Value Sync
What is quality?
Conformance
Suitability
Purpose
Value
Physical
Emotional
Ethical
Why test?
Gatekeepers
Information providers
Value custodians
Help stakeholders see
Use their language
Make things visible
Challenge them
Derive value from conflicts
Meaningful testing
On Time
On Quality
On Budget
ON PURPOSE
Objectivity?
Subjective assessment
"What are the top ten things that our customer would say if we shipped the software now?"
Alternatives
Walk away
Find common grounds
Build on shared values
Time focus
Trade off
Testing debt
Maintainability focus
Testing is all about
People
Value
The occasional bug
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Stakeholders
Finding them
Attract them
Hurdles to overcome
Sponsors
They value
Different strokes
For different folks
In different contexts
Context
Types
Cultural
Organizational
Technology
Business
Context is alive
Identify sources
Actively listen
Adapt
Testing
Software reacts
Software changes context
Reuse of context
Good thing?
Right time and place
Use non intrusive mechanisms to hear and be heard
Value
Material
Know what matters
Understand why
Communicate about it
Leads to
Respect
Esteem
Ideals
Being heard
Driving action