

GOTO AARHUS 2021

Let's talk about quality

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#GOTOaar

A bit about me...



- Background
- Corporal in the Royal Danish Airforce
- Certifications
 - SCRUM master, ISEB foundation/practitioner, CAT trainer, TMap Test Engineer, TMap Test Manager, TMAP Organizing built-in Quality at Scale, TPI Next foundation, ISTQB Expert Level Test Management – full, SAFe SPC
- Focus
 - Test management, test engineering, SCRUM, process improvement, agile, context driven test, change management
- Experience
 - 26 years in the Testing

Quality

Philip B Crosby:
Conformance to requirements

ISO 9000:
Degree to which a set of inherent characteristics fulfills requirements

W. Edwards Deming:

What is quality?

Joseph M. Juran:
Fitness for use

Peter Drucker:
*Quality in a product or service is not what the supplier puts in.
It is what the customer gets out and is willing to pay for*

Quality in Japanese Culture

atarimae hinshitsu

The idea that things will work as they are supposed to

miryokuteki hinshitsu

The idea that things should have an aesthetic quality

Garvins 8 Perspectives of Quality



Performance



Features



Reliability

break down the word quality into manageable parts



Durability



Serviceability



Aesthetics



Perceived Quality

Or What About ISO25010



Product quality

- Functionality
- Performance
- Compatibility
- Usability
- Reliability
- Security
- Maintainability
- Portability



Quality in Use

- Effectiveness
- Efficiency
- Satisfaction
- Freedom from risk
- Context coverage

*Quality Is Value to Some Person, At Some Time,
Who Matters*

Origininally defined by Jerry Weinberg, later enriched by James Bach and Michael Bolton

Some Person who Matters

Senior Management

Product Owner

Operations

M Who is that? ct

Project Sponsor Team

Or whoever is important for your product

Our highest priority is to satisfy the customer through **VALUE** and continuous delivery of valuable software.

The Golden Circle – Simon Sinek



Why = The Purpose

What is your cause? What do you believe?

Apple: *"We believe in challenging the status quo and doing this differently"*

How = The Process

Specific actions taken to realize the Why

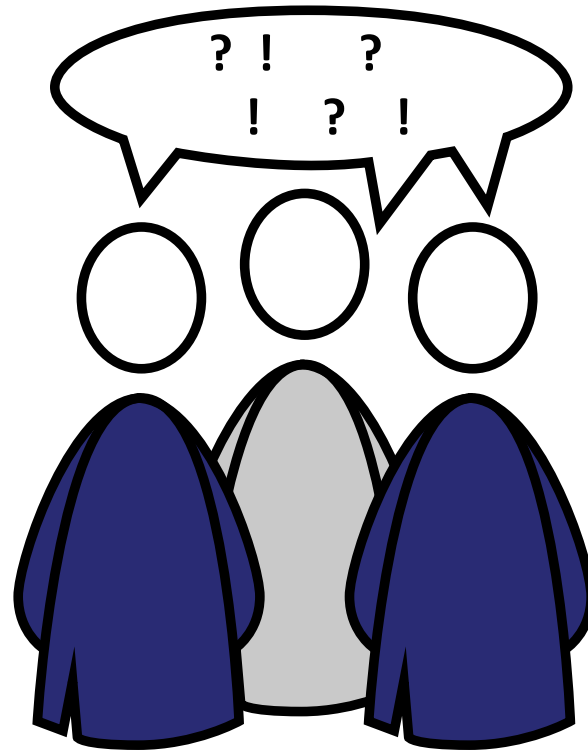
Apple: *"Our products are beautifully designed and easy to use"*

