

# Value Sync

Robert Sabourin  
President

AmiBug.Com, Inc.

Montreal, Canada

[rsabourin@amibug.com](mailto:rsabourin@amibug.com)

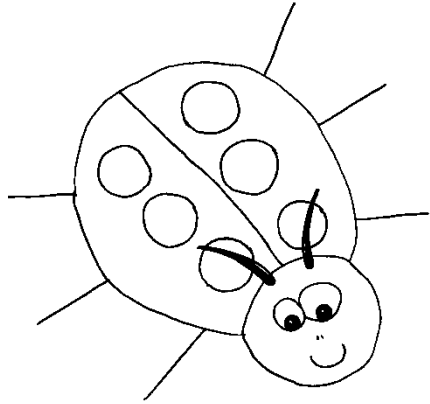
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Slide 1

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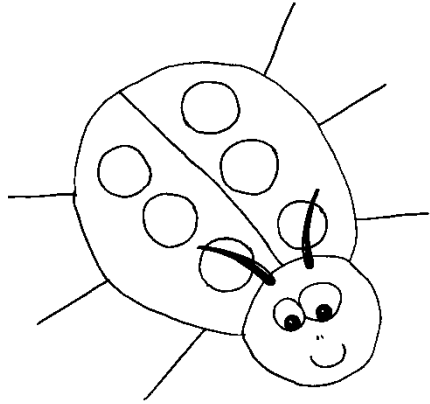
# Value Sync

## What is Quality

Conformance

Suitability

Value



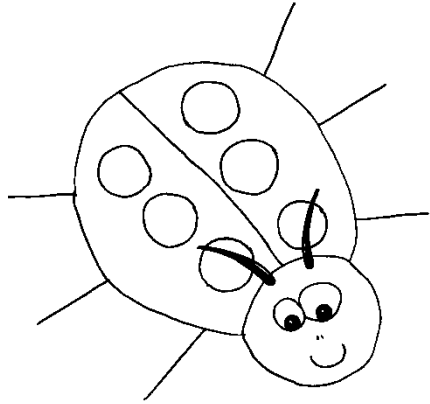
# Value Sync

## What is Value

Physical

Emotional

Ethical



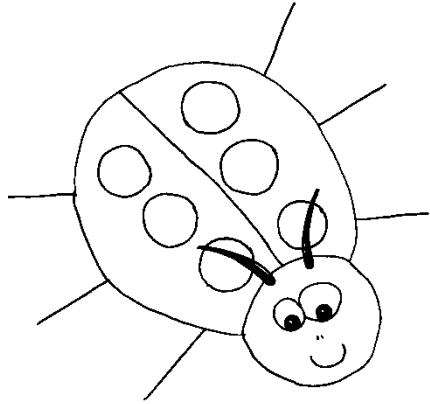
# Value Sync

**Who are stakeholders**

**Derive value**

**Offer value**

**Support**



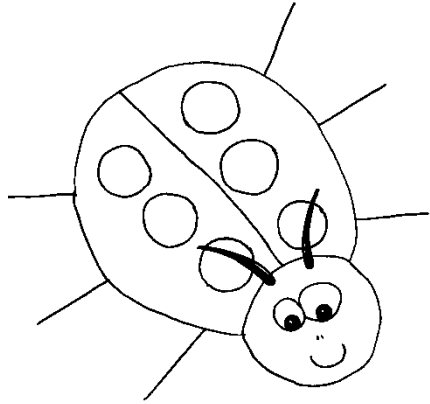
# Value Sync

## Finding stakeholders

Attract them

Hurdles to overcome

Sponsors



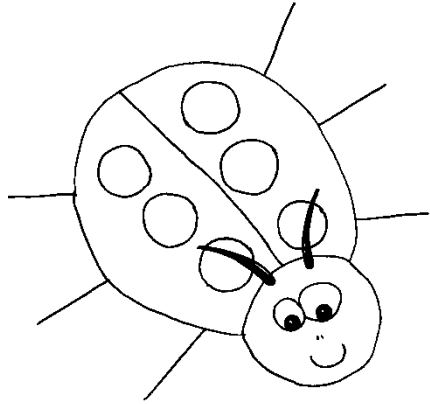
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**What stakeholders value**

