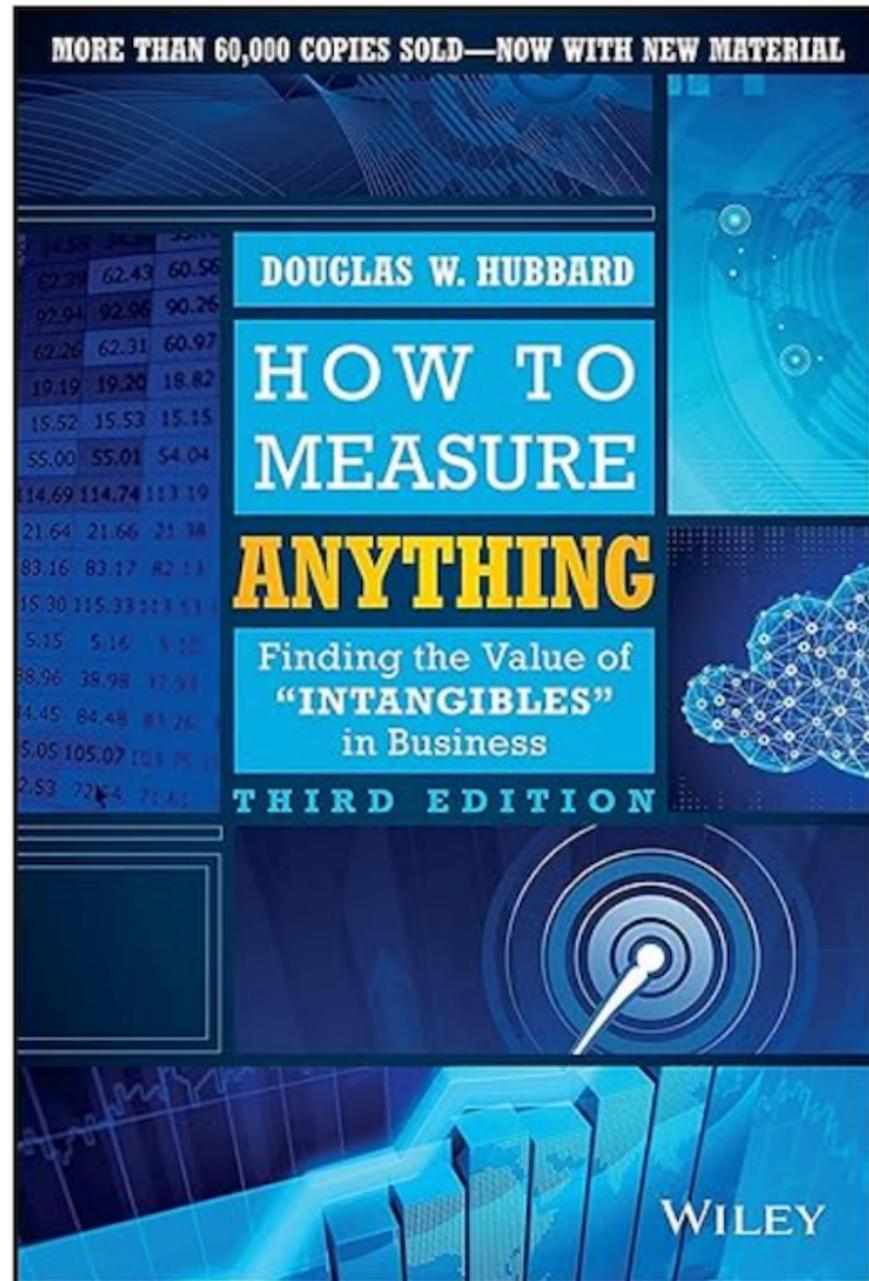


Tangible Software Quality

Gojko Adzic, JaSST Tokyo 2024

easy to measure,
or valuable measurement





吉乃川
冷や
生

杜氏の
技
山廃
黄桜
木醸造
仕込

生貯
菊水の
辛口

白鹿
季節限定
しんが
生貯

tested < 1% rat poison!



