

# How to Give More Value to Business as a Tester?

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# End user versus owner

End user



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Tester



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Owner / Business



# How business works?

**People buy because they have needs and desires**

**They buy what gives them (more) value.**

# Where comes profit?

- Products / Services sold
- Advertisement
- Clicks on the page
- Views on the page
- Time spent on the page
- .....



# Profit versus end user's value

**Business goal is to make profit**

**Profit comes from solving problems and giving value to clients**

**Without profit there is no business**

# How can testers help business?

## Questions to ask:

- Where the main profit comes from?
  - Main product, user activity, ... ?
- What is most important for the business / specific product under test?
  - To sell products or services?
  - To gain commitment?
  - To be advertised, to gain popularity?
- What a typical user usually does? Why people use that product?
  - Are statistics available?
  - If no statistics (new product), what product owners want people to do?
- What are the risks and cost of damage?

# How to convince that testing is really needed?

- Risk and damage
  - Lost users
  - Lost payments
  - Loss of reputation and trust
  - ...
- User experience
  - Confusing flow
  - Confusing error notes
  - Difficult to use with specific screen resolution
  - Different devices / OS / browsers
  - Speed
  - .....
- Lost clients and later problem solving are more expensive

# How to give more value as a tester?

- Make clear what this business is about. Where the money comes from?
- What are the risks and how much they cost?
- Start testing from most important aspects and functionality
- Make regression tests for those
- Use typical-user behaviour tests
- Use data from Google Analytics
  - Main flow and user actions
  - Devices, OS, browsers, screen resolutions
- ....



**Thank you!**

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