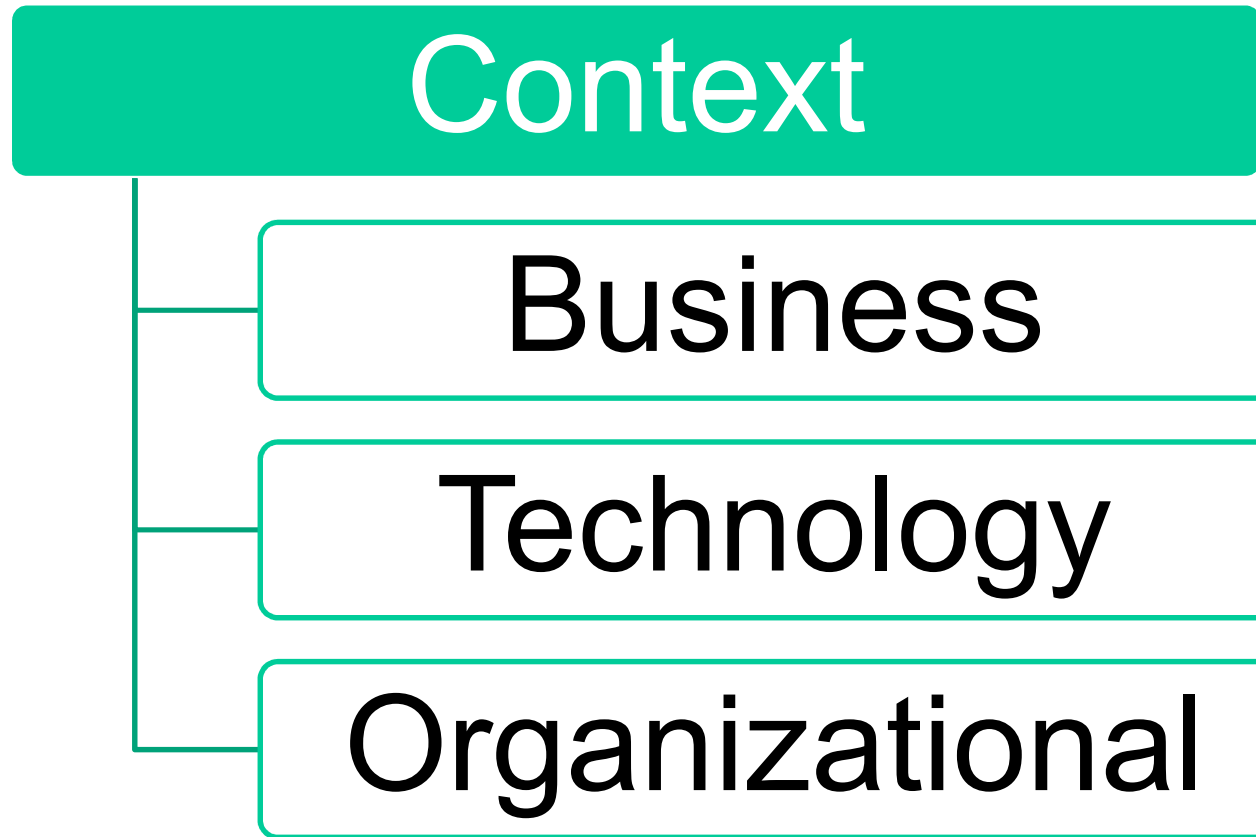
**Different strokes**

**For different folks**

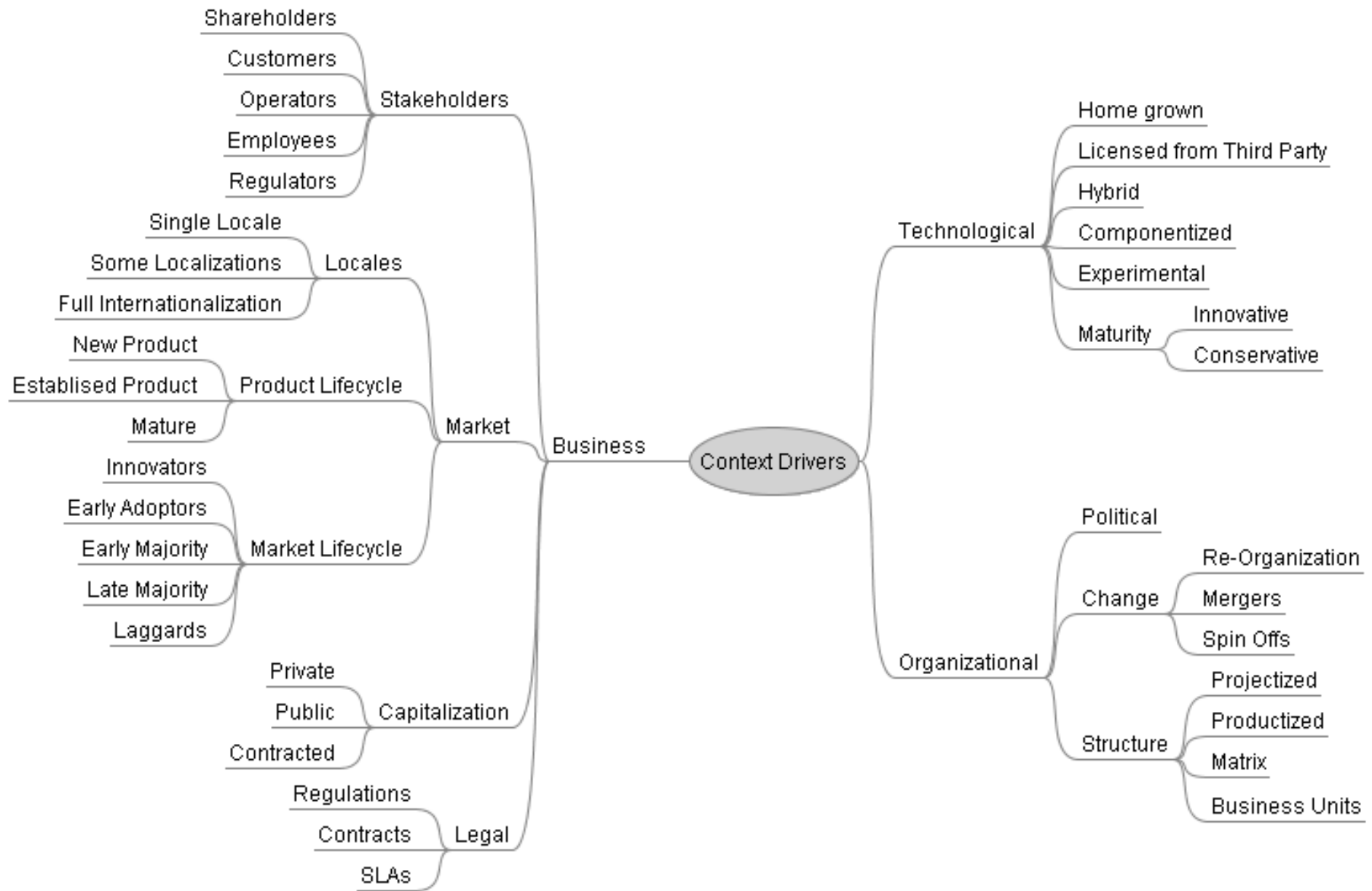
**In different contexts**

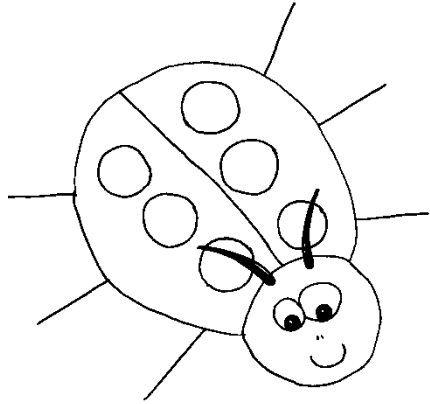


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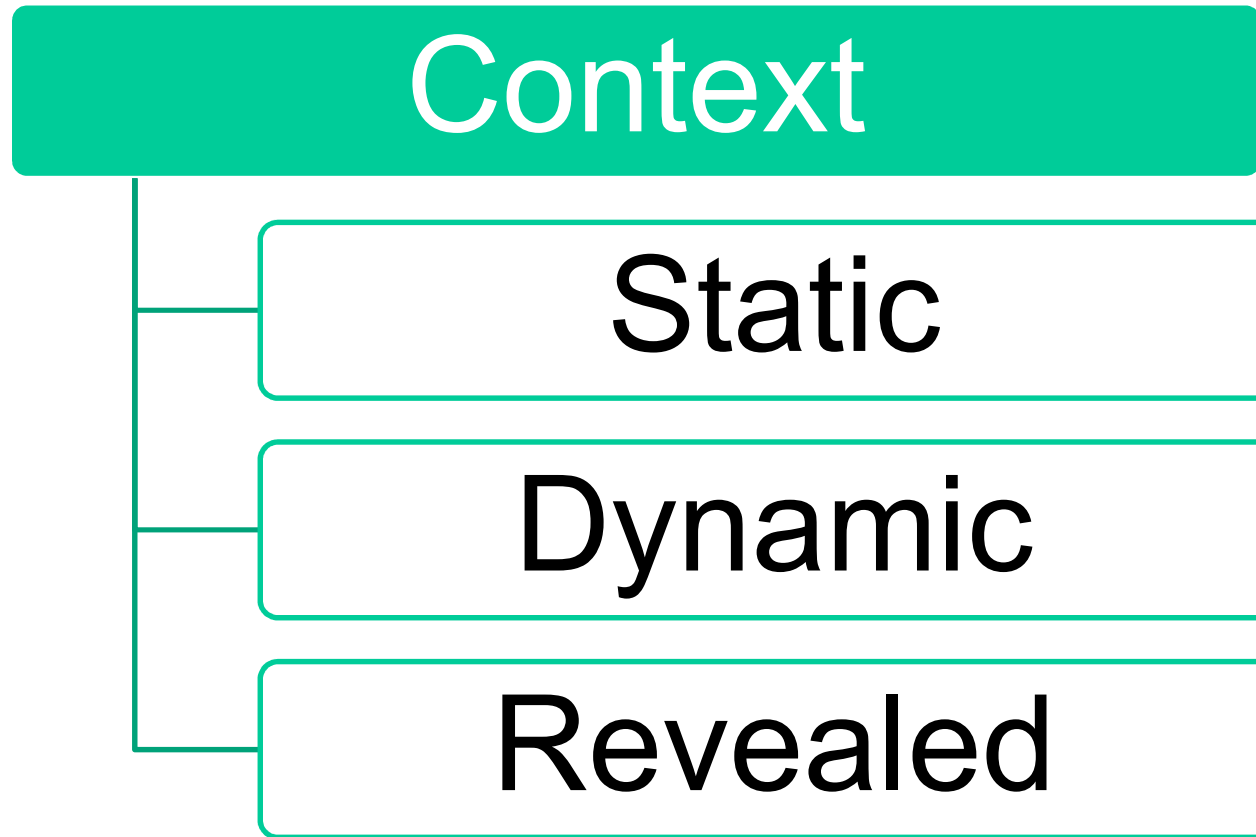


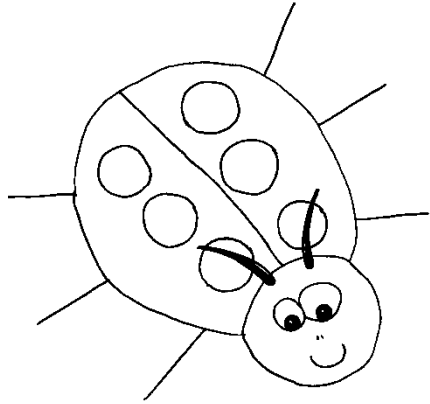






