



THE BUSINESS VALUE OF QUALITY

NINA & FINN

@hillekum

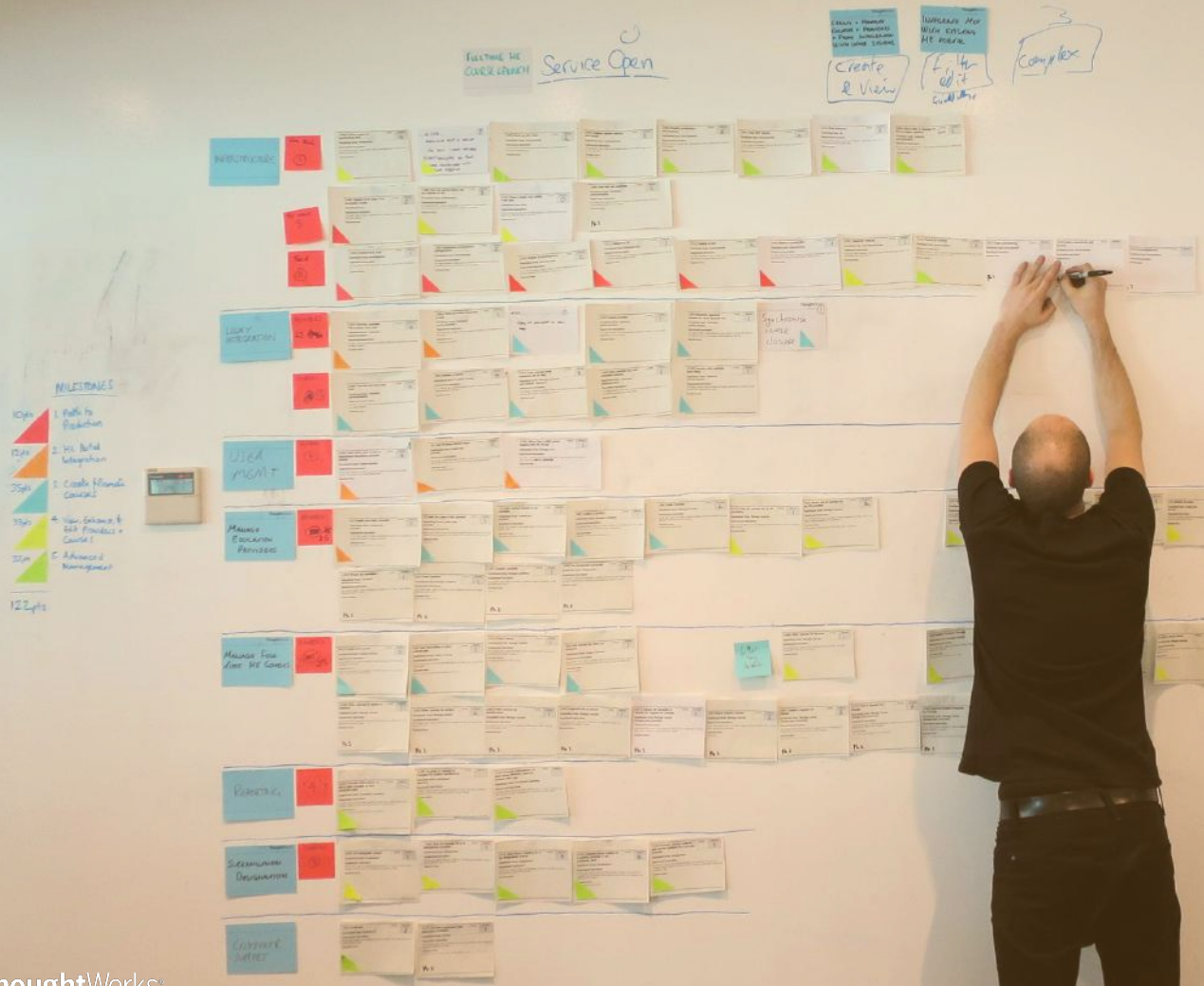
@florbeer

A TALE OF TWO PEOPLE



THE
PRODUCT
MANAGER





The Product Manager is responsible for ensuring that the team works on "the thing" that creates the most value.

Vision

Vision

Strategy

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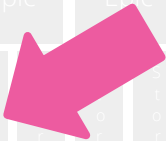
Story

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But what is Business Value?

But what is Business Value?
It's not just money!

