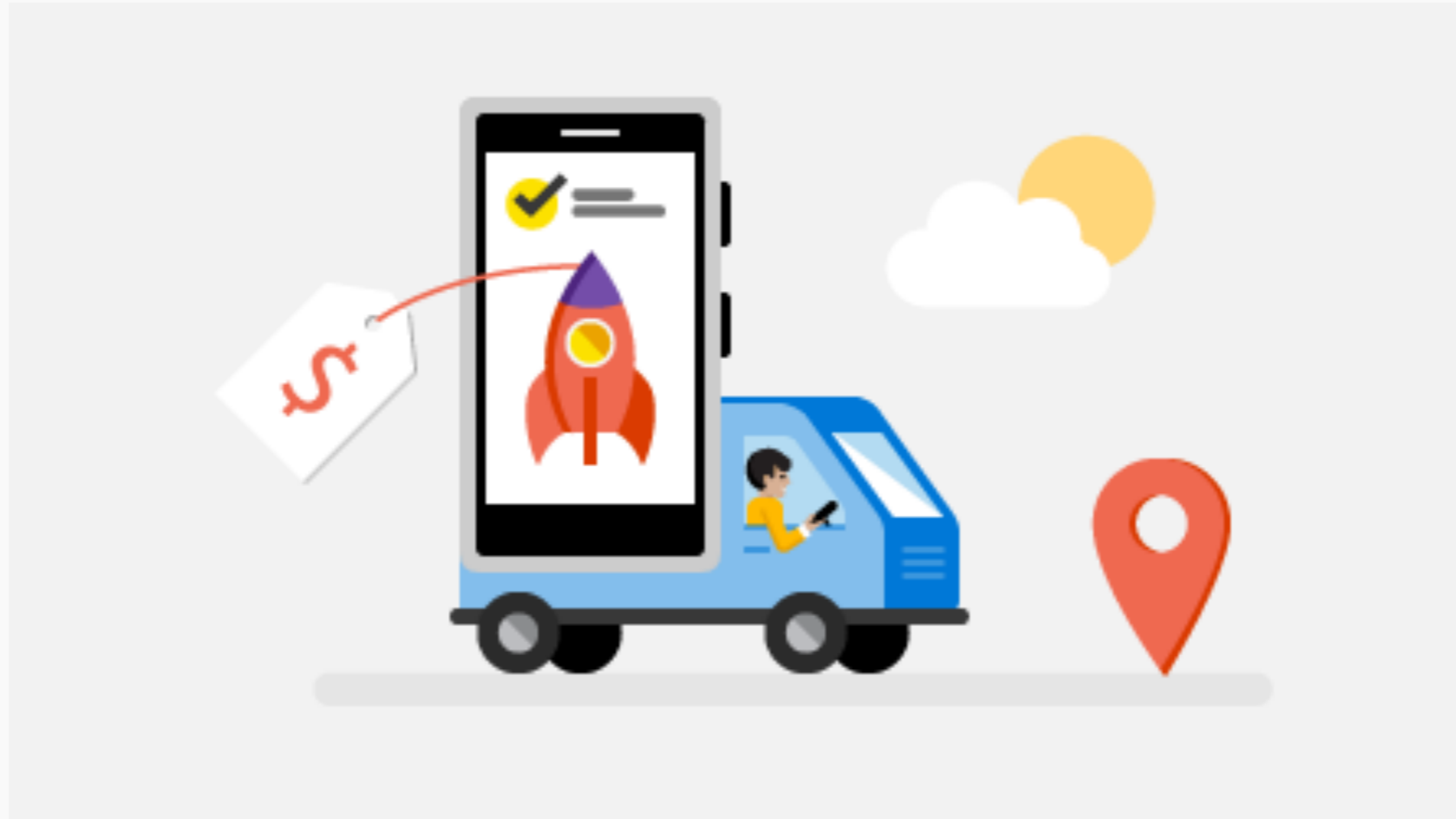
Pro tips for managing beta testers:

Don't just “manage” beta testers, treat them like your customers and turn them into early users of your app!

- Respect their time and efforts
- Provide exceptional user support
- Make them feel heard and appreciated
- Reward them with compensation (cash or in-kind)
- Implement their feedback
- Keep in touch but DON'T spam them



**How can you motivate
your beta testers?**



- [Respect](#)
- Swag
- Gift cards/promo codes
- Public appreciation
- Discounted or free app
- Points and prizes

Respect:

- Inform them clearly of your expectations and the parameters of the beta test beforehand
- Be transparent about any changes and communicate them to your testers in a timely way
- Recognize your beta testers' efforts and maintain long-term relationships
- Provide compensation for constructive feedback

Swag:

- Thank your testers and build brand loyalty
- Brand products with “beta” to make it special
- Give all your testers swag or make it dependent on points or number of bugs found

