

# Millennials & Testing

Sheekha Singh | 10/14/2020

Book: Get Lit in Tech

To be released in  
December.

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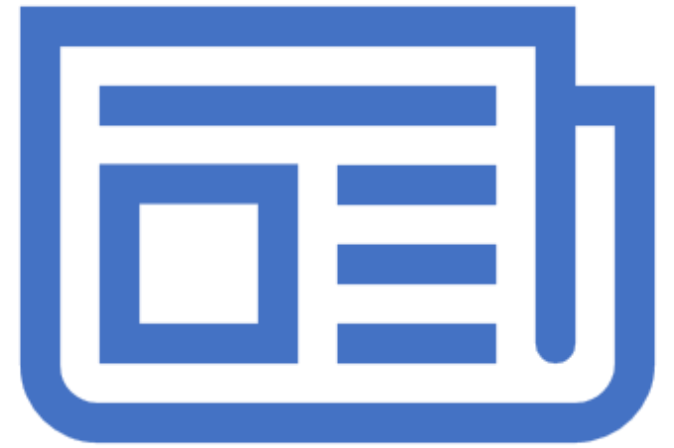
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# Millennials & Testing-Agenda

- Who are Millennials
- Testing with Millennials
- Myths about Millennials
- Working with Millennials



Who are  
Millennials?



# Who are Millennials?

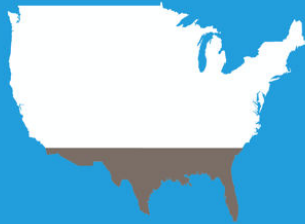
- Millennials are believed to be the generation born between 1981 and 1996.
- Aged 23 to 38 years in 2019.
- Constitute 40% of overall workforce today.

MILLENNIALS MAKE UP  
**21%** <sup>OF</sup> CONSUMER  
DISCRETIONARY  
PURCHASES,

WHICH IS ESTIMATED TO BE OVER A TRILLION  
DOLLARS IN DIRECT BUYING POWER  
AND A HUGE INFLUENCE ON OLDER GENERATIONS.

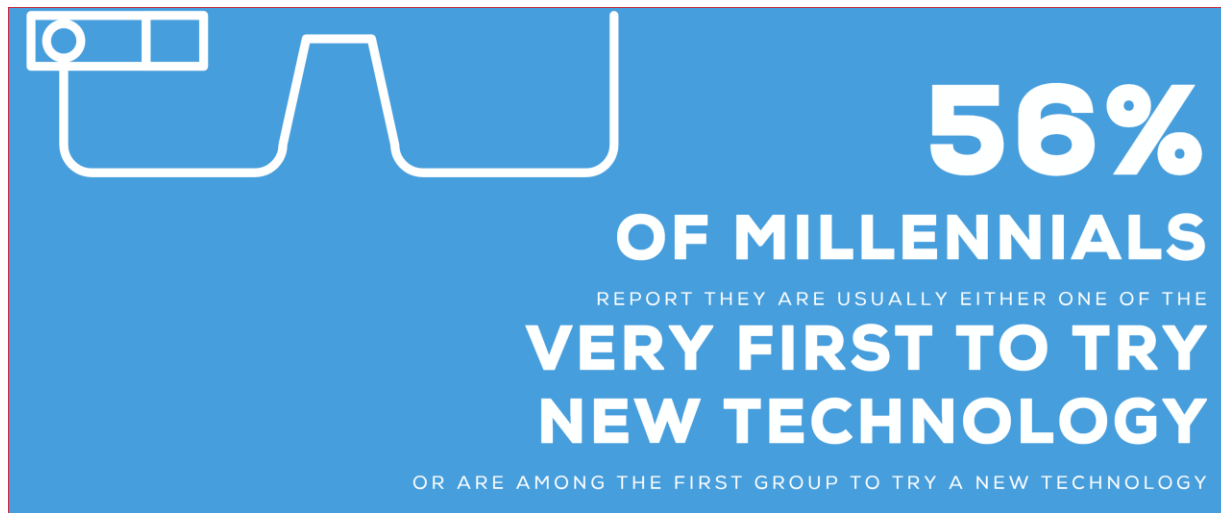
MILLENNIALS  
MAKE UP  
**25%**

OF THE U.S. POPULATION



## Millennials & Testing- Who are Millennials?

# Millennials & Testing- Technology Infused





# Millennials & Testing- Technology Infused





# Millennials & Testing-Technology Infused

- Millennials would make up 75% of the workforce by 2025.
- This gadget friendly generation welcomes new technology that is not only “cool” but also useful.
- Being connected is of utmost priority to them.
- Innovative at work.
- Obsessed with easy to use technology.



