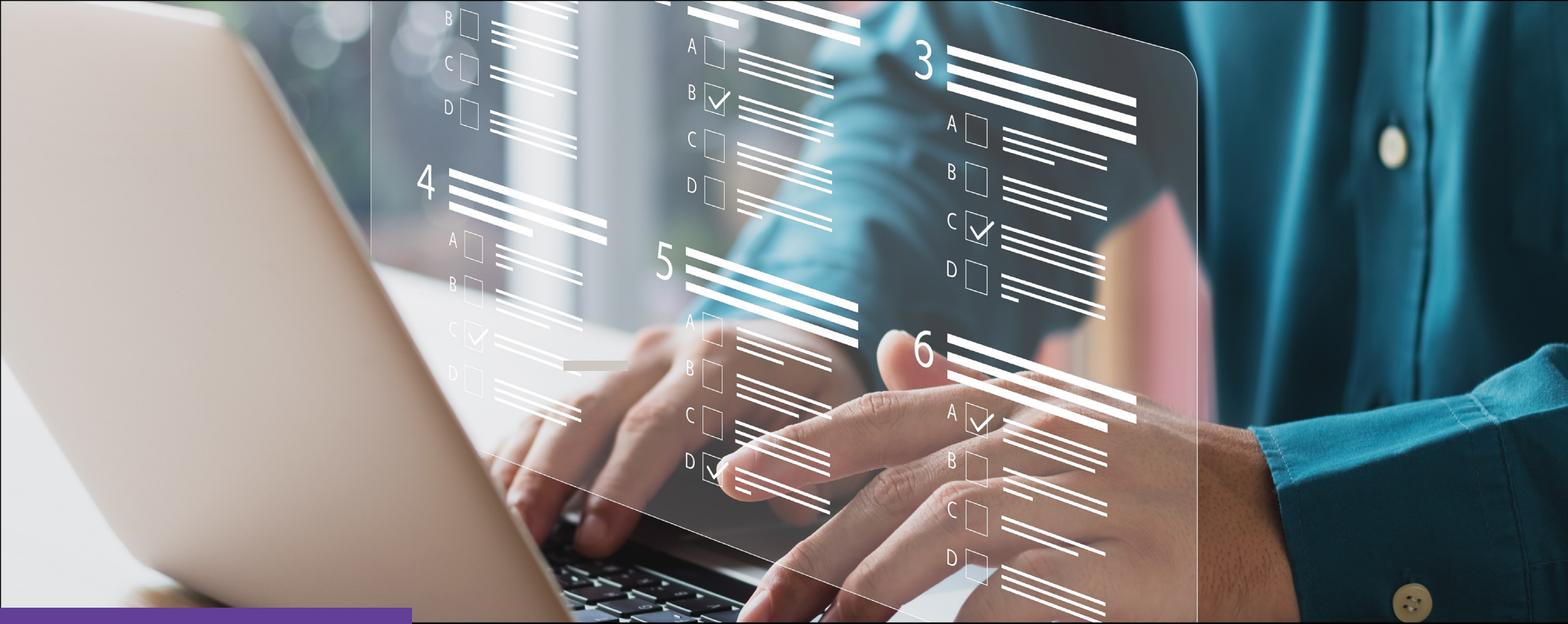


eBook



Delta Testing: The Cutting Edge of Market Research





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Ignite Your Market Research with the
Fuel Cycle Ecosystem



Introduction—What is Delta Testing?

Every industry is now digital, and the stakes for getting products right are enormous. It's imperative that products satisfy the requirements of engineering, manufacturing, and ergonomics. To help organizations achieve this success, Fuel Cycle created Delta Testing – a new way for Fuel Cycle customers to capture continuous user feedback for improving hardware and software, including mobile apps, websites, and physical products.

With Delta Testing, conveniently located within Fuel Cycle Communities, users can report bugs, request new features, and collaborate with other users on their feedback. Community moderators, product managers, and developers can respond directly to users, accelerating the cadence of user feedback applied to product development.