What = The Result

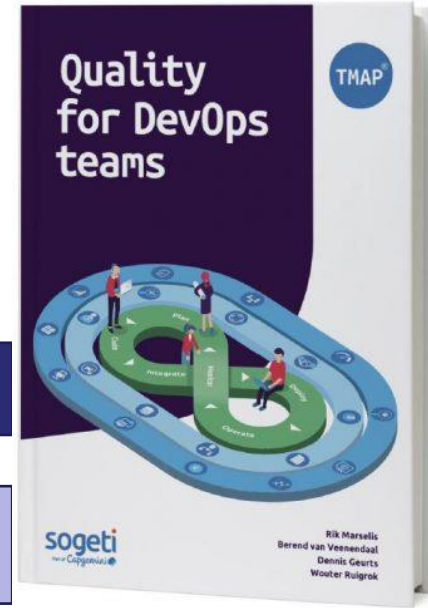
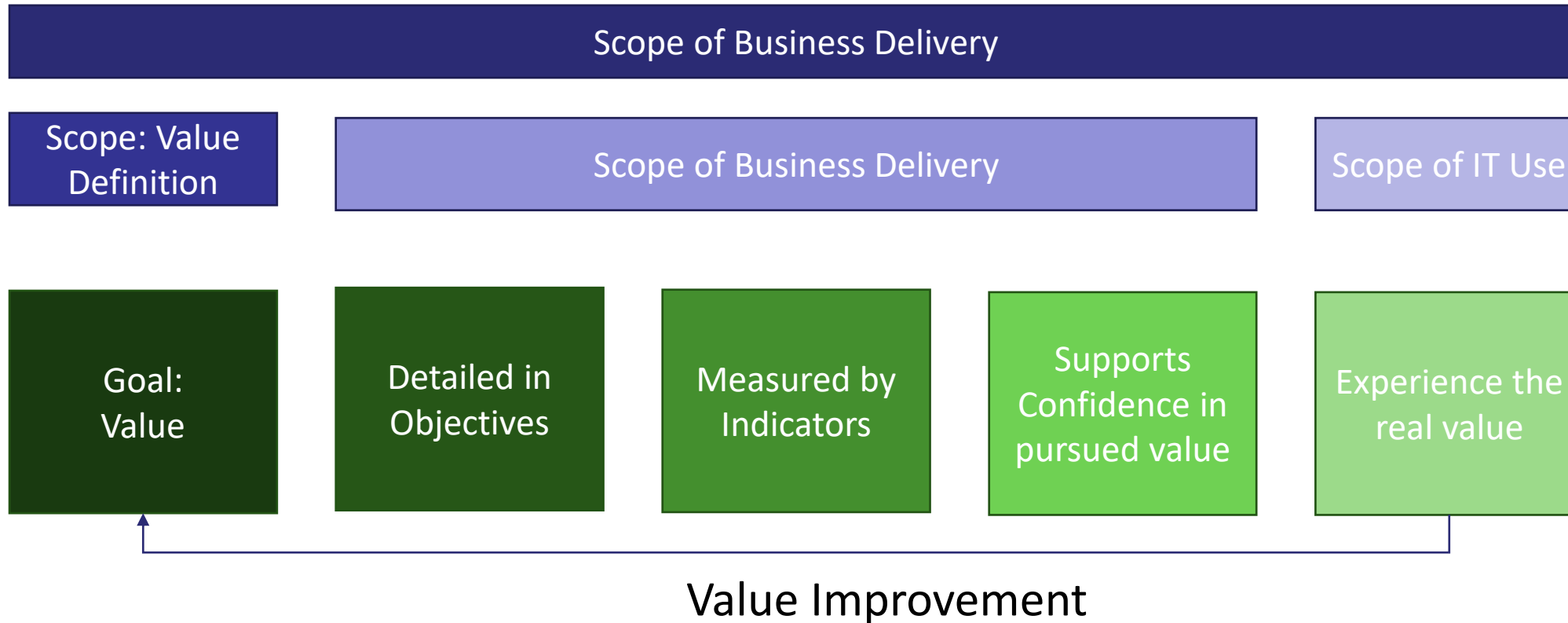
What do you do? The result of Why. Proof.

Apple: *"We make computers"*

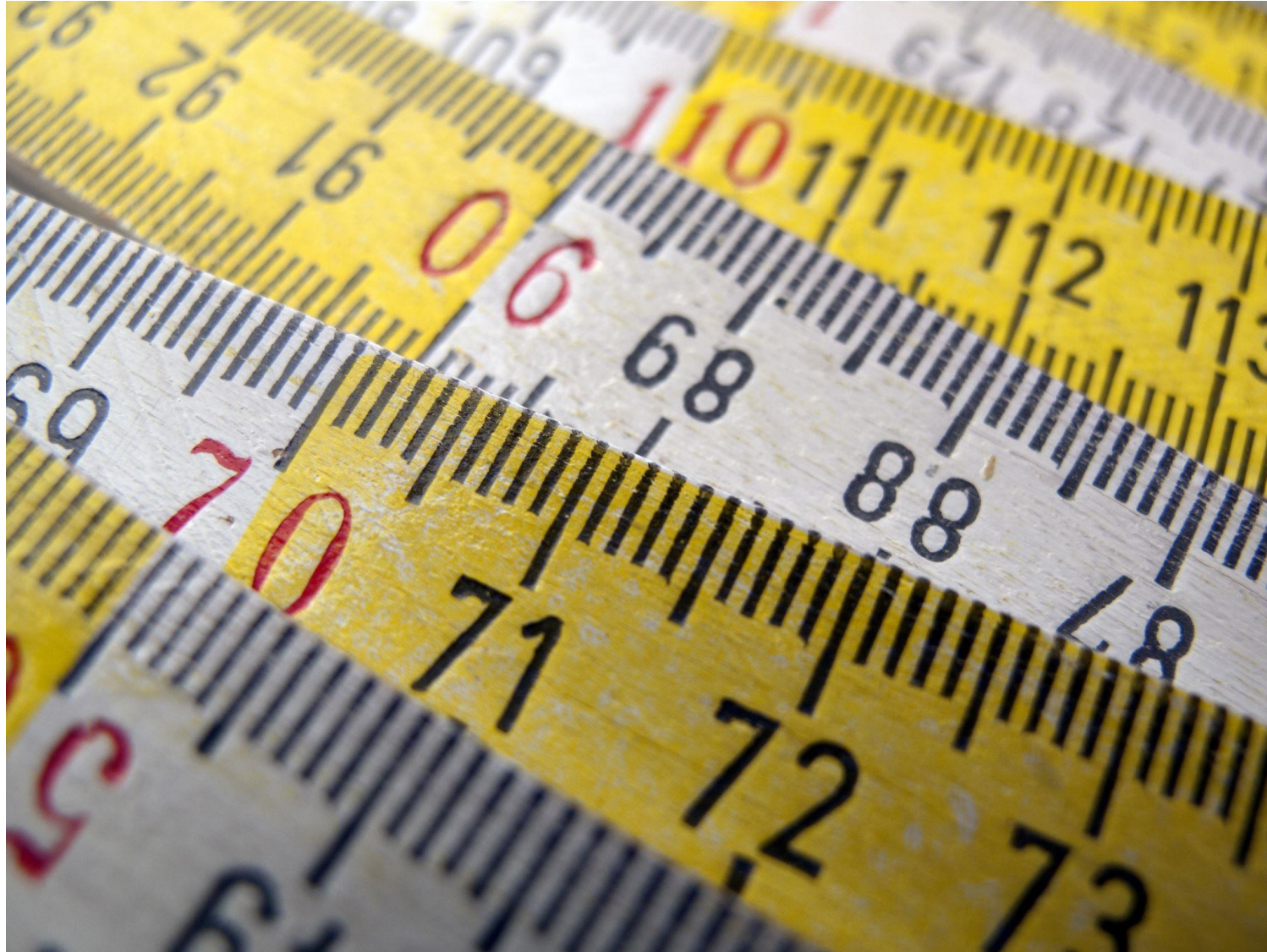
What is Value?



