

ReachOut, the Beta-Testing Platform for Collaborative Research Projects

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What is ReachOut?

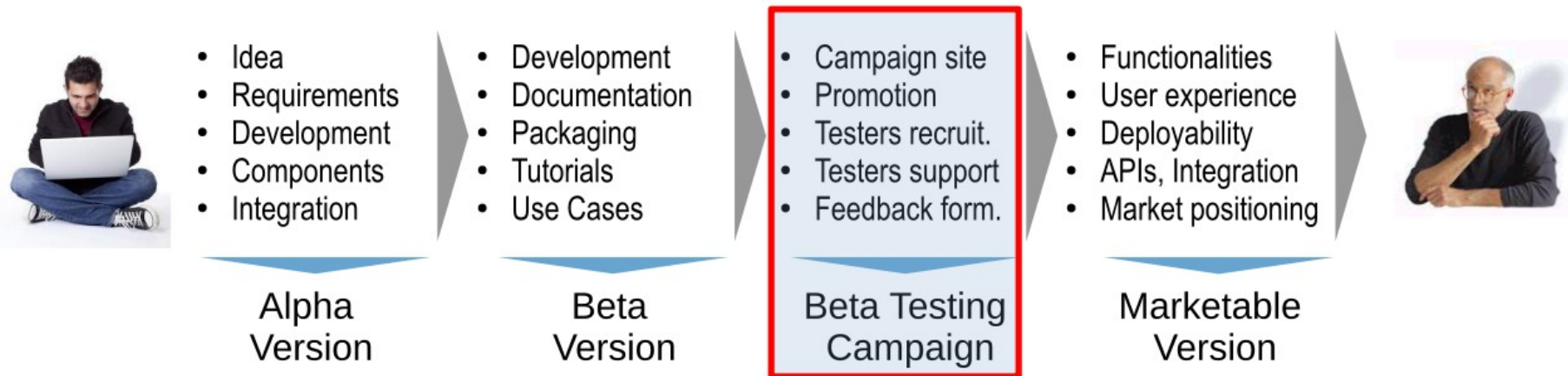
- H2020 Coordination and Support Action (CSA)
- January 2019 - December 2021
- Objective: help European projects develop market value and reach out to their end users
 - by developing their own beta testing campaigns
 - Also open to European SMEs and open source projects



The REACHOUT project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 825307.

Where a Beta-Testing Campaign Fits

- A form of external user acceptance testing
- Released to a limited audience external to the programming team
- Time-bound into a campaign



Benefits of a Beta-Testing Campaign

- Helps align **partners expectations** by providing them a single point of convergence
- Generates **quality** because a beta version usually undergoes a full cycle of internal system and usability testing
- Enforces **product attributes**, such as packaging, tutorials, documentation, installation, on-line user support, promotion, etc.
- Helps identify **exploitation opportunities** reported by beta testers who are external potential users⁴