# Millennials & Testing- Testing with Millennials

**Younger generations are embracing automation as a way to work smarter**



Nearly all **Gen Z** and **Millennial** employees would be willing to automate parts of their job

**zapier** data

# Millennials & Testing- Testing with Millennials

- Millennials encourage automation due to reduction in post-prod incidents.
- Less time consuming by strategic automation use cases
- Intelligent decisions by mitigating risks.
- Reviews and Insights increase quality.
- 70% of our QA team comprises of millennials.
  - Increased product quality by automating 60% of manual test cases.
  - Brainstorming on process improvement.

# Millennials & Testing- Myths about Millennials

- **Lazy**

Millennials read more and write less

**MILLENNIALS  
SAY THEY  
CRAVE  
ADVENTURE**

- **Hard to Manage**

They work with “Move fast break things”  
concept



- **Unmotivated**

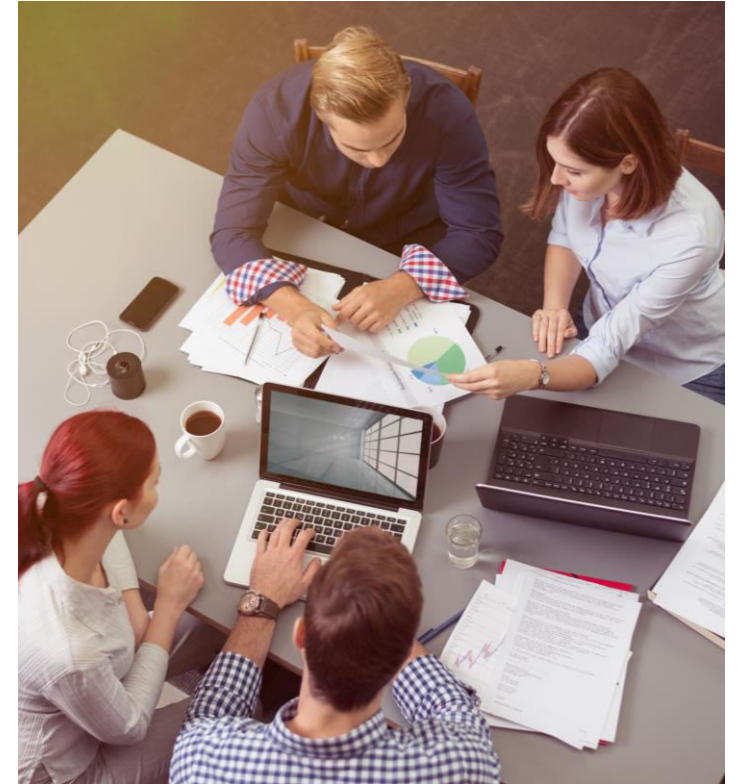
They do not spend all their time on smartphones.