Commercial
Value

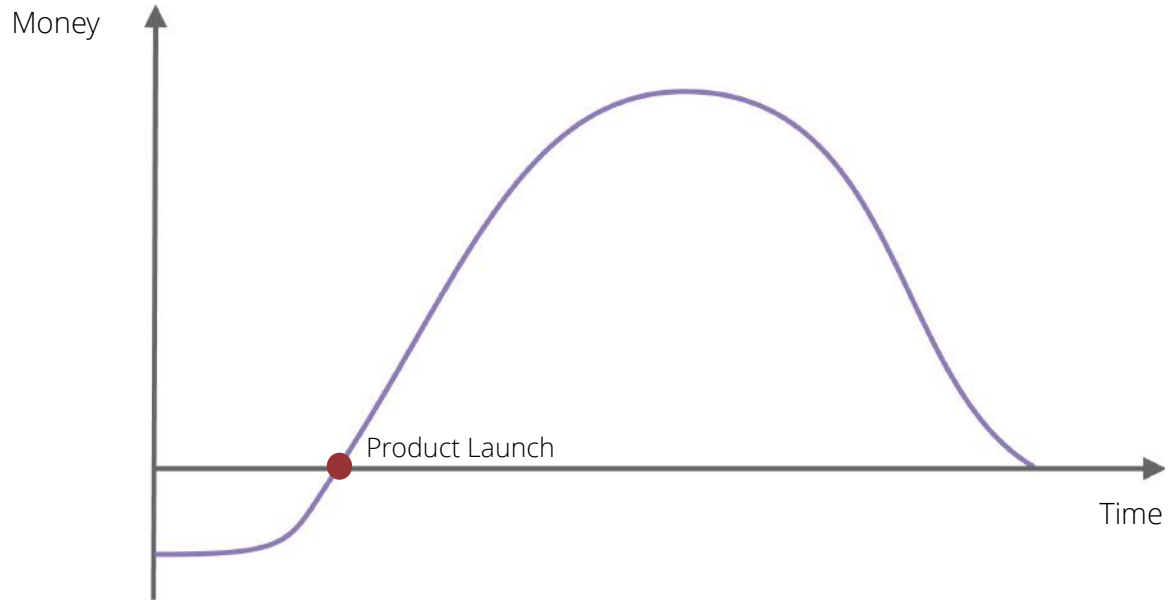
Market
Value

Customer
Value

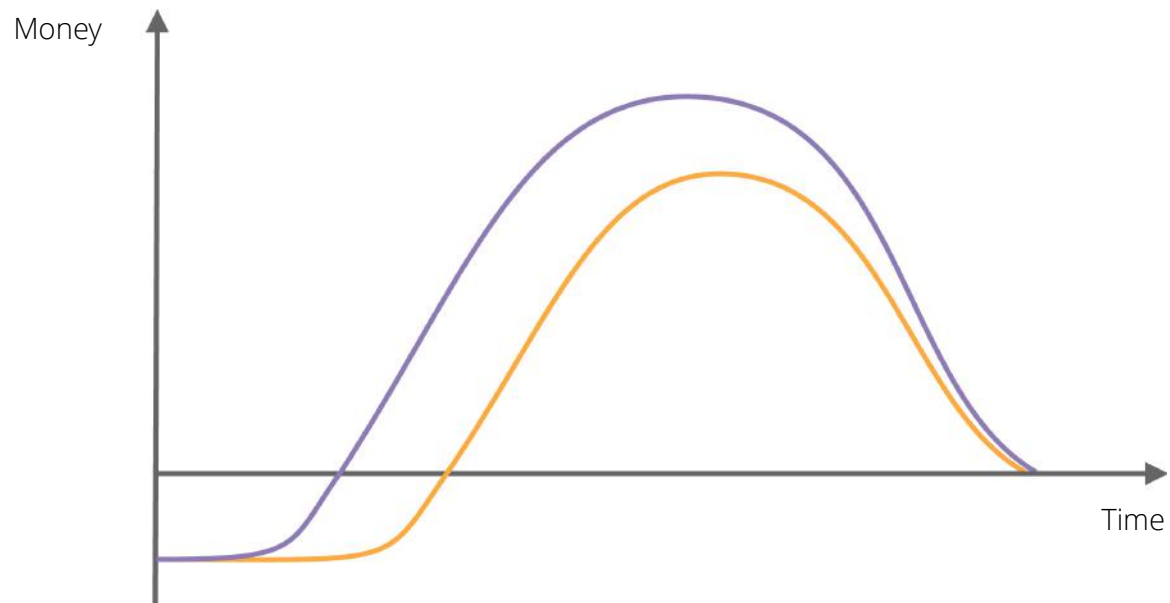
Future
Value

Time to Market!