BENEFITS

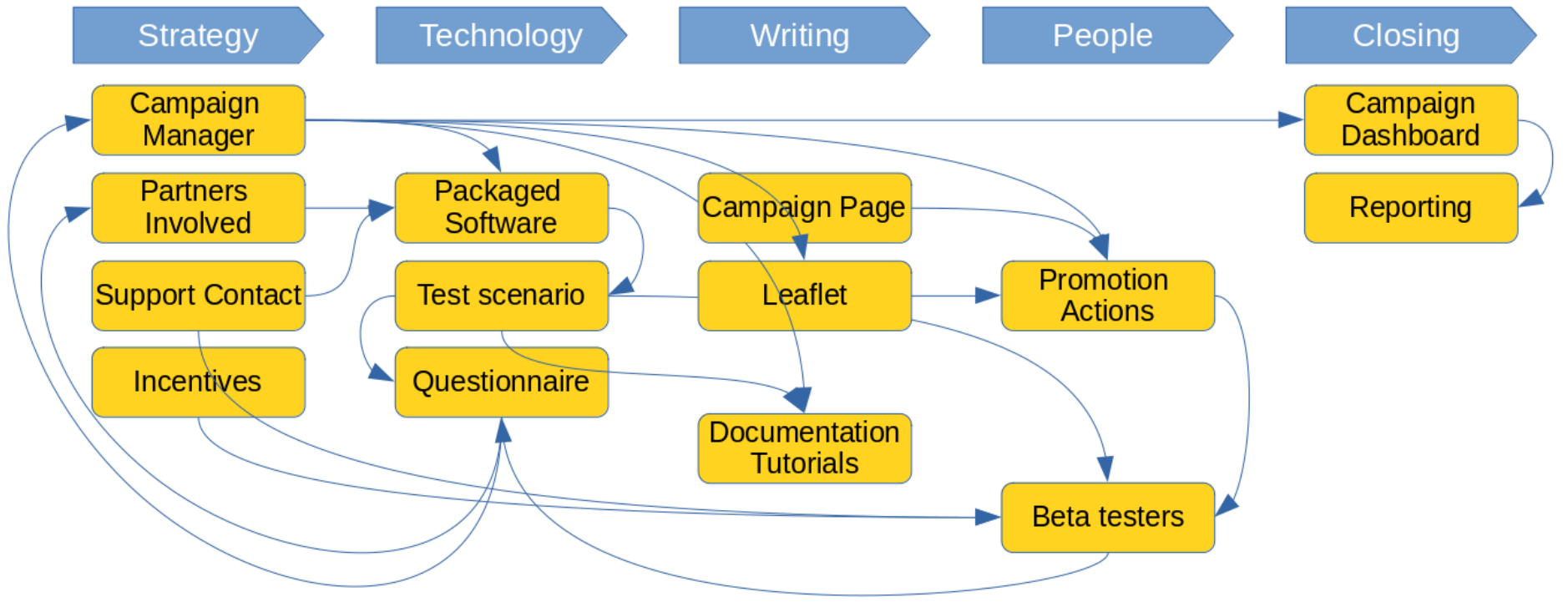


Why a Beta-Testing Campaign in a Research Project?

If a project can launch a beta testing campaign of its results it has what it takes to bring value to the market, engage with users, partners and complementors and develop its ecosystem.

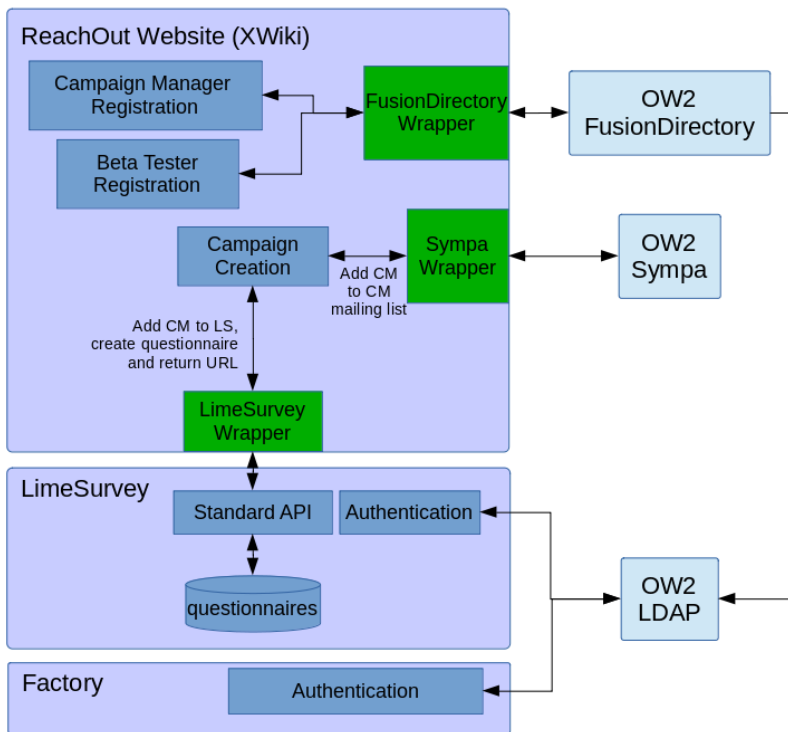
- Dissemination
- Exploitation
- Community
- Contributors
- Early adopters
- Impact
- Market value
- Recognition

The ReachOut Methodology



ReachOut Platform Architecture

- Built on XWiki, LimeSurvey, Factory
- Platform development, integration + custo
- Development of XWiki classes and view
 - New campaign management dashboard
 - Project and campaign creation
- Development of custom wrappers for integration with XWiki
 - Account management wrapper on top of FusionDirectory
 - LimeSurvey management wrapper
 - Sympa SOAP wrapper
- All wrappers available as open source
 - GPL v3 license