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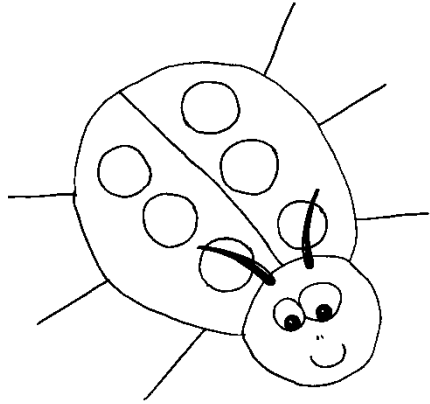
# Value Sync

**Context is alive**

**Identify sources**

**Actively listen**

**Adapt**



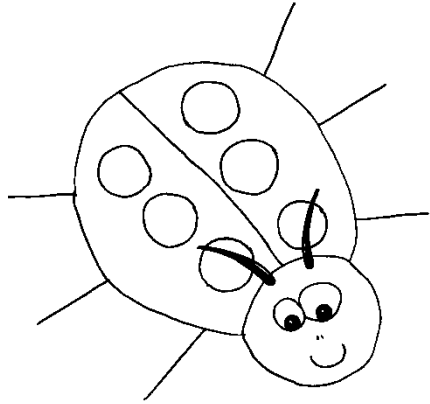
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## Context testing

How does software react to changing contexts?

How does context react to changing software?

How should testing adapt?



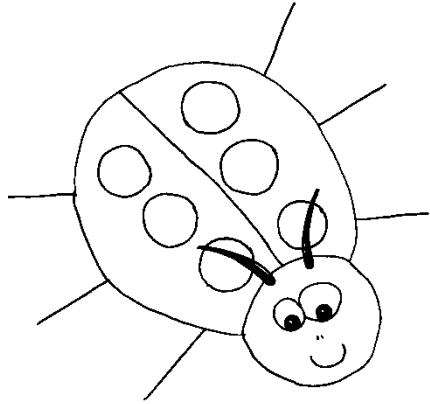
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## Reuse out of context

Good thing?

Inherit context dependent decisions

We grab code – what of the context?