Time to Market and Cost of Delay



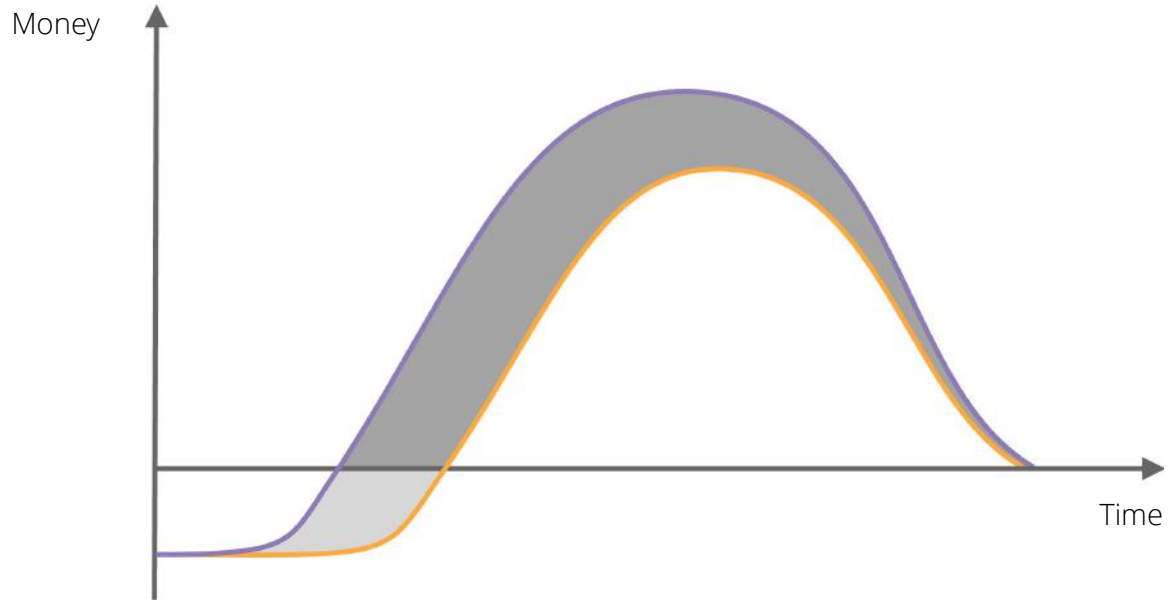
Time to Market and Cost of Delay



Time to Market and Cost of Delay



Time to Market and Cost of Delay



Perspective of the Product Manager





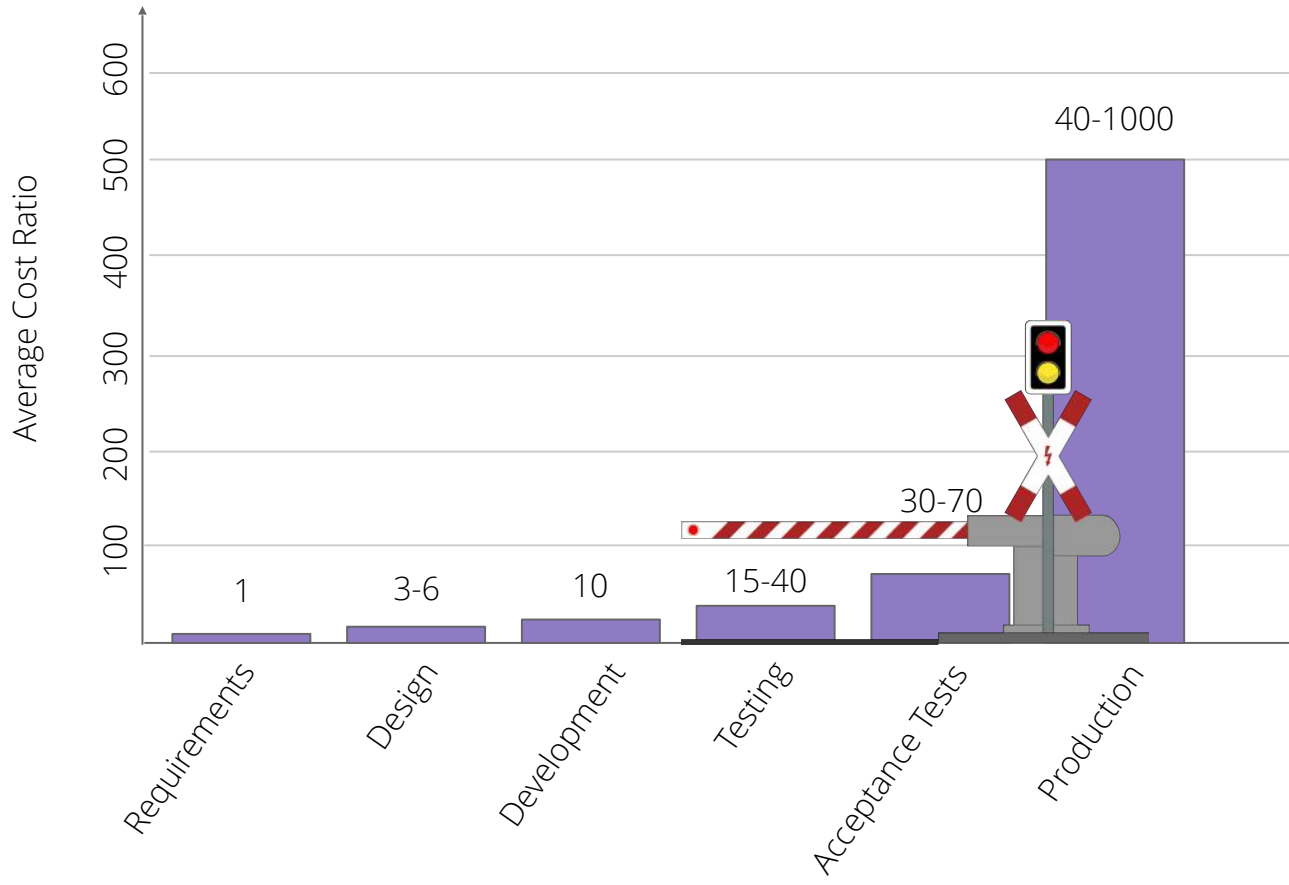
QUALITY ASSURANCE

Perspective of Quality Assurance

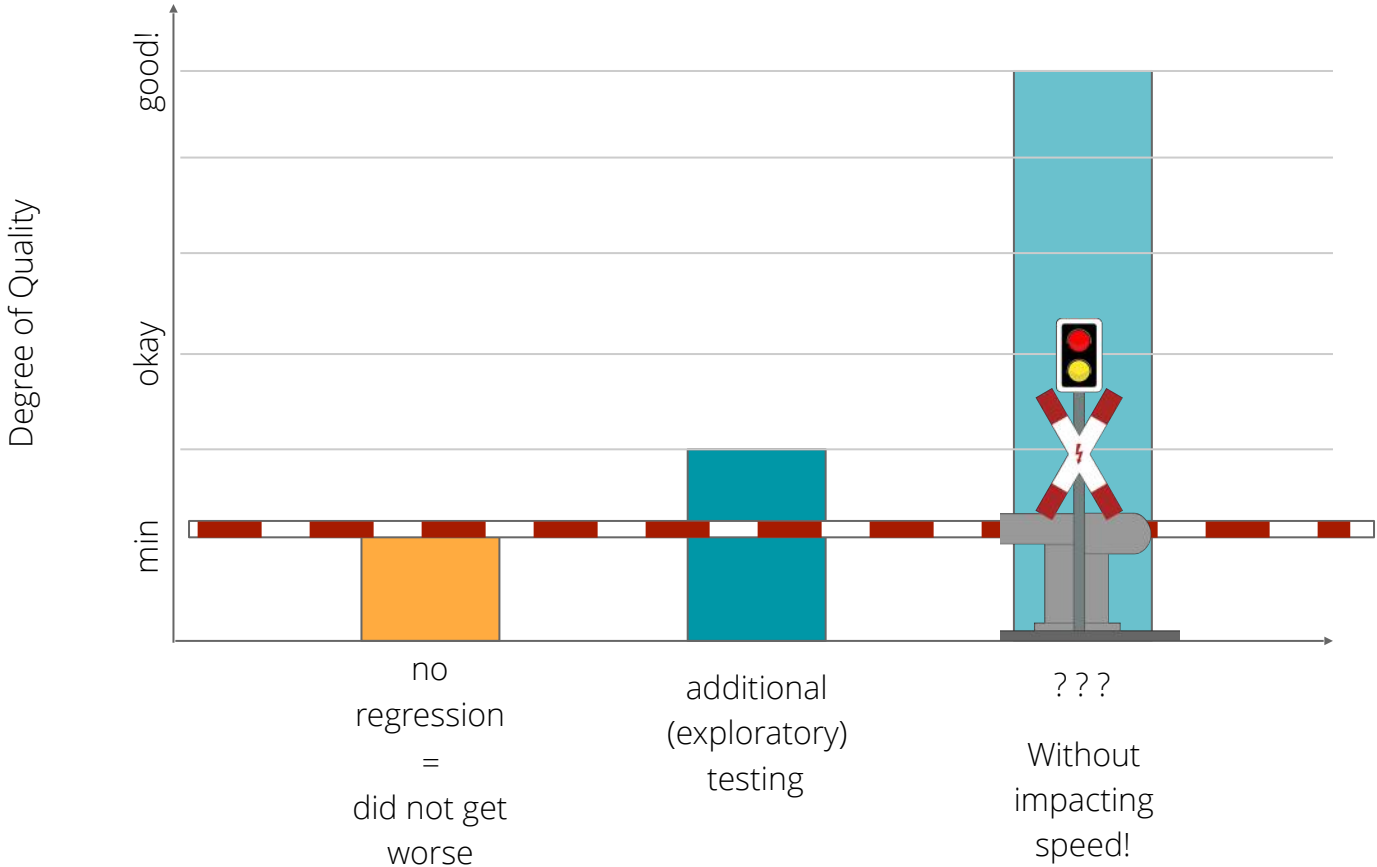
59.5

billion \$

Perspective of Quality Assurance



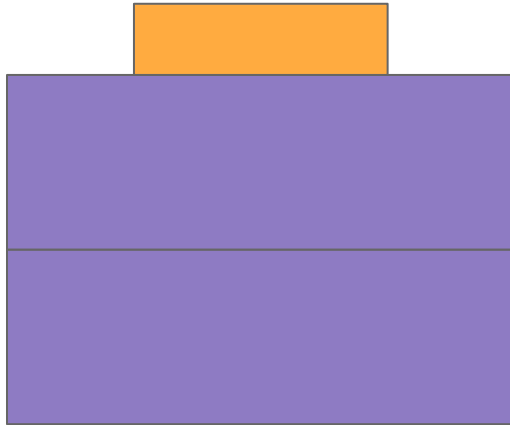
Quality Assurance assures a minimum level of Quality





