### A Tale of Testing the Untestable

### Angie Jones

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# 

# a change!

@tecl

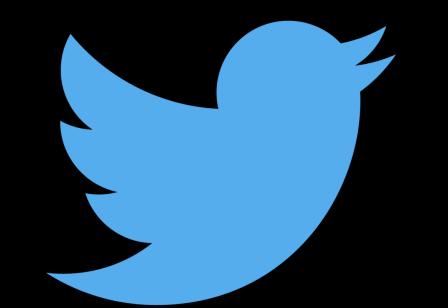


### NO ONE MUST EVER KNOW OF THIS

@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

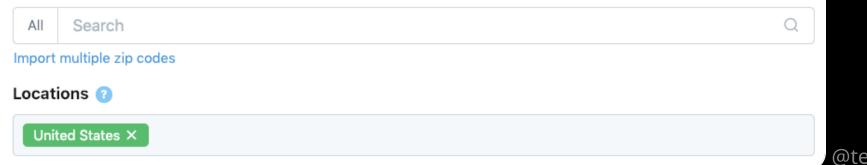
Any gender Female Male

### 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

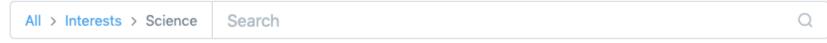
### Demographics

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

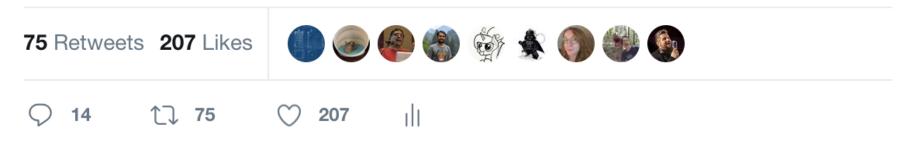
# Challenge #8: Making time for quality

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	×
Philosophy	
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Proactivity	

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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Proactivity	

## 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	
Pipeline	
Productivity	
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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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Production Issues	
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	$\mathbf{x}$
Process	
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Productivity	
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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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People	
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Production Issues	×
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