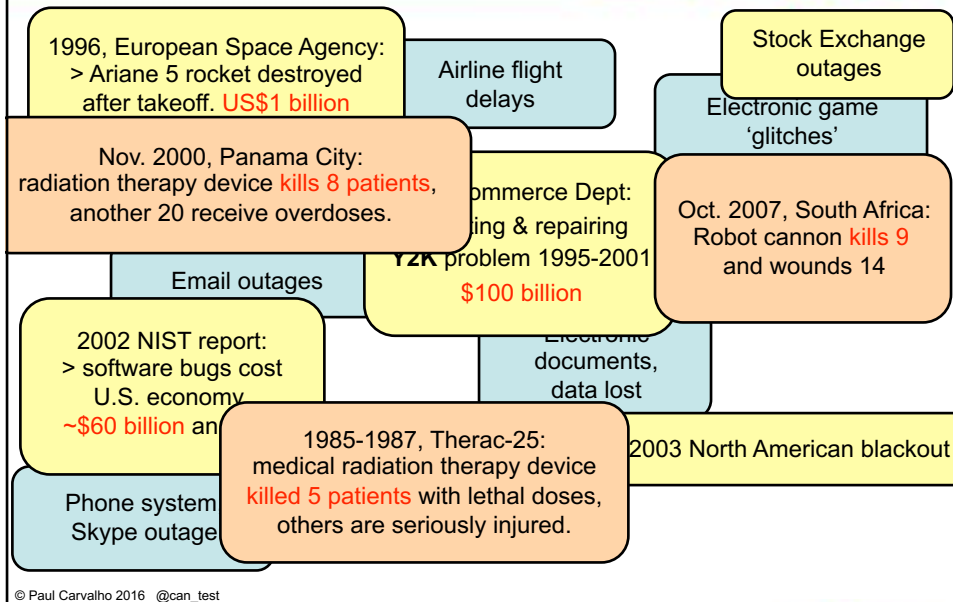


Paul Carvalho  
Foundations of Quality



## Impact of Poor Software Quality



## Nature of the Problem

1010011101010  
1010101010101  
0011001100111  
1010010101010

Quality Paradox?!

Same code...  
different results

The diagram illustrates the 'Quality Paradox'. At the top, a yellow box contains a binary code: 1010011101010, 1010101010101, 0011001100111, and 1010010101010. A blue arrow points down to a woman in a black business suit who is holding a blue sad face emoji in her right hand and a yellow happy face emoji in her left hand. From her, a red arrow points to the left towards a photograph of three business professionals sitting at a table, looking stressed and resting their heads on their hands. A green arrow points to the right towards a photograph of three business professionals sitting at a table, with one man standing and celebrating with his arms raised. Below the woman, the text 'Same code... different results' is written in red. The phrase 'Quality Paradox?!' is written in red, slanted text above the woman.

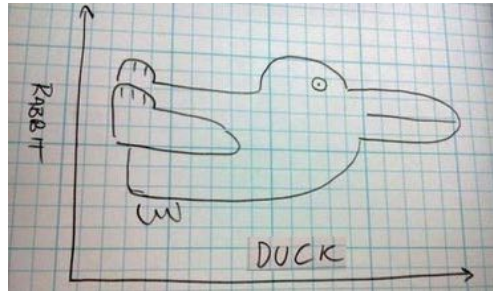
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## An Experiment in Relativity..

A 3D rendering of a dark-colored train car on a set of tracks. The train car is a flatbed type with several vertical posts along its length. The tracks are shown in perspective, receding into the distance against a light blue sky and ground.

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## It's Obvious, right??



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## Congruence



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## So What Is Quality?

Quality is value to some person(s)  
(at some time)

~ Gerald M. Weinberg

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## Quality: Collaborate, Deliver, Inspect & Adapt

( Plan – Do – Check – Act )



Make assumptions & ideas about Quality  
explicit within your team!

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## Activity: How will you apply this? #Agile



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## Thank You!

### Paul Carvalho

Coach, Consultant, Trainer, Insight Generator:  
- Lean, Agile, Quality, Testing, Agile Engineering

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