Rethinking quality and the engineers who protect it

Andrew Smelser
Testing is not a synonym for quality.

Throwing your code over the wall to testers is not the only way.
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3. Eventbrite’s QA Model
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Hi, I’m Andrew
Vanderbilt
2011-2014

Eventbrite
Client Experience
2014-2016

Eventbrite
QA Engineer
2017-2018

Freelance Writer
2013-2014

Eventbrite
Bug Triage
2016-2017

Eventbrite
Quality Coach
2018-Today
I don’t write much code.
## Ticket Information

<table>
<thead>
<tr>
<th>Ticket Type</th>
<th>Price</th>
<th>Fee</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Three Day Parking</strong>&lt;br&gt;(does not include admission)</td>
<td>$45.00</td>
<td>$4.35</td>
<td>N/A</td>
</tr>
<tr>
<td>- Three Day Parking (one per vehicle per day), lots open at 8AM, no overnight parking.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- No re-entry permitted.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- There is a delivery delay on all mobile or print at home tickets until July 17, 2019.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Two Day Parking</strong>&lt;br&gt;(Saturday &amp; Sunday only - does not include admission)</td>
<td>$30.00</td>
<td>$3.90</td>
<td>N/A</td>
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<tr>
<td>- Two Day Parking valid on Saturday and Sunday only (one per vehicle per day), lots open at 8AM, no overnight parking.</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>Friday Parking</strong>&lt;br&gt;(does not include admission)</td>
<td>$15.00</td>
<td>$3.45</td>
<td>N/A</td>
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</table>
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Quality vs Testing
Quality of Product

Testing
Testing indicates to what degree your product conforms to your expectations.

Good testing doesn’t necessarily mean high quality.
You could be testing a dud.

Just because the product always works as expected, doesn’t mean the product is high quality.
You can’t test for what you don’t anticipate.

What does every production bug have in common?

*They passed all tests.*
You cannot test user stories you don’t understand.
Your customer

What you think of as your product

Your actual product
**Testing** indicates to what degree your product conforms to your expectations.

**Quality** is a measure of how well your product meets customer need.
Eventbrite’s QA Model
QA
- Coaching
- Facilitation
- Onboarding
- Test Plan Review
- Bug Impact Context

Defining:
- Tested
- Ready
- Done

Dev Team A
- Quality Strategy
- Unit Tests
- Load Tests
- Code Review
- Manual Tests
- Automated Tests

Dev Team B
- Quality Strategy
- Unit Tests
- Code Review
- Automated Tests
- Integration Tests
- Acceptance Tests
- Release Monitoring

Dev Team C
- Quality Strategy
- Unit Tests
- Code Review
- Manual Tests
- Aggressive Bug SLA
You cannot **assure quality** by testing alone.

Engineers and testers often own testing tasks, but quality belongs to **everyone**.
Coaches vs Testers
Agile Coaching Competency Framework

- Teaching
- Mentoring
- Coaching
- Facilitation

- Technical Mastery
- Business Mastery
- Transformation Mastery
Agile Coaching Competency Framework

- Teaching
- Mentoring
- Technical Mastery
- Knowledge Sharing
- Technical Skills

Traditional Test Engineers
Quality Coaches and Test Engineers can work together!
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Coaching in practice
Ensure developers understand how the product is being used.
A bug backlog only works when you have the context to prioritize.

- **BUG-01**: Sounds really bad, but not a big deal
- **BUG-04**: User story we don’t really understand
- **BUG-02**: User story we think we understand
- **BUG-03**: Secretly a breaking change
- **BUG-05**: Simple UI change that is killing our users
Dev teams *can* do their own testing.
5.1 External vs Internal Quality
External quality is quality your customer can observe.

Internal quality is beneath the surface.
Technical debt isn’t always the wrong choice.
Adding a Quality Coach
SQA Coach:
Advocate for quality, customers, and healthy development practices.
Experience:

Customer Service Rep    July 2017- Present
(Your Company)

As a front-line customer service rep, I work directly with users and help solve difficult problems. I have a deep understanding of our product and am passionate about user experience.
Experience:

Customer Service Rep  
(Your Company)  
July 2017- Present

As a front-line customer service rep, I work directly with users and help solve difficult problems. I have a deep understanding of our product and am passionate about user experience.

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- Become the subject matter expert for application
- Provide feedback to developers on usability and functionality
The best people to protect quality are a diverse, empathetic team.
Thank You!

@aqualityhuman
Questions

...or free Quality Coaching
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<th>Author</th>
<th>Source</th>
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<td>What is the best way to hire qa engineers?</td>
<td>Sahar Bala (Eventbrite)</td>
<td><a href="https://www.eventbrite.com/engineering/the-best-way-to-hire-qa-engineers/">https://www.eventbrite.com/engineering/the-best-way-to-hire-qa-engineers/</a></td>
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<td>5 things I learned about user experience from Shigeru Miyamoto</td>
<td>Ariel Elboim (Medium)</td>
<td><a href="https://medium.muz.li/5-things-i-learned-about-user-experience-from-shigeru-miyamoto-affeb1884a63">https://medium.muz.li/5-things-i-learned-about-user-experience-from-shigeru-miyamoto-affeb1884a63</a></td>
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