COMPROMISES

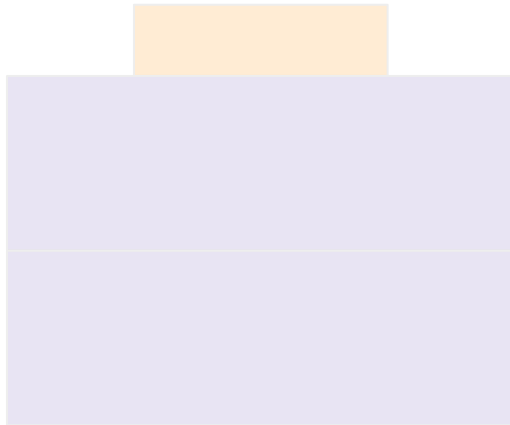
Software foundation. QA perspective:



super golden quality:

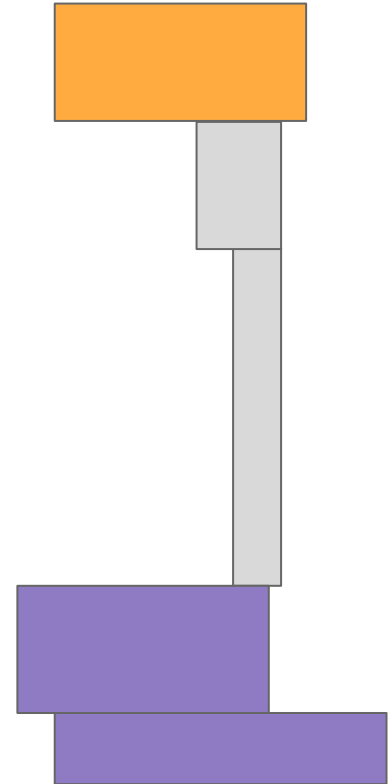
always too late to market

Software foundation. PM perspective:



super golden quality:

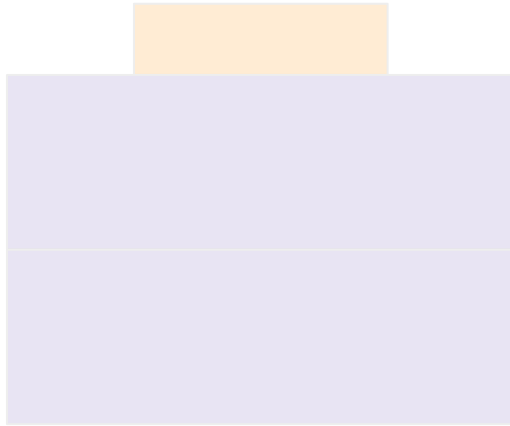
always too late



little quality:

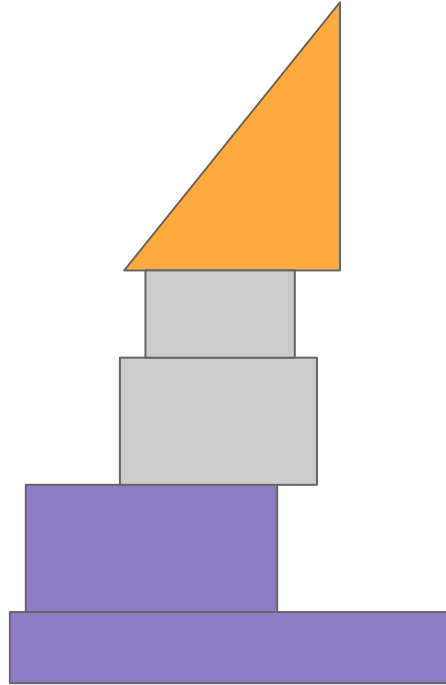
fast today and
doomed tomorrow

Fighting for a compromise



super golden quality:

always too late to market



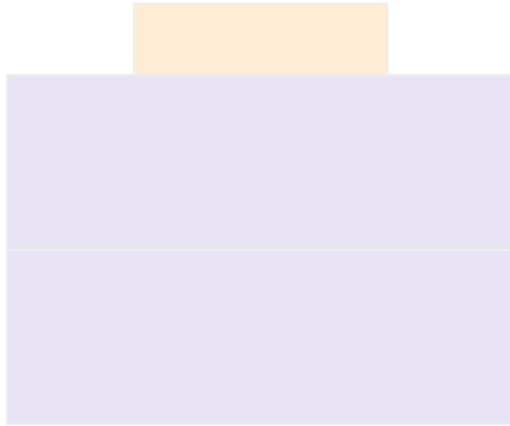
compromise



no quality:

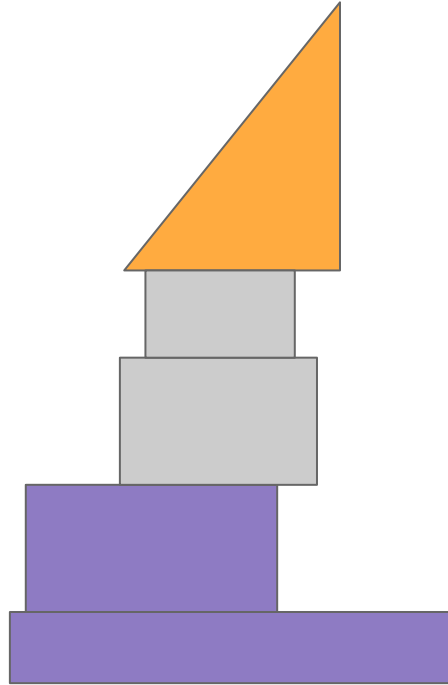
fast today and
doomed tomorrow

Fighting for a compromise



super golden quality:

always too late to market



compromise

no one really happy



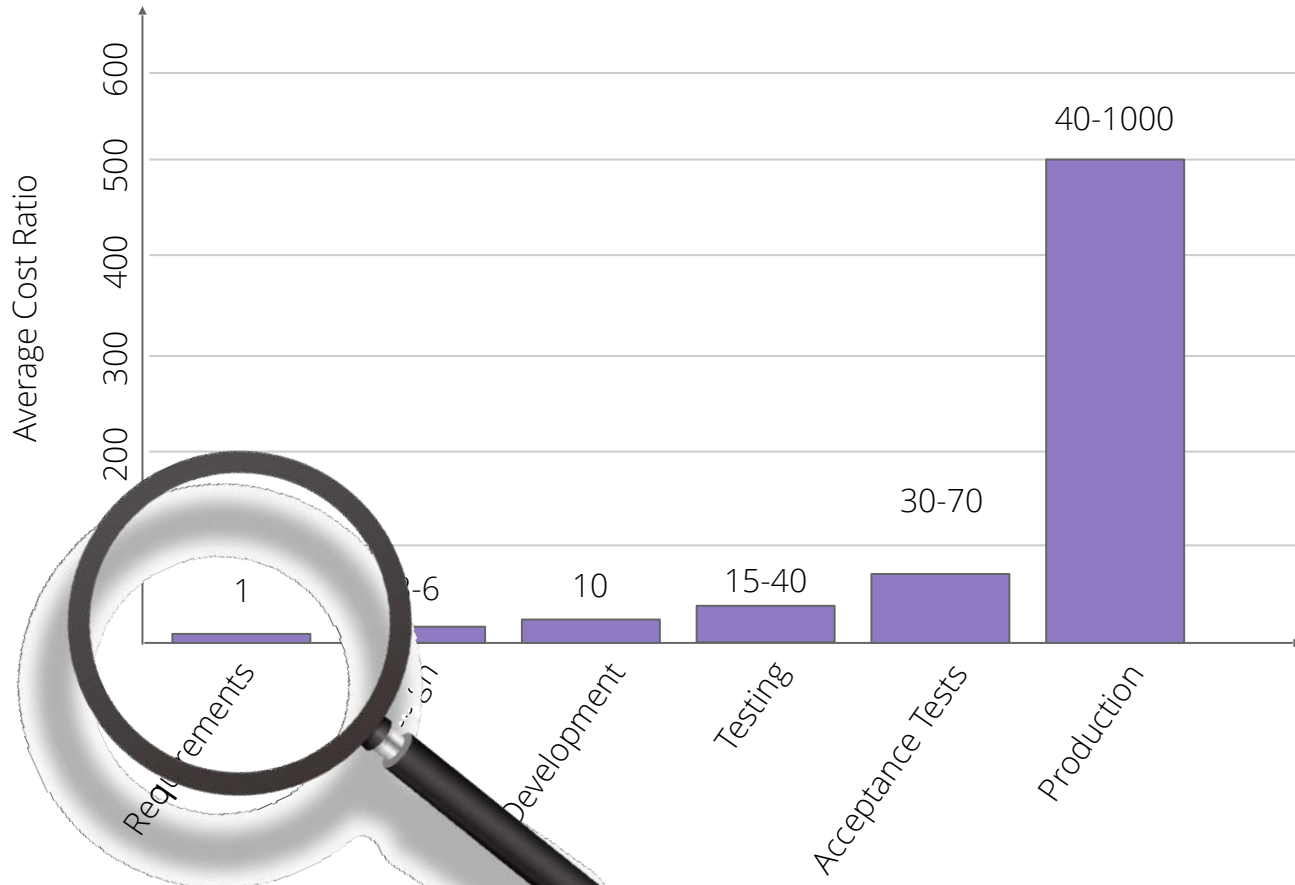
no quality:

fast today and
doomed tomorrow

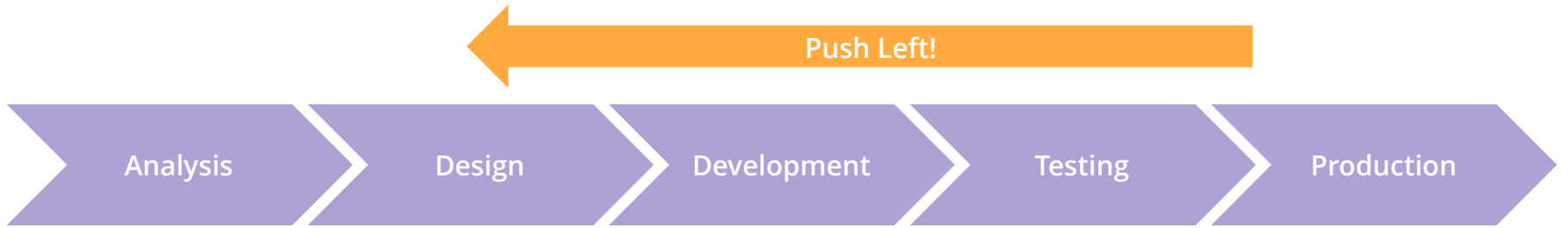


COLLABORATION

Cheapest way to *actually* improve Quality



Cheapest way to *actually* improve Quality



QA Perspective



super golden quality:

always too late to market

PM Perspective



no quality:

fast today and
doomed tomorrow

Nina and Finn



super golden quality:

always too late to market



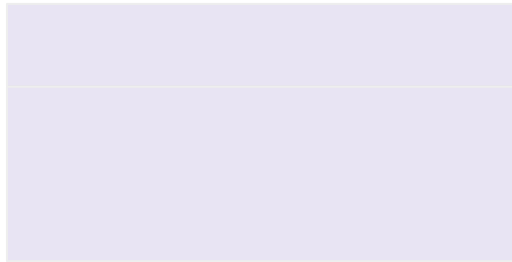
Collaboration:
Quick to Market



no quality:

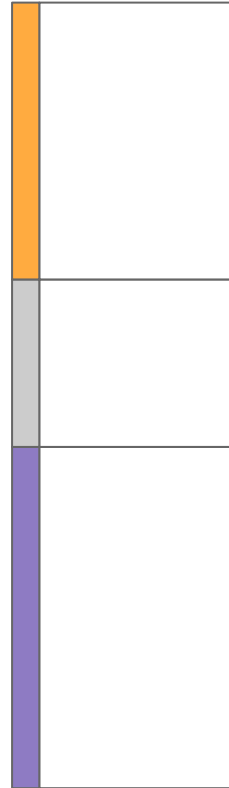
fast today and
doomed tomorrow

Nina and Finn

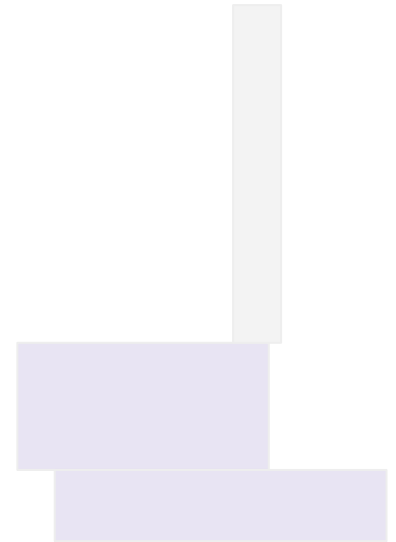


super golden quality:

always too late to market



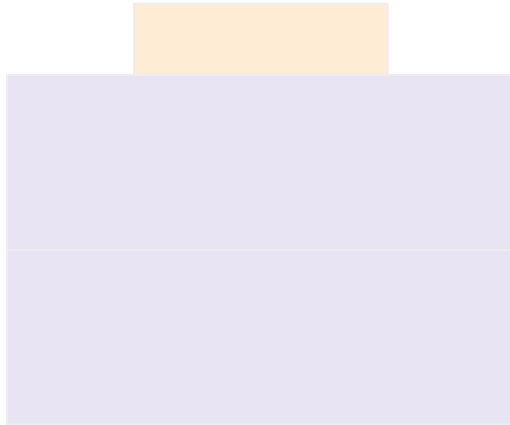
Feedback: what we do
not need



no quality:

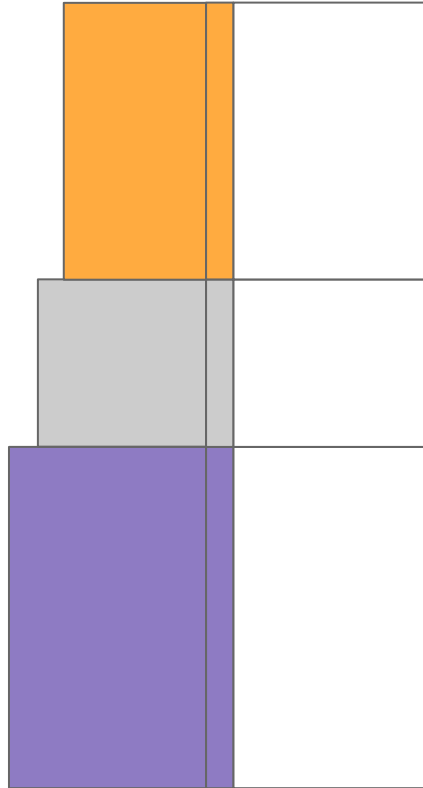
fast today and
doomed tomorrow

Nina and Finn



super golden quality:

always too late to market



A strong foundation for
what we need going
forward



no quality:

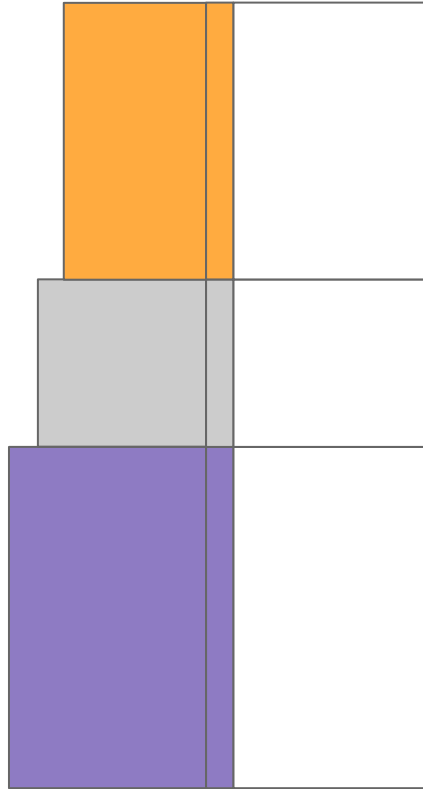
fast today and
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no quality:

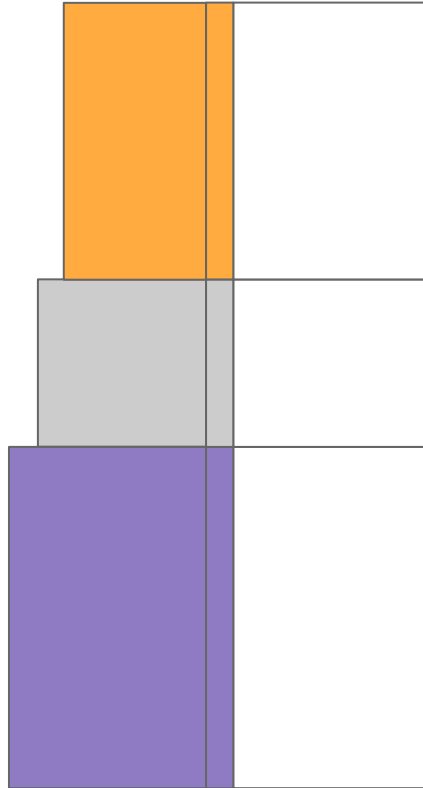
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A strong foundation for
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RUNNING AT A SUSTAINABLE PACE





PAIRING
BETWEEN
PM AND QA

We need this...