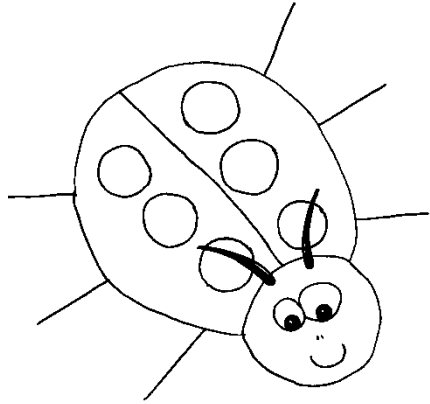
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## The right time & place

Some stakeholders fade in and out at different times

Help them stay on their path

Use “non intrusive” mechanisms to make sure we hear them and are heard by them



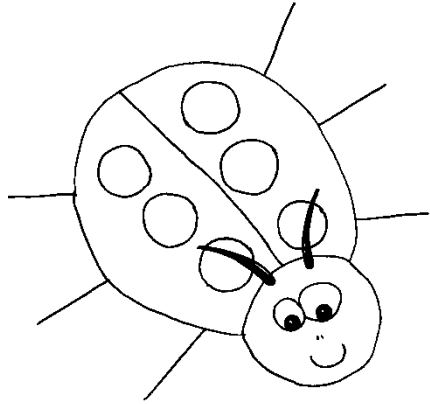
# Value Sync

**Stuff stakeholders value**

**Material stuff**

**Emotional stuff**

**Community stuff**



# Value Sync

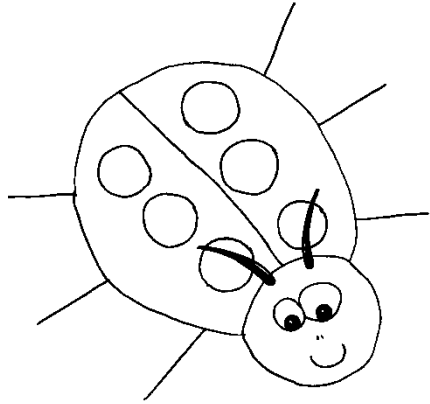
Stuff stakeholders value

Ethical behaviour

Make and keep commitments

Consistency





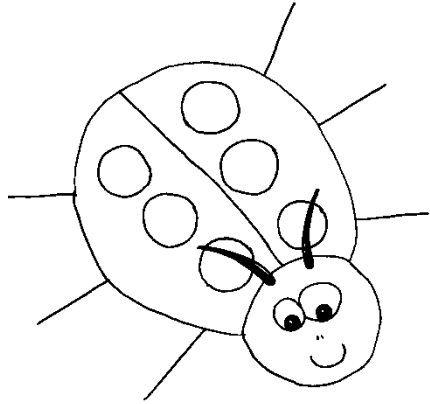
# Value Sync

**Why test?**

**Gatekeepers?**

**Information providers?**

**Value custodians?**



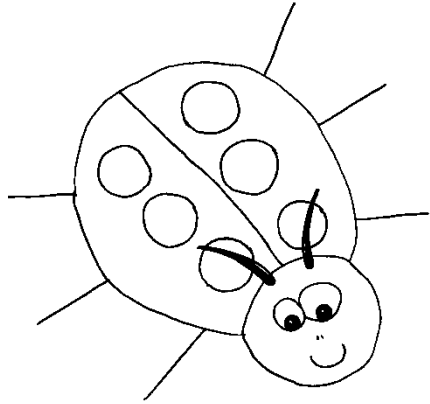
# Value Sync

Help stakeholders see

Make visible

Stakeholder language

Headlights



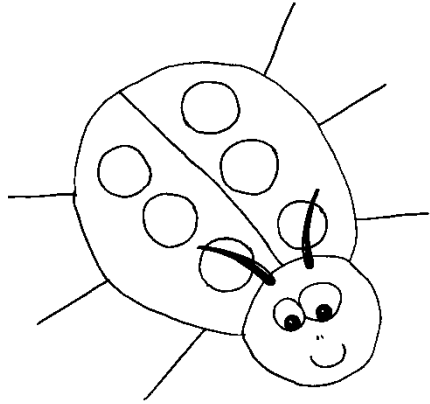
# Value Sync

## Challenging Stakeholders

“Let the wookiee win”