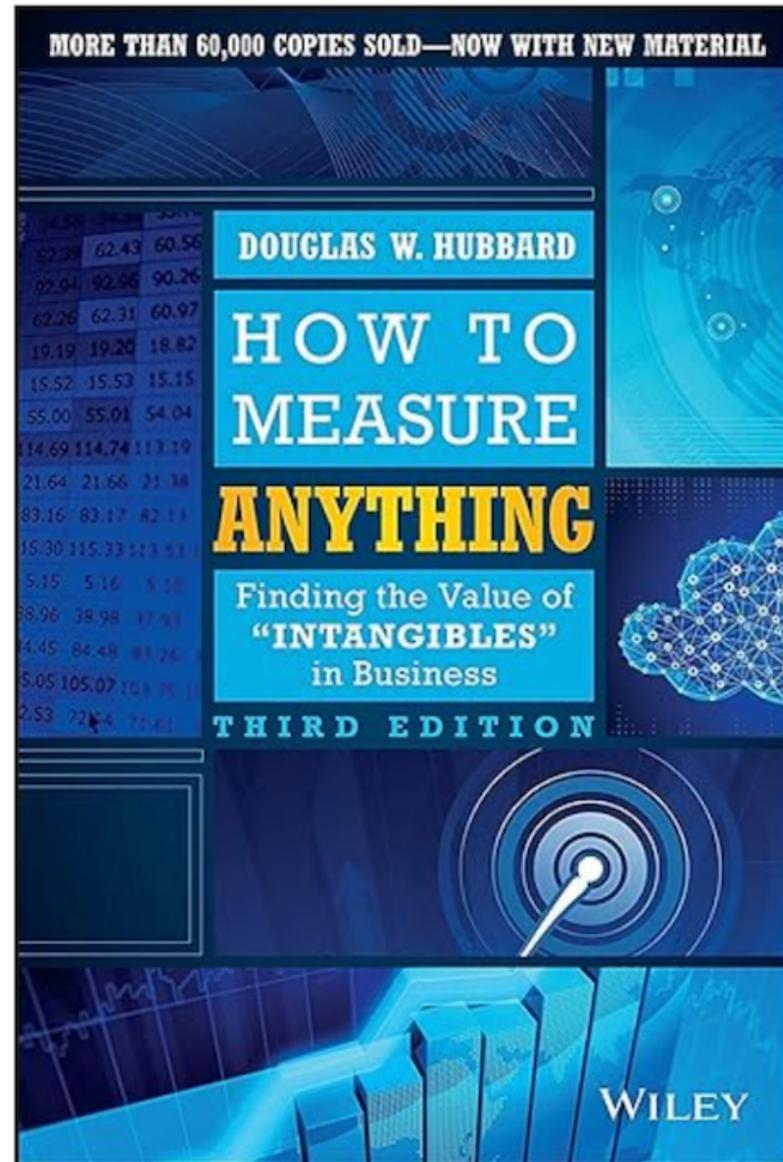
image by <https://unsplash.com/@kanamajina>

Tangible Quality Rule #1:

Presence of Quality
can't be measured by
Absence of something
(bugs?)

**diagnostic or
performance
metrics**

**reduce uncertainty,
help make an
important decision**



Tangible Quality Rule #2:

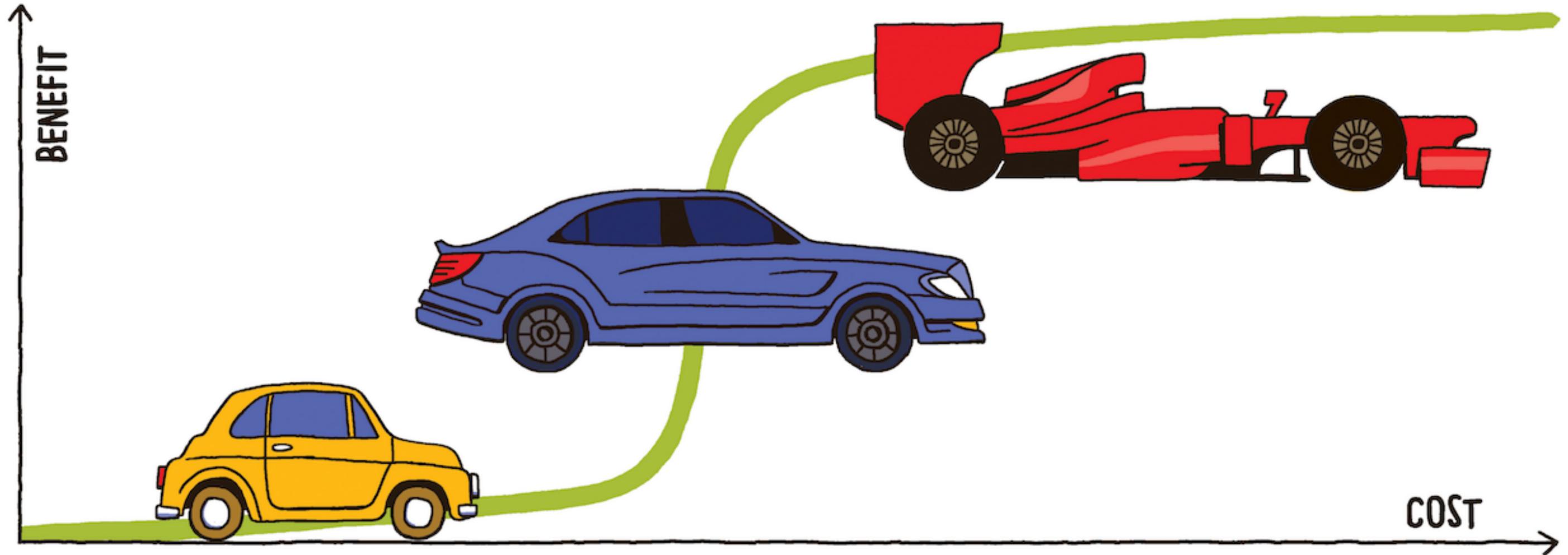
**Don't think about QUALITY,
think about QUALITIES**