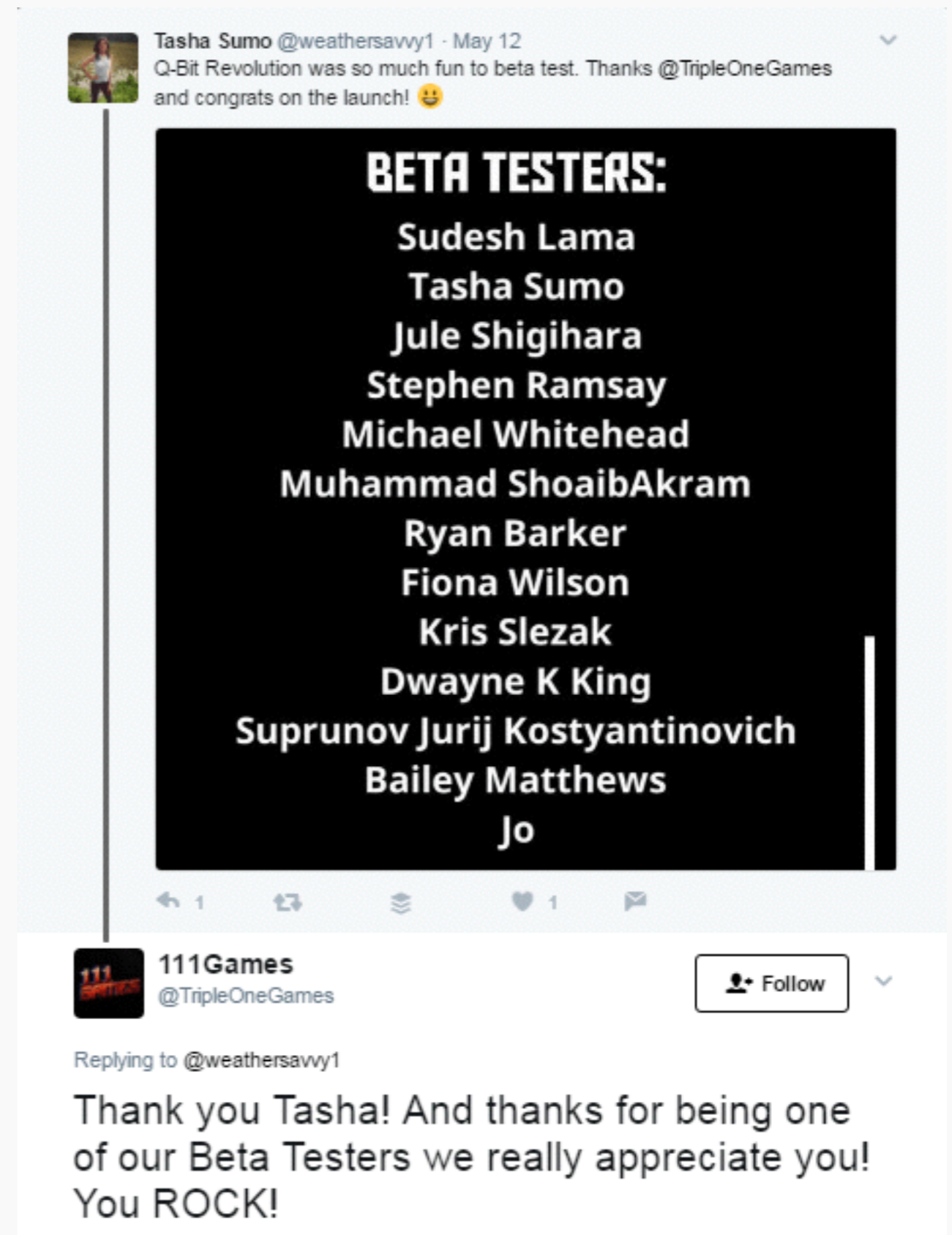


Gift card or promo code:

- Shopify offered users a \$50 Amazon gift card
- EA games offer their playtesters either a \$50 Amazon gift card or an Origin code to claim a free game of their choice
- Armore Games has offered playtesters \$20 iTunes Gift Certificate

Public appreciation:

- Makes testers feel appreciated
- Incentivizes other testers to participate
- Builds brand loyalty



Discounted or free app:

With all the time, effort, and coffee your testers will spend on your beta app, the least you can do is offer it to them for free.

Points and prizes:

- Rewards program
- In-game bonuses

Summon Kaeonos, the Dark Spirit



Effects:

- Increases caster's chance to block by 4.0%
- Increases Crit Bonus of caster by 40.0%
- Increases Potency of caster by 65.0%
- Increases Crit Chance of caster by 250.0
- Increases Max Power of caster by 4,500.0
- Increases Max Health of caster by 14,500.0
- Increases Mitigation of caster vs elemental damage by 5000
- Increases Mitigation of caster vs noxious damage by 5000
- Increases Mitigation of caster vs arcane damage by 5000
- Increases Ability Modifier of caster by 10,000.0
- **Your adventure level must be 100 or above to receive statistic bonuses.**
- Summons a mount to ride
 - Increases your ground speed by 100%
 - Increases your air speed by 150%



**Where can you learn
more about beta
testing?**

Learn more:

- [How to Know If Your Beta Test Was Successful?](#)
- [How to Find Over 200+ Beta Testers for Free](#)
- [Tips and Tricks for Beta Testing Your Mobile App](#)
- [What to Ask Your Beta Testers to Get Better Feedback](#)
- [How to Be a Good Beta Tester](#)



**THANK YOU FOR
READING!**

Check our blog: blog.instabug.com
Follow us on Twitter: [@Instabug](https://twitter.com/Instabug)