Buy in to decision making

Derive value from conflicts to  
drive improvements



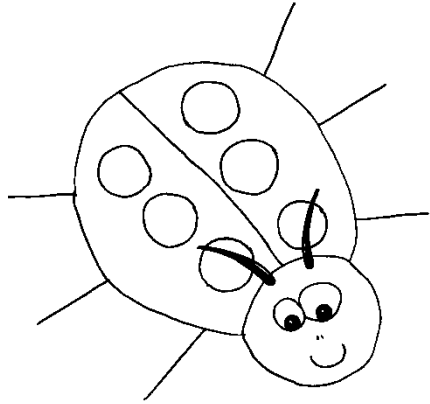
# Value Sync

## Value sync

Common understanding

Shared belief

On purpose



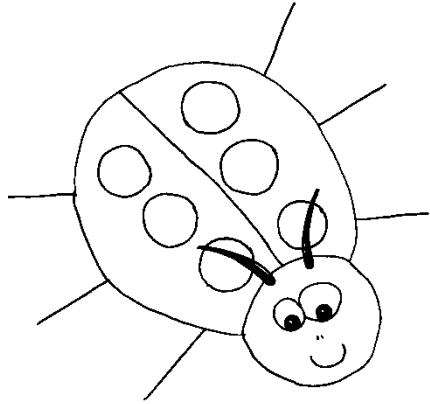
# Value Sync

**Purposeful testing**

**On Time**

**On Quality**

**On Budget**



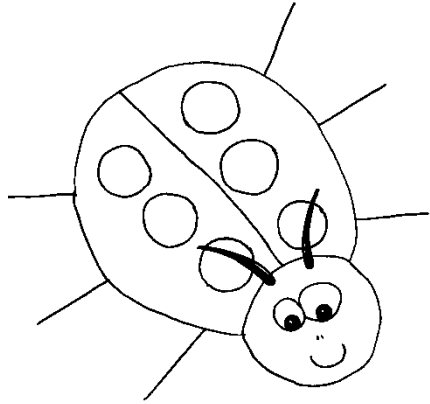
# Value Sync

Do you value objectivity

Mission of testing

Provide massive objective

Information about product and project



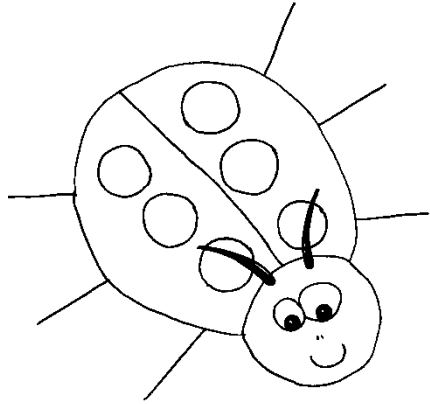
# Value Sync

Value in subjective assessment

Your opinion

What would critics say

What about customers?