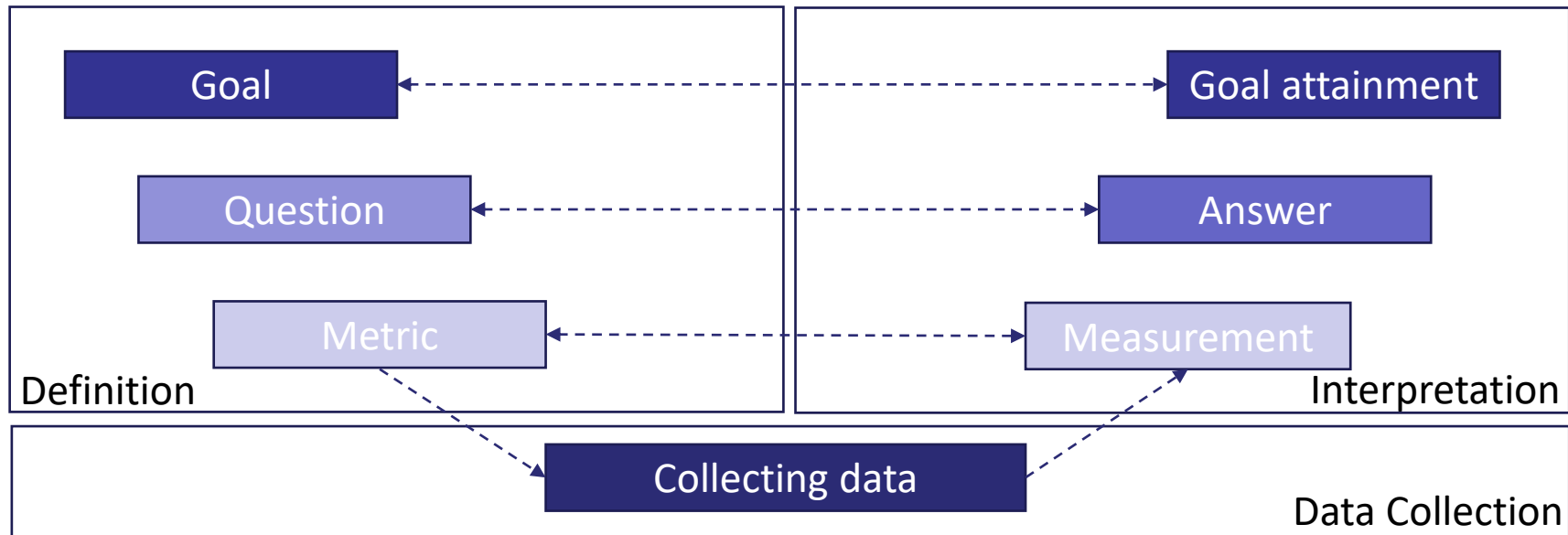
The VOICE Model



v0ice: Objectives



voice - Indicators



The GQM model

*Phd from. Dr. David M. Weiss
Promoted by Victor Basili and NASA*

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Some Time

Value is time dependent





Identify "people who matters"

Focus on what value is



Figure out how to deliver on value



Remember value changes over time

Ensure a value driven approach to delivery



Thank you

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