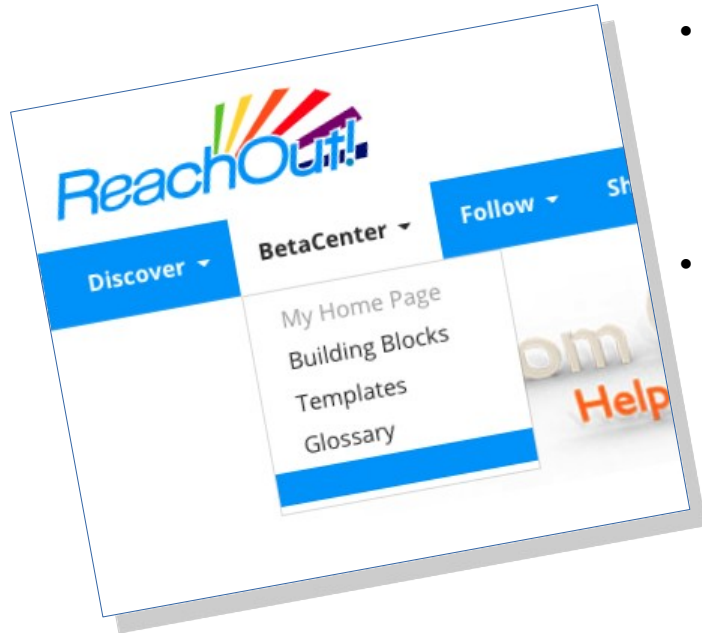


ReachOut Templates for Key Building Blocks

- Campaign Manager Home Page
 - The entry point to the BetaCenter
- Campaign Page
 - Form-based and customizable
- Beta documentation template
 - Checklist and examples
- Feedback collection
 - Draft Questionnaire
- Reporting package
 - Reporting format
- Communication Package
 - Pre-written mails and communication material
- Fine print
 - Agreement, Consent, Disclaimer, GDPR notice



My Home Page



- The Campaign Manager page
 - The entry point to the BetaCenter
 - Becomes active upon self-service registration and login
- Provides Campaign Manager access to resources
 - Edit project description
 - Create and edit beta-testing campaigns
 - Access questionnaire
 - Access campaign dashboard

The Campaign Web Page



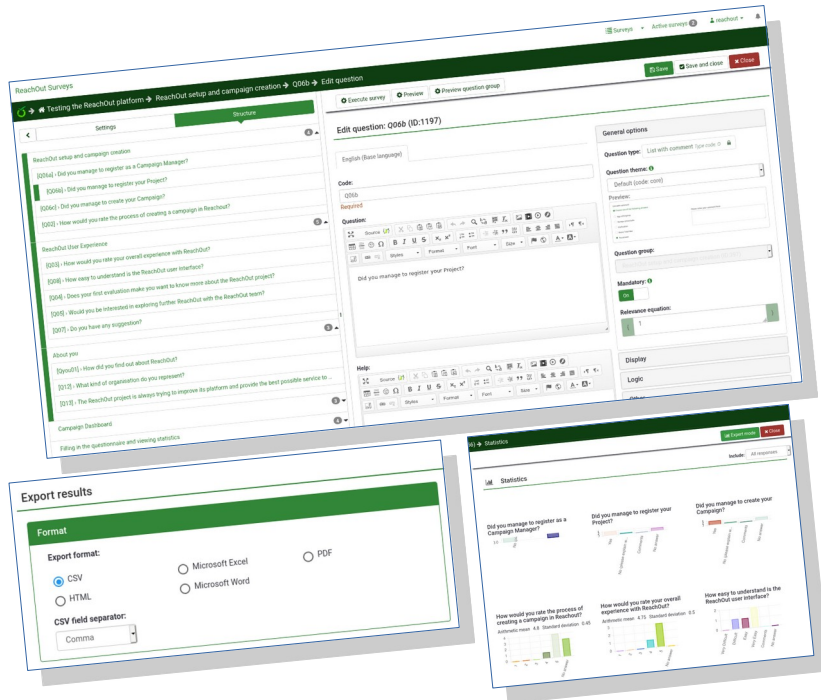
- The Campaign Page is the landing page for the beta testing campaign
- A form guides the Campaign Manager and automatically creates the Campaign Page
 - Project description
 - Logo and website, key dates
 - Beta campaign description
 - Beta tester registration link
 - Requirements for participating
 - Download and documentation links
 - Incentives
- Mailing list created for each Campaign
 - Can be used to interact with Beta Testers
 - Based on the Sympa mailing list manager

The Monitoring Dashboard



- 24 Checkpoints
- Self-Evaluation
- Visual Synthesis
- Helps reporting
 - To partners
 - To reviewers
- Management
 - Strategic decisions
 - Project level
- Preparation
 - Tactical decisions
 - Back-office tasks
- Execution
 - Live campaign
 - Results & reporting