Customer Data

Gender
 Male Female Other

Name

Family Name

Personal Salutation

E-Mail

Address

Personalised Message

Dear Lina Green

Yours sincerely

Personalised Message

Hi Lina

Edit Mode

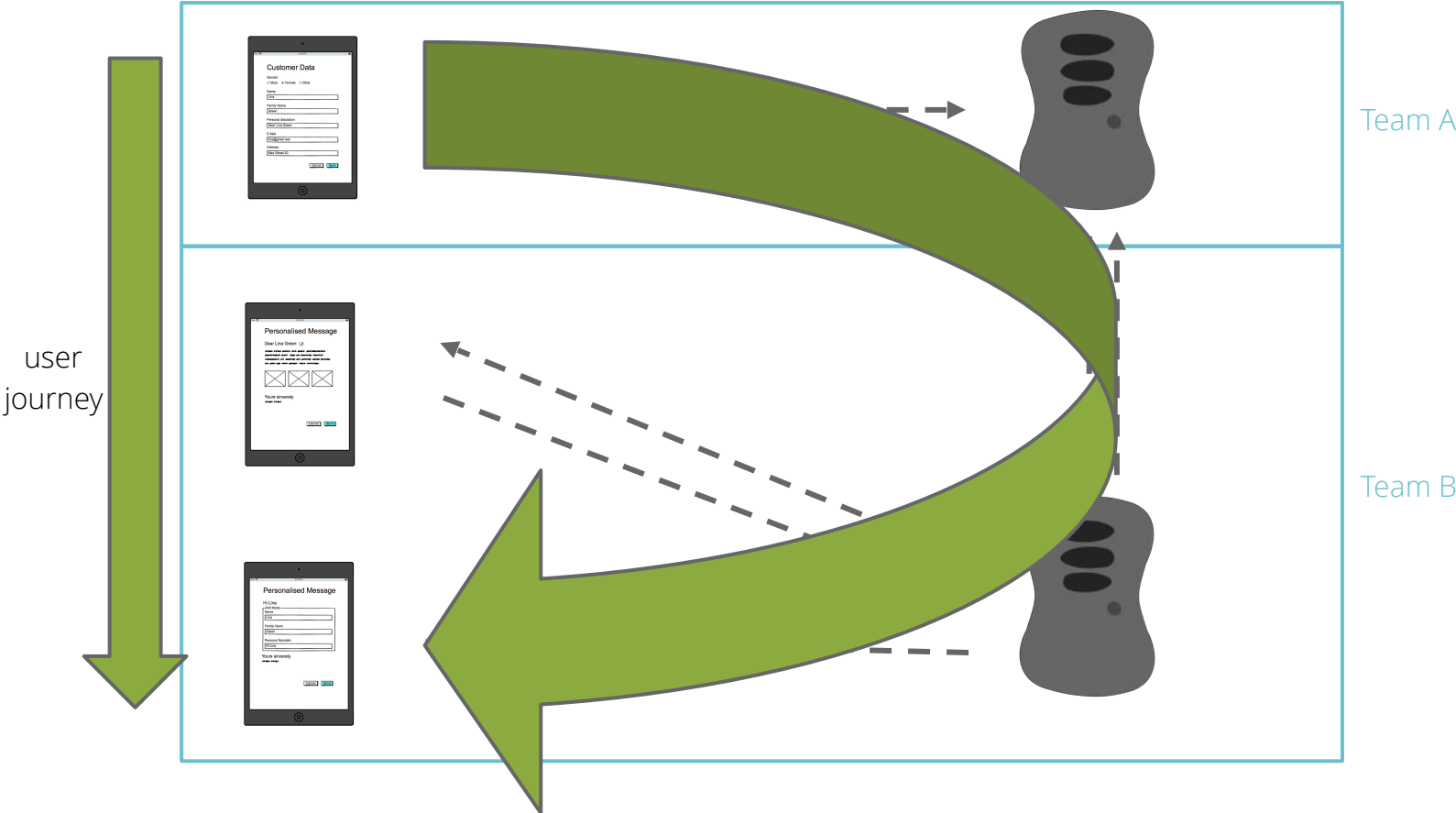
Name

Family Name

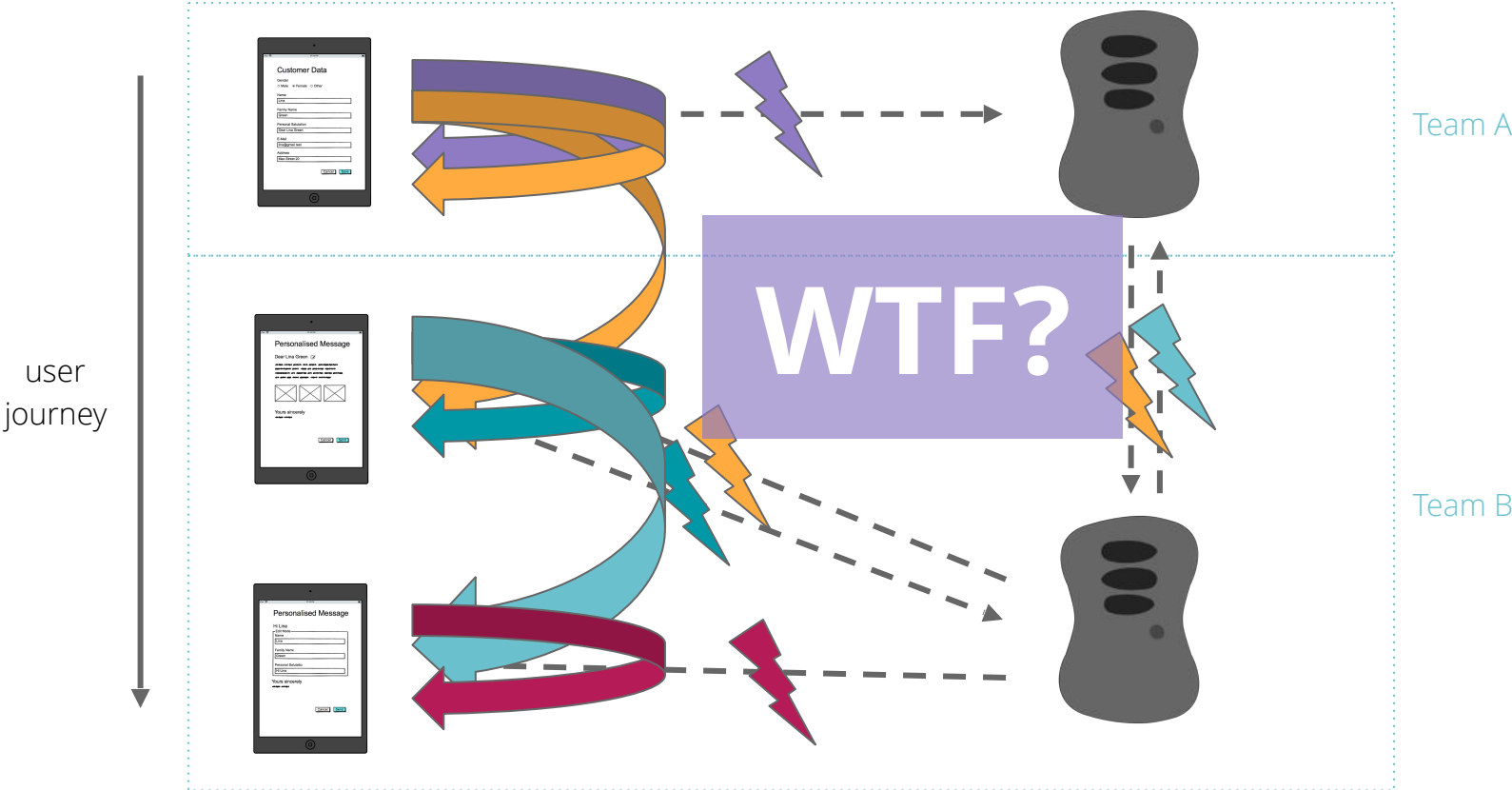
Personal Salutation

Yours sincerely

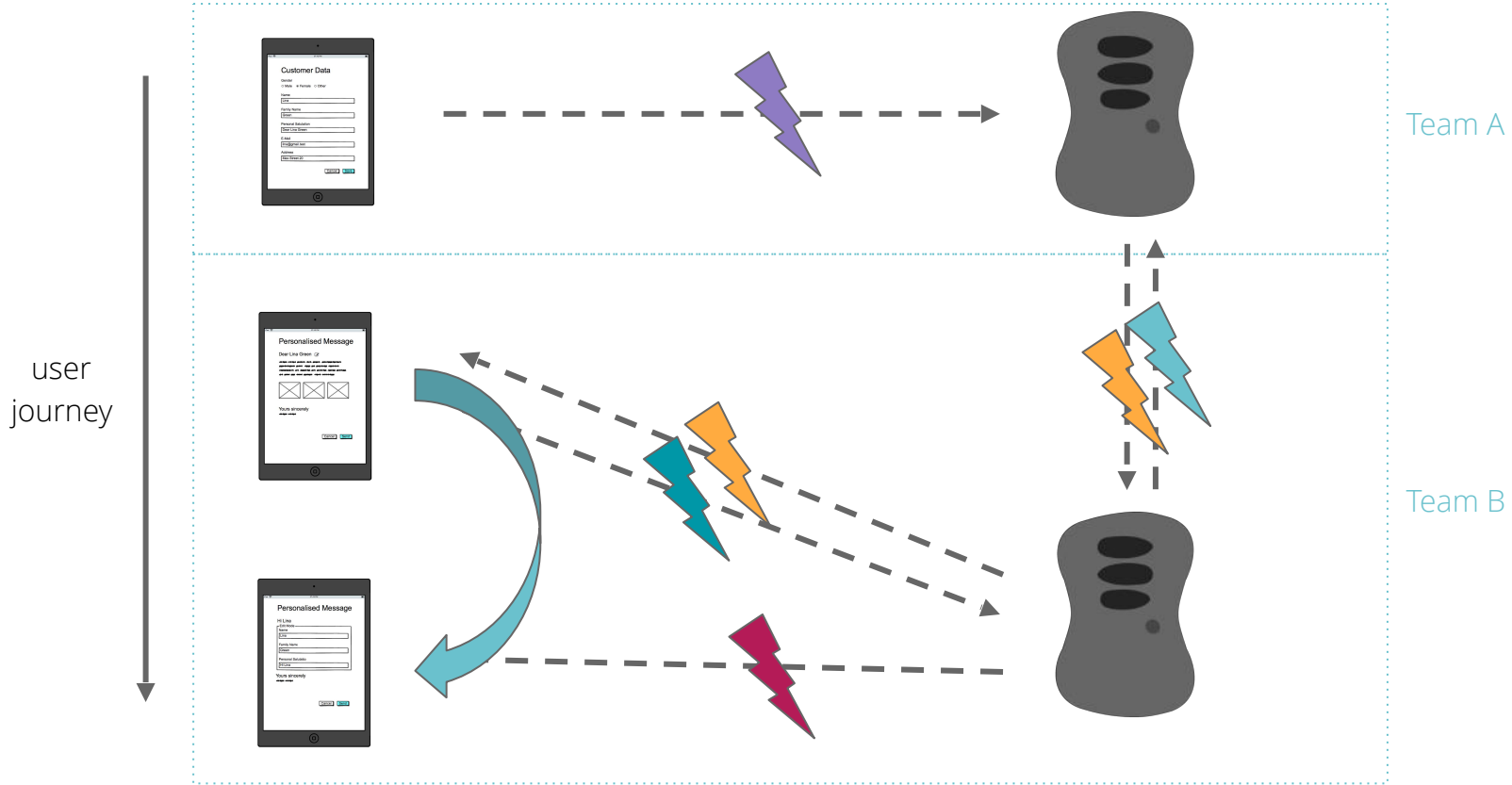
We need this...



Sad Path Scenario 5



Sad Path Scenario 5



Collaborating with your PM helps you to identify
the business relevant sad paths.

(...and to disregard the irrelevant ones.)



COLLABORATION IN THE TEAM

Share Your Learnings with the Team





EVERYONE FOLLOWS A CLEAR, COMMON AND SHARED BUSINESS GOAL

(opposite to: this week we want to finish X story points)

Kickoff and Deskcheck



XD

BA

QA

DEV



EVERYONE FEELS EQUALLY
RESPONSIBLE FOR THE
QUALITY *OF THE PRODUCT*

Signoff



Pitfall to Avoid



DON'T JUST FOLLOW A PROCESS FOR THE SAKE OF A PROCESS

