



# How to Design a Beta Test

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*Scenario: You have an early-stage startup or idea and you want to acquire your first users or customers and gain early traction and insights.*

## Action Items

*Here are action items to conduct a beta test quickly and efficiently:*

**1**

Define your ideal customer. Who are you trying to reach?

**2**

Define what you are trying to learn. What is the variable under test?  
e.g. usage, messaging, pricing

**3**

Define your timeframe or duration. When you are going to start/stop? e.g. 1-4 weeks

**4**

How many users or data points do you need? e.g. 32 customer surveys, 100 app installs, 50 RSVPs

**5**

By what method will you conduct your experiment? e.g. app usage data, surveys, informal conversations, customer interviews, submitted feedback

**6**

What is the success criteria that proves validity? e.g. pass/fail

**7**

After you have gathered your data, what is your next set of actions based on what you have learned? e.g. rework or proceed