# Millennials & Testing- Working with Millennials

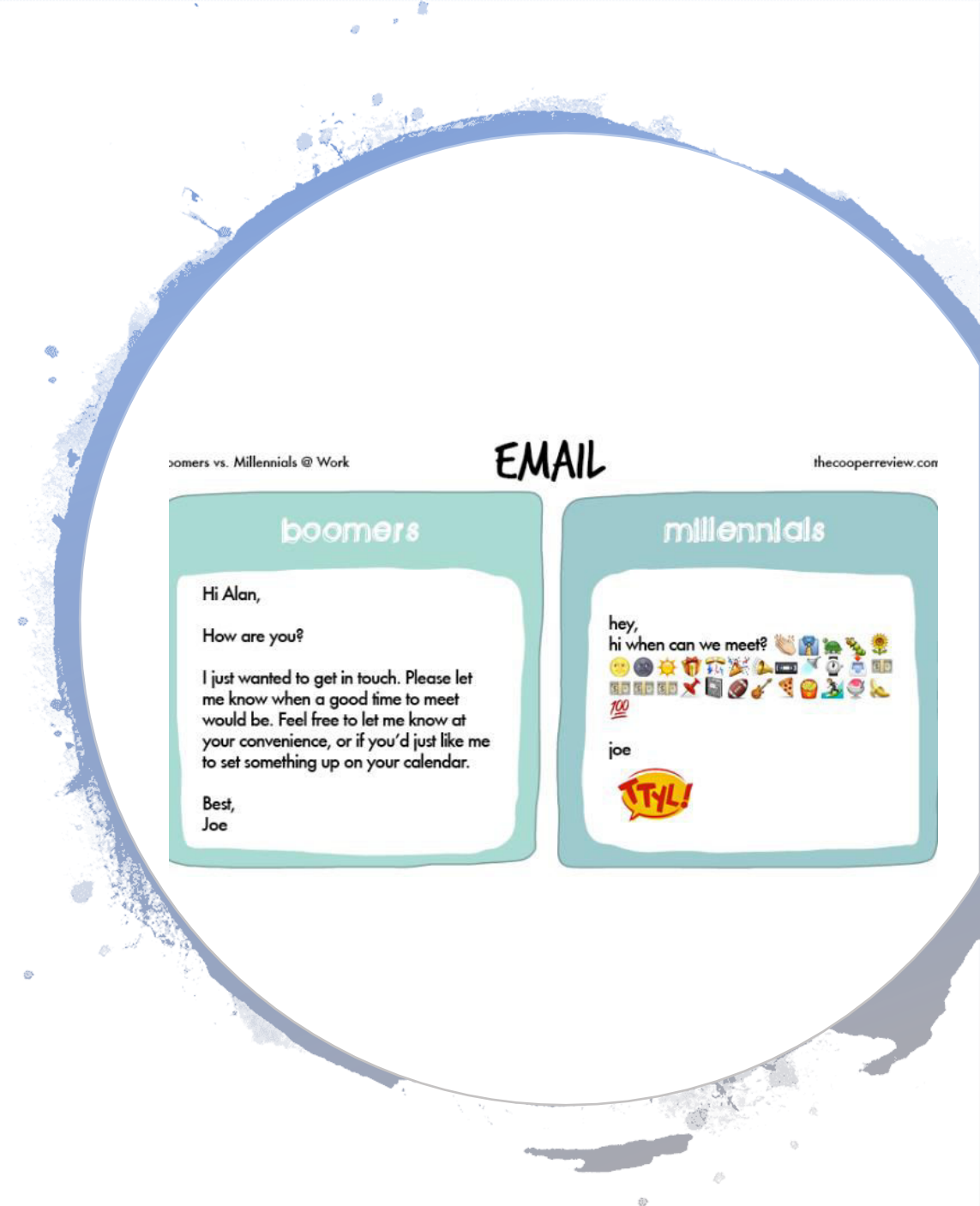
- Working with millennials could involve collaboration and an open mindset to new ideas.

Rethink the  
word “Manage”



# Millennials & Testing- Working with Millennials

- Get used to this.  
Millennials encourage being flexible. Many of them tend to work late. They would be comfortable working 6pm to 2am rather than 9am to 5pm.

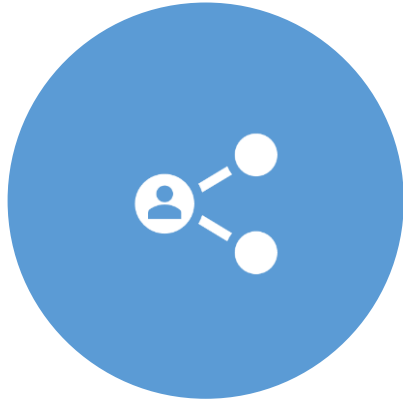




# Millennials & Testing- Testing with Millennials



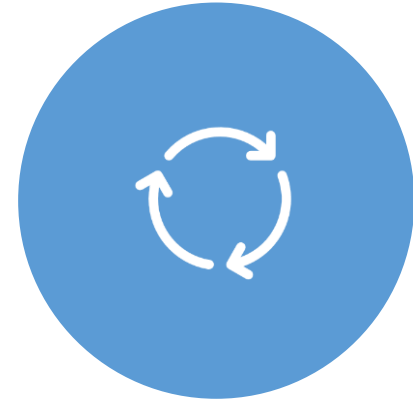
# Millennials & Testing- Working with Millennials



MILLENNIALS HAVE BEEN MANAGED  
THEIR ENTIRE LIFE.



MILLENNIALS ARE LOOKING FOR  
LEADERS. INVOLVE MILLENNIALS IN THE  
BRAINSTORMING SESSIONS.



SET PRODUCTIVE EXPECTATIONS. LET  
THEM WORK IT TO THE END WITHOUT  
MICROMANAGING.

# Millennials & Testing

*“I do find that quite ironic when folks have very strong viewpoints of this generation when they not only don’t come from it but clearly are not very close to it.”*

-Jeff Carr  
CEO & President- Peoplefluent

THANK YOU

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