

6-month SaaS & App Testing Plan



Here's an example of the types of test you could run and what you could learn over the next 6 months:

MONTH 1

Product clarity and sign up test

Ask users what they understand about your product by navigating the site, see where they look and where they stumble. Have them go through the sign up process and spot any major bugs and inefficiencies in your funnel.

MONTH 2

First impression test

Ask users to see what they think about your site at first glance. Do they understand what you do and who you do it for? Do they get the sense that they could trust you judging by your design and messaging?

MONTH 3

Social proof test

Ask users to find out more about who you and your team are, how long you've been in business and if you look credible. Where do they go to do it? Do your testimonials help them or do they feel bland and sketchy?

MONTH 4

Product deep dive test

Ask users to find very specific information about product features, pricing or to learn about integrations with other commonly used apps. What questions do they have and what pieces of information can't they find?

MONTH 5

Onboarding test

Ask users to sign up for your product and learn how they go through the process from filling out the form to using the app. Do they understand the tutorial? Do you even need a tutorial or is it just unneeded friction? How do they interact with your interface? Is it easy?

MONTH 6

Competitive research test

Ask users how your product or app stacks against competitors. See how they navigate both sites and hear their thought process while doing it. Learn what you can do to make users choose you a no-brainer.