“Most companies use alpha and beta testing to test products or services before releasing them in the market, but those testing methods aren't continuous, and the feedback quickly becomes stale. Delta Testing says goodbye to these antiquated methods, and these new integrations will enhance its effectiveness even further by placing user feedback directly into enterprise systems of record.” said Rick Kelly, Fuel Cycle's Chief Product Officer

“

Products are not built once. They need continuous improvements and releases to keep up with always-evolving customer expectations.

Rick Kelly
CPO, Fuel Cycle



Who Benefits from Delta Testing?

Delta Testing improves digital product development by increasing collaboration between customers, developers, and product teams. In addition, the feedback gathered through Delta Testing cycles leads to a better customer experience, and ultimately, happier customers.

01

Product Teams

For Product Teams, Delta Testing enables continuous feedback, bug reports and features requests. Our solution offers an API, allowing you to integrate with the tools you already use like Jira, ProductBoard, Azure Dev Ops, and other issue tracking software.

02

UX Teams

For UX Teams, Delta Testing allows you to share wireframes and concepts for commenting, up-down voting, and value scoring. This enables more relevant design for each persona with feedback throughout.

03

Insights Teams

For Insights Teams, Delta Testing expands the continuous research methodology to cover more specific product and UX needs. In particular, the results create better links between your users with defined methodologies and prioritizations.

MROC offers companies an on-demand pool of consumers from which to gather feedback. Feedback can help perfect new product features or even spur ideas for entirely new prototypes.





When To Use Delta Testing?

Anytime and all the time!

One of the most revolutionary aspects of Delta Testing is the ability to get continuous feedback during all phases of the product lifecycle.

Most Product and Insights teams use alpha and beta testing to get feedback on products or services prior to releasing them into the market. But because those testing methods aren't continuous, teams run the risk of incorporating outdated feedback.






With Delta Testing brands can receive:

3x
the amount
of feedback

and collect prioritized and actionable insights in half the time and cost.

Why Trust Delta Testing?

In addition to being feedback-driven, Delta Testing offers several benefits that can help you achieve your goals as a business.

-  Improves digital product development
-  Increases collaboration between customers, developers, and product teams
-  Delivers continuous research to enterprises
-  Extends insights capabilities directly to product teams
-  It helps product teams to iterate faster and with greater confidence



With Delta Testing, customers can attack and address the:

\$150B

annual waste of software development time

85%

of customer churn due to poor experiences

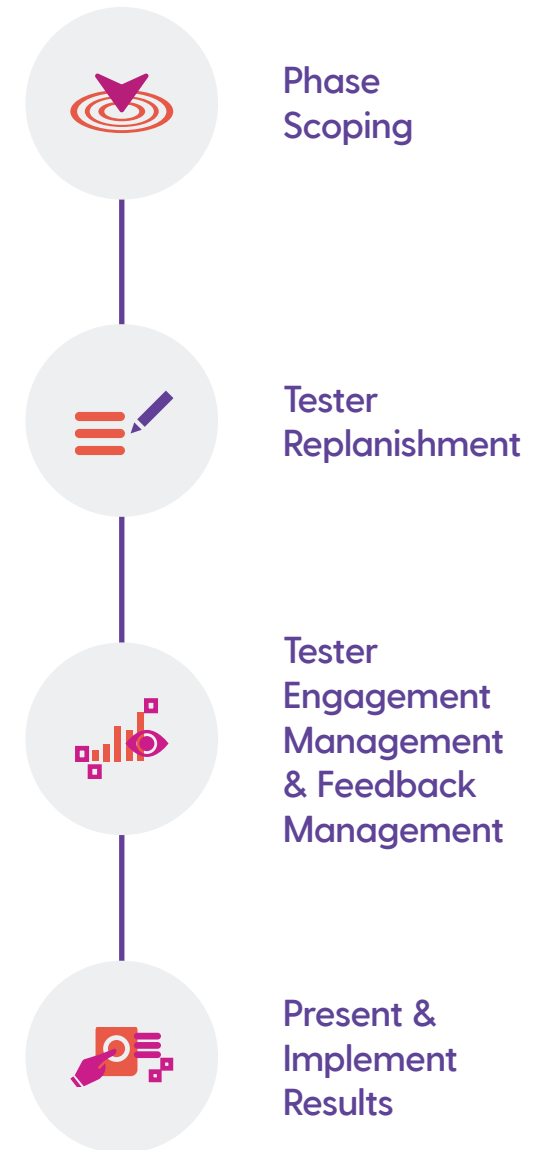
With this next generation of beta testing, clients can generate 3x the typical user feedback and collect actionable insights in half the time and cost.

