

d—src

D-SRC Product Testing Manual

The Founders Guide to
Testing a New Offering in
the Market



D-SRC Product Testing Outline



Conducting a Product Test

Product testing involves introducing a new product or service to a small trial-group, obtaining feedback, and assessing outcomes before putting it out to market. Conduct a beta test of your product or service in real time. Develop samples, identify a test audience, create and send surveys, and use the feedback obtained to prove your outcomes and demonstrate a demand. Download the D-SOURCE Product Testing Workbook to get started.

1. Define Your Beta Testing Budget

- a. Develop a budget encompassing all items necessary for the beta test.

2. Develop a Beta Testing Timeline

- a. How long will the testing period run?

3. Define Metrics and S.M.A.R.T. Goals

- a. Describe the specific duties required of your test audience. What do you hope your test audience will achieve? What do you hope to learn from your audience? Organize this information in your program.

4. Define Beta Testing Audience

- a. Determine how many individuals will participate

5. Develop Product Samples

- i. Create samples of your product or service for use in a beta test.

6. Create and Send Surveys

- a. Use your defined metrics and SMART goals to develop survey questions for participants during their time in the testing program. Gather feedback as often as you feel necessary.

7. Document and Learn From Outcomes.

- a. Use the feedback gathered from surveys to adjust and improve. If necessary, beta test again with the improved product.

8. Develop Customer Feedback Routines

- a. Develop internal processes for accepting customer feedback. Record subsequent product adjustments in your market analysis and business plan.



Marketing Implications

When you test and routinely collect feedback, you gain critical insight into customer objections. This valuable information can not only help improve what you are selling but how you market it.

Need help executing a product test? Download the D-SOURCE Beta Testing Workbook.

D-SRC Product Testing Checklist



Demonstrate a proven market demand for this business through a product test or other

ITEM	DESCRIPTION
Program Plan(s)	Establish plans for testing. That is, your test audience (and the number of customers to be involved); the type and amounts of your product to be tested; a budget; feedback collection mechanisms; and a timeline
Program Timeline	Develop a specific amount of products for a set number of customers to test
Program Budget	Define the costs for beta testing
Feedback Collection Systems/Software	Select a software or other system for collecting customer data and feedback before, during, and after the test.
User Testing Surveys	Develop product surveys to be completed by the customer during the testing phase
Post-Testing Surveys	Develop product surveys to be completed by the customer after the testing phase
A Finite Testing Group	A select number of individuals to participate in testing.
Product Samples	A selective amount of your product or service to be used by customers during testing.

D-SRC Supplemental Downloads

D-SOURCE has a library of templates designed to help you build a comprehensive portfolio for your company including:

- [D-SRC Product Testing Workbook](#) - Establish program plans and a budget
- [D-SRC 'Market Testing Guide](#) - Conduct a profit market test while improving your offering during your product test
- [D-SRC 'Profit Testing Workbook'](#) - Conduct a profit market test while improving your offering during your product test
- [D-SRC 'Marketing Plan Template'](#) - Organize your marketing objectives and build a comprehensive marketing strategy with this outline

For more tools and resources like the ones listed above, visit www.d-src.com, create your FREE account and use everything inside to take your small business to the next level.

Need Help?

If you have any questions, Team D-SOURCE is here to help! You can reach out anytime by sending an email to admin@d-src.com to inquire about our tools, ask questions, request a coaching consultation, or provide feedback for our team.

Let us know how we can help!