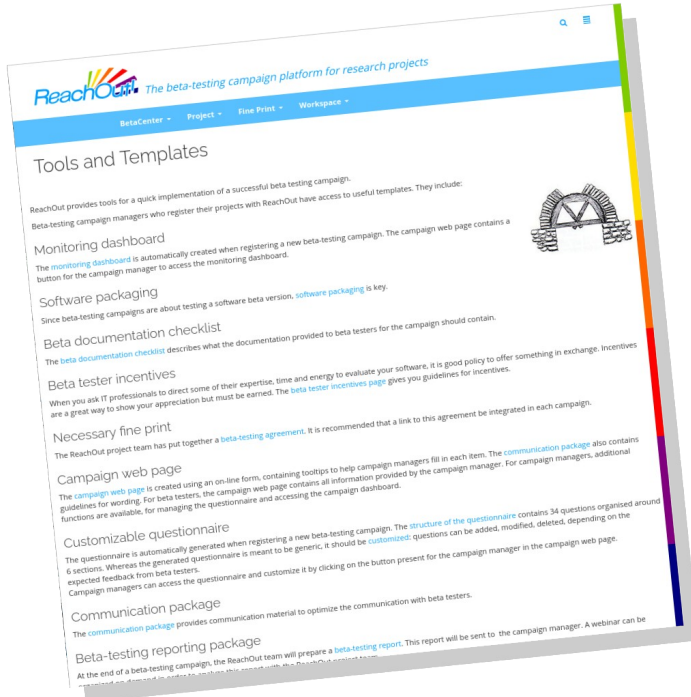
The Questionnaire



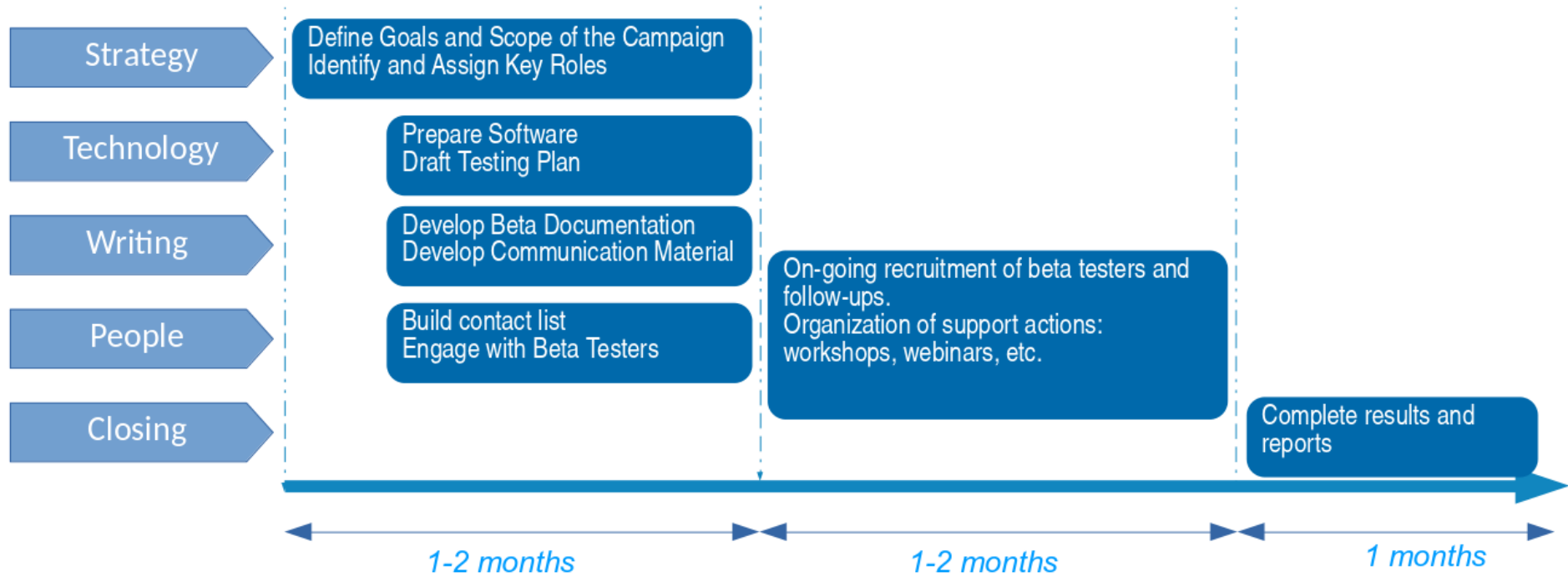
- Initial questionnaire generated based on a well-balanced template of 34 questions
 - Entirely customizable: reword, add your own questions
- An e-mail is sent to the Campaign Manager when a Beta Tester provides feedback
- Access to a responses dashboard
 - Statistics about responses
 - Export of responses (CSV, Word, Excel, PDF, ...)
- Based on LimeSurvey