How Does Delta Testing Work?

The main methods for using communities for UX research are in-home usage testing, customer journey maps, accessibility evaluations, and surveys. Community moderators, product managers, and developers can respond directly to users, accelerating the cadence of user feedback applied to product development. In addition, Delta Testing is supported with enterprise-ready APIs to sync user feedback directly to existing systems of record.



The general flow of Delta Testing looks like this:





Customer Success Stories

A popular smart lighting system from legacy electronics brand used Delta Testing. Their smart light-bulbs change colors with the goal of making your holidays merry and bright, setting the mood for any occasion, and creating the perfect ambience outdoors.

One of the difficulties of being both a hardware and software company is to get feedback for each software update AND hardware feature. This is where Delta Testing comes in—Where the electronics brand's developers can push a specific software update to a select audience and get their feedback before implementing it to everyone. This ensures that every time every customer gets the joy they want for Christmas.

Early adopters of the smart lighting system could supply feedback about the product through the company's app, which the UX team processed with Delta Testing. From there, the product team iterated on design feedback quickly and notified users through the app when their feedback had been implemented.

Use Case: Video Game Industry

Imagine that you're publishing a sci-fi adventure video game and want to invest in customer experience and support. Bring beta testing to life with Delta Testing and put your most passionate gamers into action with live conversation and self-guided video recordings. It allows you to share wireframes and concepts for commenting, up-down voting, and value scoring.

This allows for more relevant designs for each persona with feedback throughout. With Delta testing, get bug reports and feature requests giving you time to implement bug fixes and patches in time for Day Zero. Delta Testing—It's next-gen beta testing for your next gen games.

Additionally, here are more use cases:



Product Launch

Drive a successful launch through target market feedback



Product Growth

Leverage your customers to successfully mature your product



Customer Zero

Create a product culture through engaged employee testing



Competitive Analysis

Collect actionable intelligence via your competitors' customers



Ignite Your Market Research with the Fuel Cycle Ecosystem

Delta Testing integrates directly with Fuel Cycle's Community and is supported by existing Fuel Cycle Community solutions that enable rapid product development. This includes focus groups on [FC Live](#), advanced member profiling with the [Progressive Profiling Engine](#), and integrations with your preferred survey providers. All these capabilities ensure Delta Testing is more than just a standalone solution; it fits neatly into existing product development efforts on Fuel Cycle.

Take Testing Further with the Fuel Cycle Ecosystem through Ignition apps like System Usability Scale. The System Usability Scale (SUS) is a standard 10-question assessment that allows you to measure UX performance, including ease of use, integrations, and intent to use again. Benchmark data helps grade your performance against historical averages and allows you to track improvement of each UX over time.

Looking to compliment your usability testing?

Harness the power of Ignition Research & Insights Solutions (Ignition Solutions), the self-service solution that provides seamless research services, including qualitative and quantitative research.

Fuel Cycle Exchange has partnered with 39 different apps to exceed your market research needs. Supercharge testing with FCX solutions like [FCX Affectiva](#) to measure unfiltered and unbiased emotions with facial coding and emotion analytics.

To learn more about Delta Testing and the Fuel Cycle Ecosystem, [schedule a demo](#) on our website.

[schedule a demo today](#)