# Value Sync

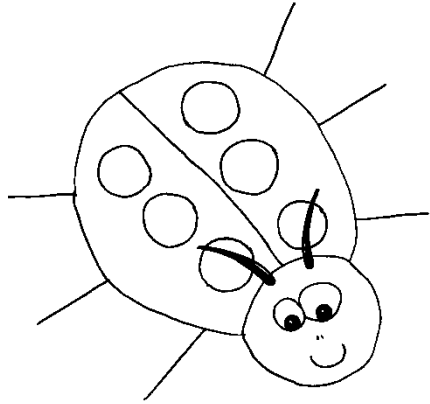
Learning what stakeholders value

Ask

Listen

Observe





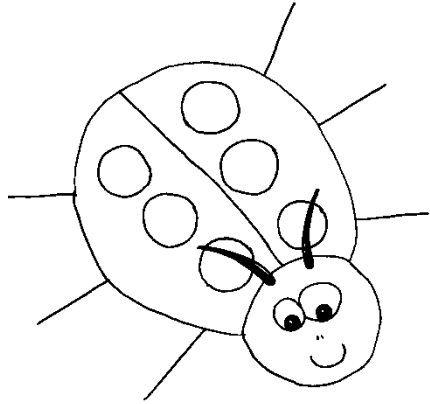
# Value Sync

What testers are good at

Measure

Assess

Learn



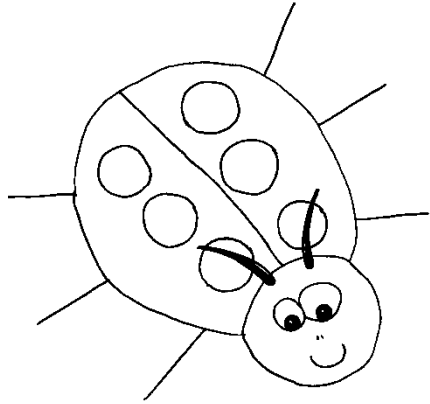
# Value Sync

**Value sync is about**

**Knowing what matters**

**Understanding why**

**Communicating about it**



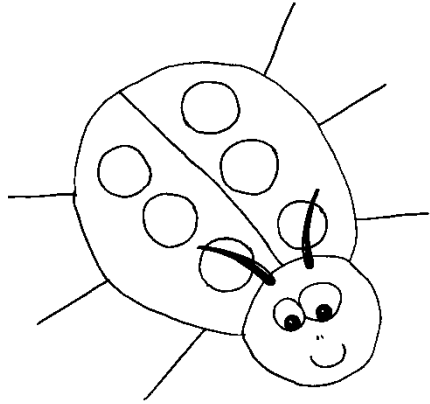
# Value Sync

## Alternative to value sync

Walk away

Find common grounds

Build on shared values



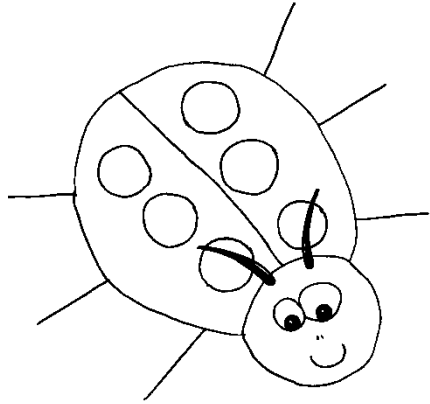
# Value Sync

## Economic focus

Effort done and to go

What we could ship now

Report downstream costs



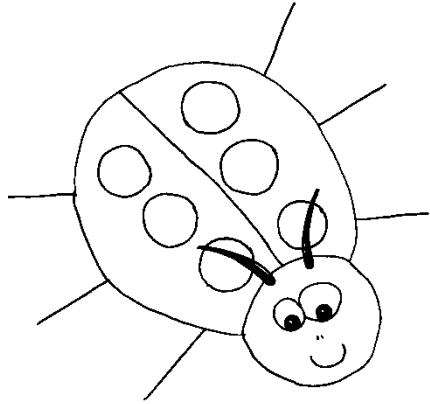
# Value Sync

## Time focus

Trade off workflow

Manage testing debt

Maintainability focus



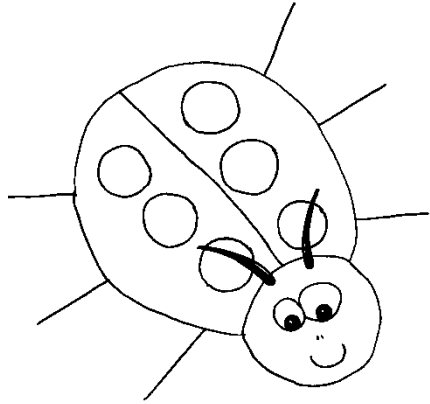
# Value Sync

Value sync leads to

Respect

Esteem

Ideals



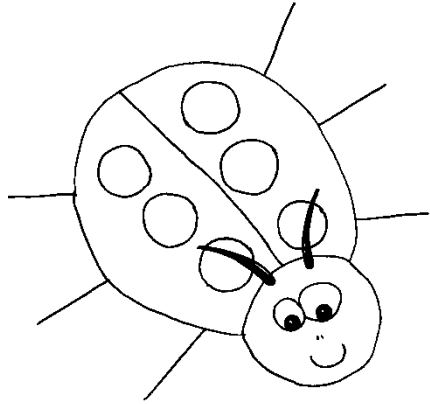
# Value Sync

**Value sync leads to**

**Given a platform**

**Being heard**

**Driving action**



# Value Sync

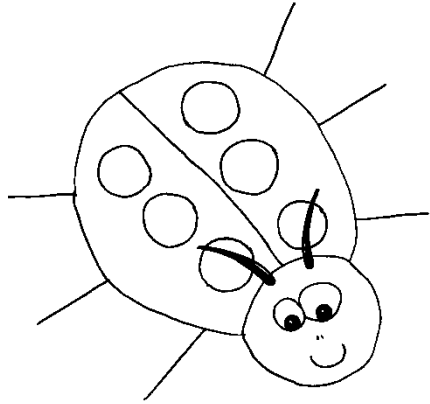