When you do the right things, you should see it in the **outcomes**.

LIVE!



HOW TO BECOME
FRIENDS WITH
YOUR PM?



How to become friends with your PM?



When and how does your PM create requirements?

→ Ask (show) how you can support.

What are relevant KPIs for your team?

→ Understand how to be more successful

Going fast and going proper?

→ Invite your PM to find the right balance

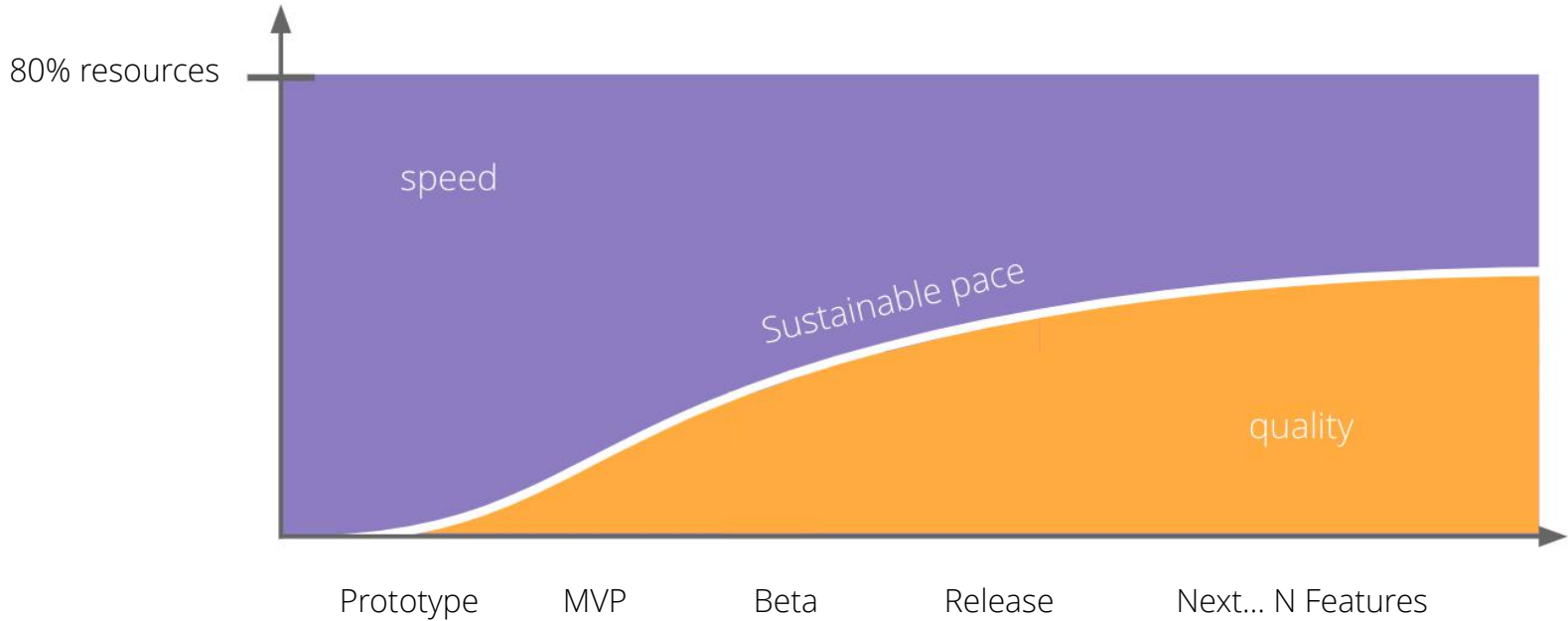
Don't talk about the impact on testing.

→ Talk about the impact on the product.

CONCLUSION



Sweet spot depends on project phase



Three Takeaways

Quality enables you to run a marathon
– not a sprint.

Push left!
And collaborate with your Product Manager.

Do not just follow a process.
Find the balance together every single day!

ULTIMATELY, WE ARE BUILDING
A HIGH QUALITY *PRODUCT*,
NOT JUST HIGH QUALITY SOFTWARE



Thank You for Following Our Talk.

@hillekum
@finnlorbeer



Calvin and Hobbes
by
WATKINSON