

CONCEPT Prototyping/beta testing is a crucial step in the innovation process, where a physical or digital model is created to evaluate the performance and functionality of a product or service. The prototypes are then tested through a series of iterations to improve the design and functionality, ensuring that they meet the needs and expectations of the target market. Beta testing is the next phase, where a select group of users is given access to the product or service to identify issues and provide feedback before releasing it to the broader public. This feedback is then used to refine the product or service and ensure it is ready for launch.

BACKGROUND

Prototyping/Beta Testing involves creating a product demo and testing it before the final launch. The history of prototyping/beta testing can be traced back to the manufacturing industry. With the advent of the computer age, prototyping and beta testing have become more sophisticated, and the process has been widely adopted across various industries, including technology, healthcare and automobile. Today, prototyping/beta testing has played an essential role in allowing companies to identify and fix design flaws and improve product quality before launching it to the market.

FORMULAS

PROTOTYPE: A preliminary or sample version of the product or service to test the feasibility and viability of the design and functionality.

USER FEEDBACK: Feedback from early adopters or users is gathered to understand their experience and expectations from the product/service.

