A Tale of Testing the Untestable

Angie Jones

http://angiejones.tech http://testautomationu.com @techgirl1908



Senior Developer Advocate, Applitools Director, Test Automation University San Francisco, CA, USA









a change!

@tecl

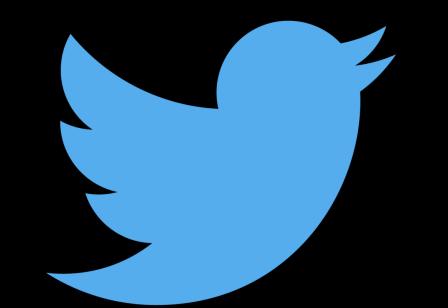


NO ONE MUST EVER KNOW OF THIS

@LateNightSeth

17

QA@Twitter



testing as a service

ACS

Feature Advertiser can create a campaign that targets users who meet certain criteria.

Mat

are we

Find your audience

Your audiences

Demographics

Define your audience by selecting a combination of characteristics.

Select gender

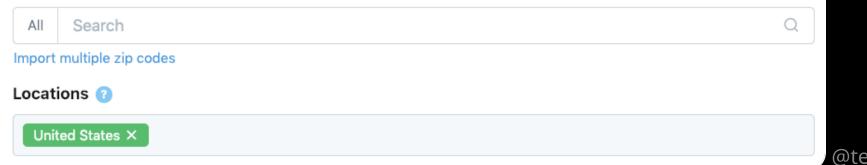
Any gender Female Male

Select age

- All ages
- Age range

Select location, language, technology

Target people by location, language, platform, device, carrier, or OS version.



Find your audience

Your audiences

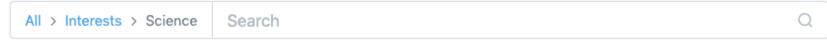
Demographics

Define your audience by selecting a combination of characteristics.



Audience features

Further refine your audience by selecting features to include or exclude in addition to demographics. ?



Import multiple keywords and follower look-alikes













What about integration?





Theres

@tecl

Challenge #2: Company lacks resources for testing



Challenge #3: Testing in production



Too expensive!

Challenge #4:

Targeting

test users

@tecl

User ID	Username	Gender	Interest
1	• • • • • • • • • • • •		science
2	• • • • • • • • • • • • •	M	art
3	• • • • • • • • • • • • •	N	art
4	• • • • • • • • • • • •	U	science
5	• • • • • • • • • • • •	Μ	science
6	••••		art
7	• • • • • • • • • • • •		art

```
vate String generateTweet(User user){
Faker faker = Faker.instance();
```

if(user.getInterest().equals("science")){
 return format("I am reading about %s today.",
 faker.space().planet());

else if(user.getInterest().equals("art")){
 return format("I love the works of %s",
 faker.artist().name());

else {

}

}

Challenge #5: Blockerin targeting lists

WHAT IS WRONG WITH YOU?

...then how???

Challenge #6: Serving is not guaranteed



how does this thing work?

Challenge #7: Going lower in the stack



No time!

@techgirl1908

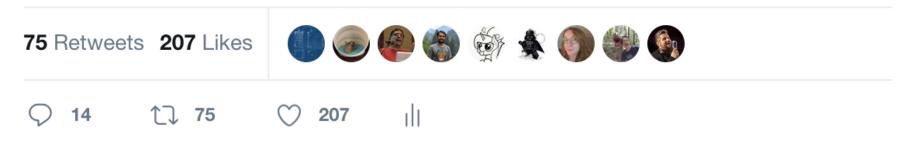
Challenge #8: Making time for quality

NO happy ending



Testability should be a requirement of the feature you're developing

8:24 AM - 27 Nov 2018



The 10 P's of Testability

by Rob Meaney



@tecl

Retrospective

People	
Philosophy	
Product	
Process	
Problem	
Project	
Pipeline	
Productivity	
Production Issues	
Proactivity	

The people in our team possess the mindset, skillset & knowledge set to do great testing and are aligned in their pursuit of quality.

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People	×
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The philosophy of our team encourages whole team responsibility for quality and collaboration across team roles, the business and with the customer.

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People	×
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The product is designed to facilitate great exploratory testing and

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People	×
Philosophy	×
Product	
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The process helps the team decompose work into small testable chunks and discourages the accumulation of testing debt.

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The team has a deep understanding of the problem the product solves for their customer and actively identifies and mitigates risk.

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People	
Philosophy	×
Product	×
Process	
Problem	\mathbf{x}
Project	
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Proactivity	

The team is provided the time, resources, space and autonomy to focus & do great

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People	×
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The team's pipeline provides fast, reliable, accessible and comprehensive feedback on every change as it moves towards production.

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People	\mathbf{x}
Philosophy	
Product	
Process	
Problem	
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Proactivity	

For productivity, the team considers and applies the appropriate blend of testing to facilitate continuous feedback and unearth important problems as quickly as possible. @techg For productivity, the team considers and applies the appropriate blend of testing to facilitate continuous feedback and unearth important problems as quickly as possible. @techg For productivity, the team considers and applies the appropriate blend of testing to facilitate continuous feedback and unearth important problems as quickly as possible. @techg

People	\mathbf{x}
Philosophy	
Product	×
Process	
Problem	
Project	×
Pipeline	×
Productivity	×
Production Issues	
Proactivity	

The team has very few customer impacting production issues but when they do occur the team can very quickly detect, debug and remediate the issue.

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People	×
Philosophy	
Product	\mathbf{x}
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Proactivity	

The team proactively seeks to continuously improve their test approach, learn from their mistakes and experiment with new tools and techniques.

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