## Warning Signs

Heads up

Impending danger

Cautionary Indicators





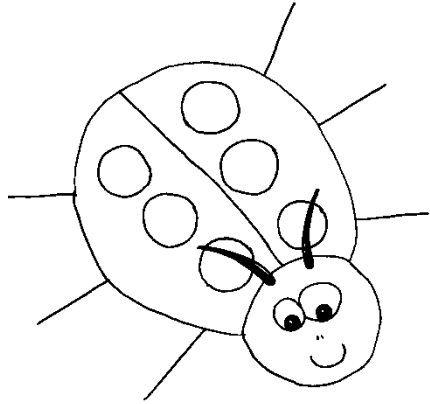
# Value Sync

## Testing ideas

Focus on what matters

Avoid distractors

Streamline information sharing



# Value Sync

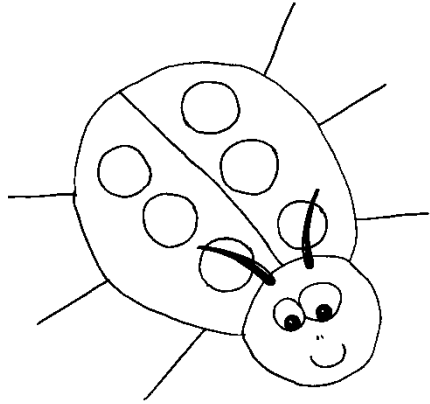
**Testing is all about**

**People**

**Value**

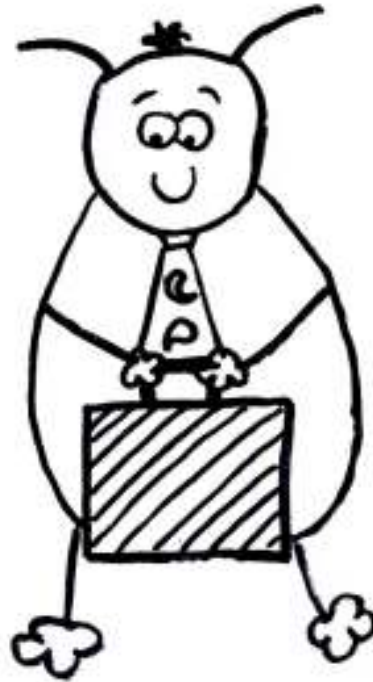
**The occasional bug**

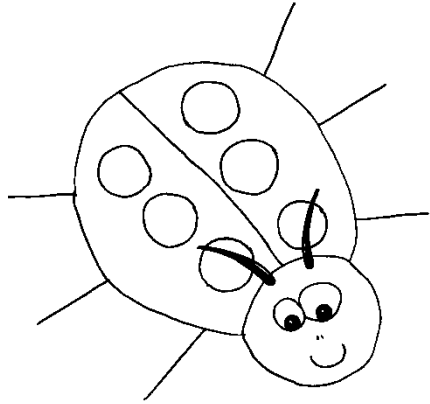




# Thank You

- Questions?





# Value Sync

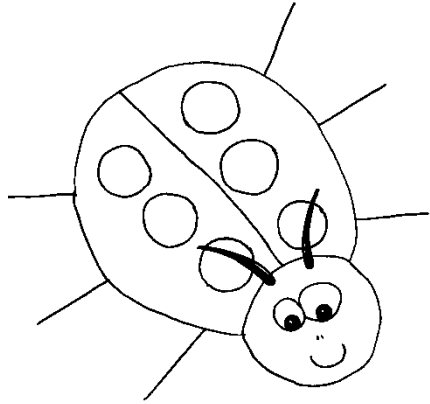
## Acceptance Test Case Study

**Consistency**

**Trust**

**Credibility**





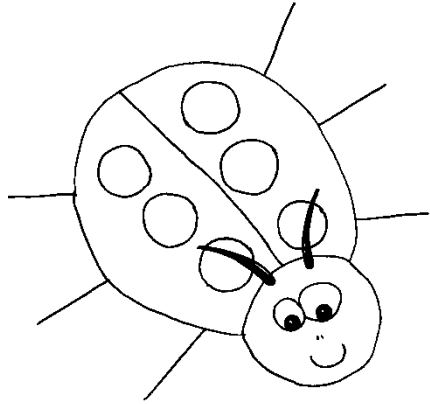
# Value Sync

## Acceptance Test Case Study

Rails to focus

Rogue Testing

Getting things done



# Value Sync

## Communiqué Project

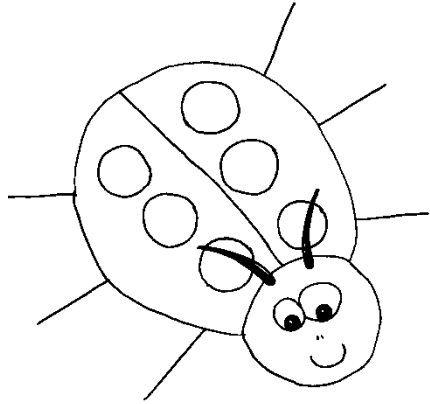
Unexpected Stakeholders

Unlikely values

Surprize ending







# Value Sync

## Purkinje Rendezvous

Projects

Disconnected values

Purposeful focus