More Templates and Tools

- Beta documentation template
 - Checklist and examples
- Communication Package
 - Promotion of the campaign
 - Recruitment and motivation of beta-testers
- Fine print
 - Agreement, Consent, Disclaimer, GDPR notice
- Reporting package
 - Analysis of campaign results provided by the ReachOut project team and shared with the Campaign Manager
- <https://www.reachout-project.eu/view/Main/Templates>

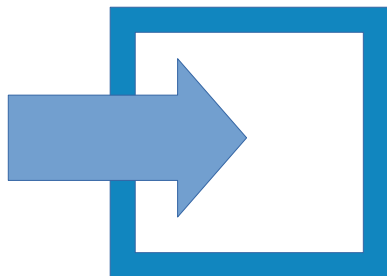


Timeline of Your Campaign



How to get started

First Things First:
Register your project!

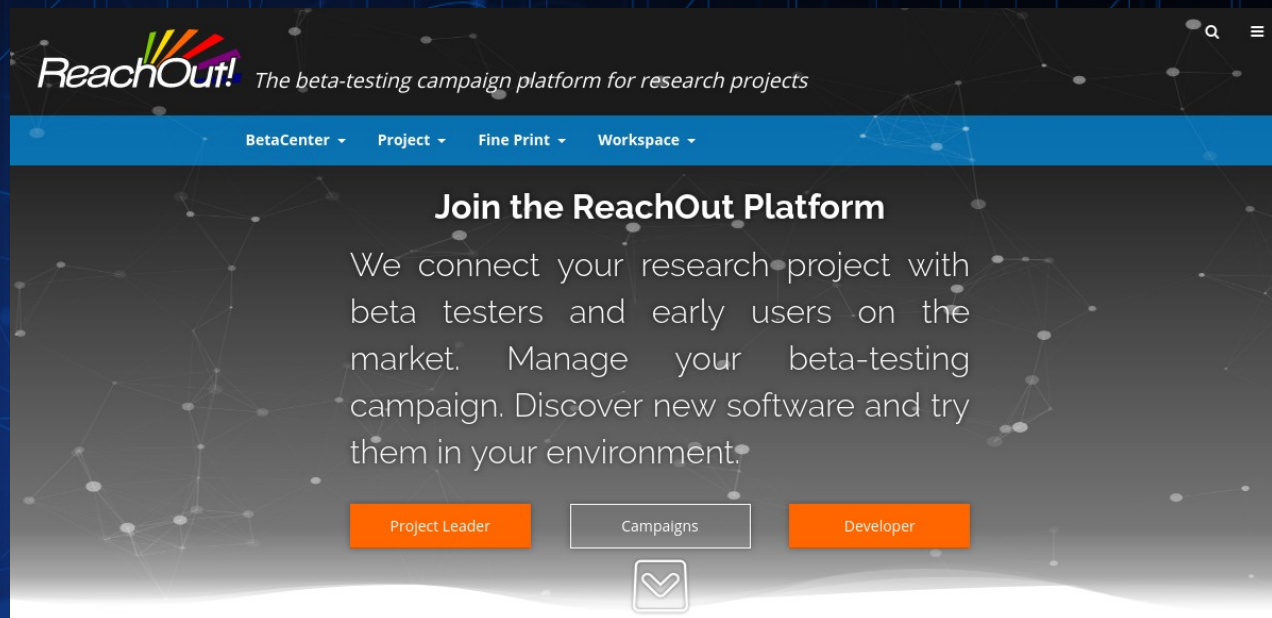


Develop your beta-testing
campaign on ReachOut. Now!

- What happens once you register?
 - We will arrange an online presentation and discuss your timeline
 - We will discuss the possibility of making a presentation at your next plenary meeting
- Then we get started:
 - You are granted access to the templates
 - We help you set up the campaign page
 - Together we define the promotion plan

<https://www.reachout-project.eu>

Oh Yes!
IT'S
FREE



Funding acknowledgment: The REACHOUT project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement number 825307.

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