RE-IMAGINGING TESTING FOR YOUR CONTEXT

An Introduction to Design Thinking

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IS THERE A PROBLEM HERE?

"No one in their right mind wants to pay for testing…but they might be willing to pay for what testing gives them"

Scott Barber, Keynote Speech at Let's Test 2013

With this context in mind, is looking for efficiency gains in your testing processes the opportunity we should be focusing on?

If optimising our processes may not add value, what should we do?

DESIGN THINKING OVERVIEW

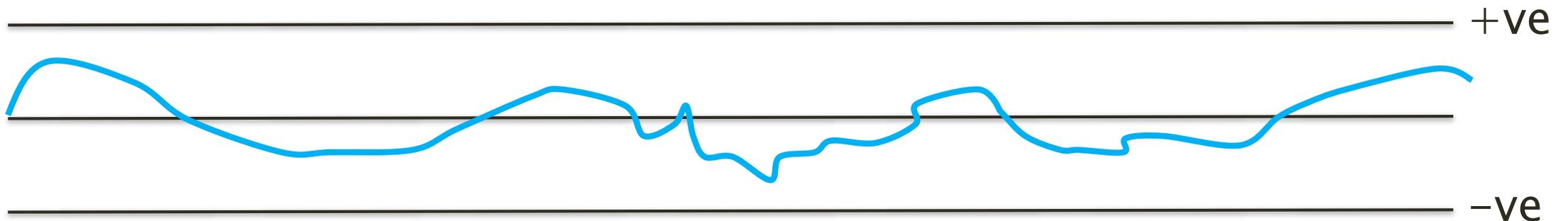What is? → What if? → What wows? → What works?

WHAT IS? MEET BILL – HE'S A PROJECT MANAGER

- Responsible for:
  - A smooth running project
  - Managing risks and issues that affect the project's progress towards delivery
  - Coordinating and scheduling resources
  - Keeping project stakeholders informed about progress towards delivery.

- Needs:
  - To control the budget
  - Be able to make decisions
  - Makes the decision to release to the customer or not
  - To know about issues that affect the project plan

- Fears
  - Being surprised by additional work that affects the project delivery
  - Finding out about problems once options become limited

WHAT IS? – JOURNEY MAPPING

Project Initiation	Project Planning	Project Delivery	Transition to Live	Project Close Down
• Scope project • Establish Budgets • Sponsor sign-off	• Detailed schedule • Resourcing	• Risk & Issue Management • Project Board Meetings • Progress Tracking and Reporting • Budget Management	• Change Board Approval • Hand-over planning • Co-ordinate Release • Training Plans	• Closure Report • Finalise budgets

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WHAT IF? – LETTING YOUR IMAGINATION GO WILD

Facilitated Brainstorming

- The right people (small & diverse rather than large and homogenous, people who care about the solution)
- Goal oriented (what are we trying to achieve/solve)
- The right mind-set (single voice at a time, not filibusters, no judgement)
- Stimulus (facilitate using starting points e.g. what we only had 30mins to design a test plan – how could we do that? Or What if we had to present our strategy in no more than10 slides)
- Question the assumptions you are aware of (e.g. do we need detailed test scripts?)
- Use metaphors to explore ideas (e.g. what if our testing service was more like an e-commerce service?)
- What are other industries doing that we might learn from?

Capture all ideas and develop more detailed concepts for promising ideas as follow-up

WHAT IF? – CONCEPT DEVELOPMENT

Follow-up to Brain-Storming to focus on the most promising ideas (i.e. from Many ideas to small set of concepts).

Concept Development

- Follow up from Brain-storming
- Choose a small set of ideas to anchor your concepts
- Compare, join, combine ideas to form more details concepts
- Try expressing the concept in a single page covering:
  - Need – what is the unmet need we are addressing?
  - Approach – How will we address this need?
  - Benefit – How will this benefit our stakeholders?
  - Opposition – what opposition may be encounter? What other opportunities are lost by doing this?

WHAT WOWS? – TESTING YOUR ASSUMPTIONS

This is the point that we begin to judge our concepts to understand which get us excited.

What needs to be true in order for the concept to be exciting?

- The Value Test
  - Do our Stakeholders need this and will it add value?
  - Will it reduce Pain-Points?
  - Can they afford it?
- The Execution Test
  - Can we create/deliver this at a cost that we can afford?
- The Scale Test
  - Is this sustainable?

Any concepts that *fail* these tests are put aside in favour of those that *pass*

Teak any concepts that *nearly pass*.

WHAT WOWS? RAPID PROTOTYPING

Making concepts more *real*

We can use low-fidelity prototypes to explore the concept for example:

- Different report formats to explore how we might present test/project analytics
- Different forms of processes to understand how they affect resourcing
- Story boarding concept

The aim is to produce different prototypes so you can explore and refine options.

WHAT WORKS? – TIME TO GET SERIOUS

Stakeholder Co-creating

- Working with stakeholders to interact and collaborate on solutions
- Feedback on prototypes
- Refine ideas to something that stakeholders actually want/need.

Learning Launches

- Soft launch to willing Stakeholders
- Design feedback loops into the launch
- Fast Feedback and iterate based on what is working

ADDITIONAL MATERIAL

Design Thinking Books

- **Designing for Growth: A Design Thinking Toolkit for Managers** (Jeanne Liedtka and Tim Ogilvie)
- **Solving Problems with Design Thinking: Ten Stories of What Works** (Jeanne Liedtka, Andrew King and Kevin Bennett)

Design Thinking Resources

- https://www.ted.com/talks/tim_brown_urges_designers_to_think_big
- http://www.designthinkingforeducators.com/
- http://dschool.stanford.edu/dgift/
- https://www.coursera.org/course/designbiz