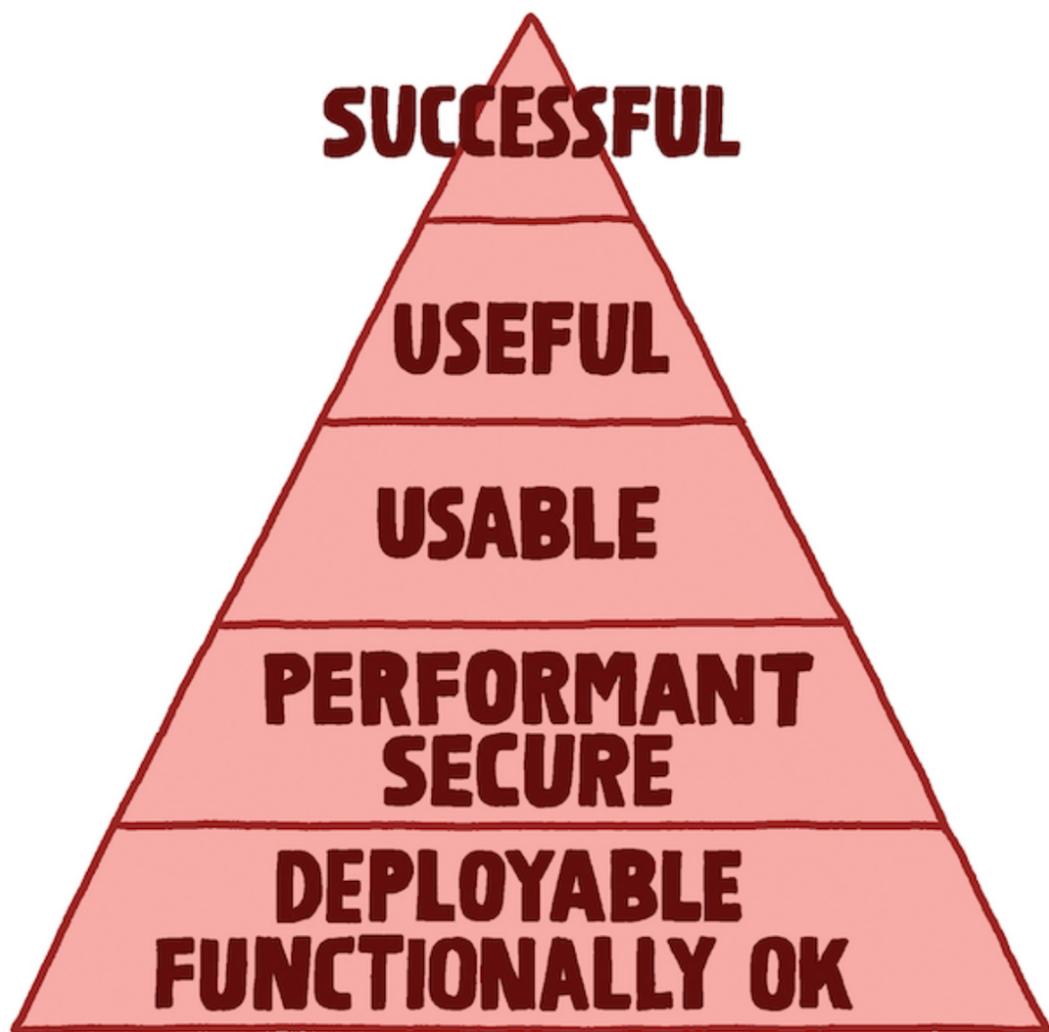
- Accurate
- Performant
- Trustworthy
- Fun
- Fast
- Beautiful

Tangible Quality Rule #3:

**Trade-offs between qualities
are a **PRODUCT DECISION**.**

QUPER (QUality PERformance)





Tangible Quality Rule #4:

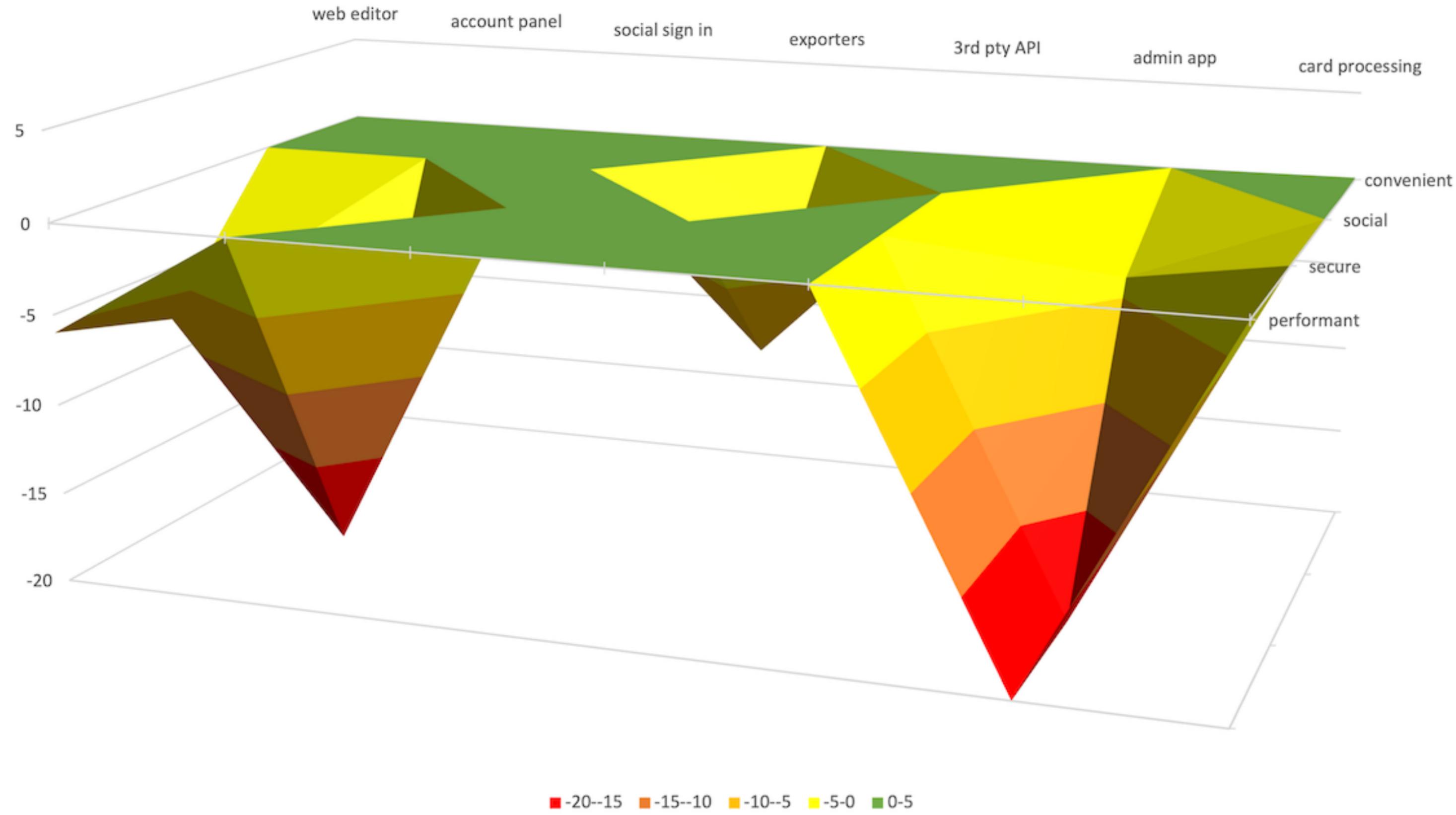
Shape the quality priorities
NARRATIVE with a MODEL!



James Whittaker • Jason Arbon • Jeff Carollo

	FAST	SAFE	ECO
			
			
			
			

Current Deployment Risk



If you're not **KEEPING SCORE,**
You're not **COMPETING,**
You're just **PRACTICING.**

ACHIEVING YOUR WILDLY
IMPORTANT GOALS

The
4 Disciplines
of
Execution

#1
Business
Bestseller
*The Wall Street
Journal*



CHRIS McCHESNEY

SEAN COVEY

THE NEW YORK TIMES BESTSELLING AUTHOR

JIM HULING

FOREWORD BY CLAYTON CHRISTENSEN

Tangible Quality Rule #5:

Make it tangible by

VISUALISING.

Then ACT on the signals.

Making Quality Tangible

1. **MEASURE PRESENCE**, not absence
2. Describe multiple **QUALITIES**
3. Trade-offs are a **PRODUCT DECISION**
4. Shape priorities with a **MODEL**
5. **VISUALISE** and **ACT**