

Action Guide

TEI 296: Better product testing
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Application Questions

1. Why is customer validation important?
2. How does your organization use testing?
3. Which area is strongest in your organization—alpha, beta, or delta testing? Which area is weakest?



Actions to Take

What to Do Now

- Identify strengths and room for improvement in your organization's testing methodology.
- Consider how you could incorporate the emerging field of delta testing.

What to Do Soon

- Begin improving your testing processes using the tips Luke outlined.
- Take action to better leverage your strengths in testing.