

# expo IQA 25

MADRID  
May 20th,  
21st & 22nd  
2025



[expoqqa.eu](http://expoqqa.eu)

# Learning to Lead Impactful Quality Initiatives

Presenter: **Andreea Cosariu**



# About Me



- 15+ years of experience in software quality, test automation, and Agile practices.
- Background in test engineering, process optimization, and strategic improvements.
- Focused on practical, scalable approaches that improve delivery flow and support continuous improvement.

# Disclaimer



This presentation reflects my professional journey and personal learnings.



Names and roles in the examples are fictional and used for illustration only.



Examples are generalized to protect confidentiality and respect organizational boundaries. They are not drawn from any specific company or dataset.



All images used are either original or sourced under Creative Commons licenses.

# Overview

**01** **Making Initiatives Successful**  
Understand enablers of lasting change.

**02** **Structuring Improvements**  
Learn a practical framework to define and track quality initiatives.

**03** **Aligning Goals**  
Translate testing actions into business outcomes.

**04** **Sustainable Practices**  
Take away tools and techniques to create visible, strategic impact.

# What Value Does Testing Bring?

# Aligning Testing Focus with Business Value

## Business Drivers

## Quality-Facing Aspects

Use real metrics to guide your quality and testing improvements.










Areas	Practices
Customer experience	<ul style="list-style-type: none"><li>• Explore real user flows.</li><li>• Triage tickets and structure response.</li></ul>
Product fit	<ul style="list-style-type: none"><li>• Ensure functional completeness from early feedback.</li><li>• Evaluate feature scope against target segments.</li></ul>
Delivery readiness	<ul style="list-style-type: none"><li>• Communicate clearly the feature value and availability.</li><li>• Prepare customer-facing demos.</li></ul>

# Strengthening Foundations

## Business Drivers

## Foundation

## Elevation

Areas	What works today	Next-level practices
Customer experience	<ul style="list-style-type: none"> <li>• Explore real user flows.</li> <li>• Triage tickets and structure response.</li> </ul>	<ul style="list-style-type: none"> <li>•  Use discovery insights to shape validation.</li> <li>•  Leverage ticket trends to adjust coverage.</li> </ul>
Product fit	<ul style="list-style-type: none"> <li>• Ensure functional completeness from early feedback.</li> <li>• Evaluate feature scope against target segments.</li> </ul>	<ul style="list-style-type: none"> <li>•  Behavioral coverage review.</li> <li>•  Gather data from strategic user groups, new markets or competitor insights.</li> </ul>
Delivery readiness	<ul style="list-style-type: none"> <li>• Communicate clearly the feature value and availability.</li> <li>• Prepare customer-facing demos.</li> </ul>	<ul style="list-style-type: none"> <li>•  Define quality gates based on test coverage, stability, and stakeholder readiness.</li> <li>•  Monitor usage post release.</li> </ul> <p style="text-align: right;">  quality              cost              speed         </p>

# Illustrative Growth In Action

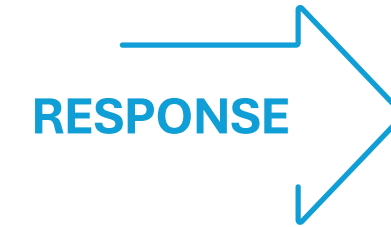
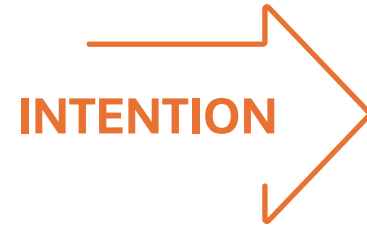
Real-World  
Scenario  
Coverage

Test relevancy

Replace low-value  
regression with  
key user flow

Closer alignment of  
testing scope and  
end-user experience

Quality 



Delivery  
Confidence

Show testing  
contribution  
clearly

Use data to  
inform release  
delivery

Increased  
confidence through  
collaborative quality  
ownership

Speed 

# Enabling Scalable Improvement Practices



Time & space for improvements



Clear value & alignment with  
management



Testing impact shared regularly

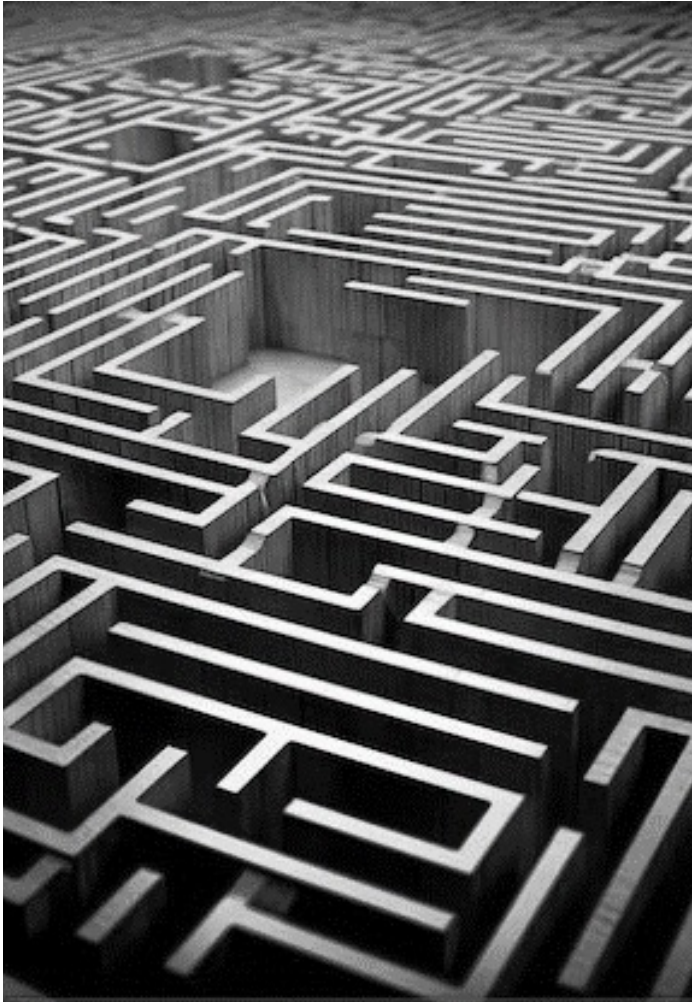


Cross-team alignment encouraged



Quality owned across roles

# Building Transparency and Sustainability



## STRATEGIC STRUCTURE



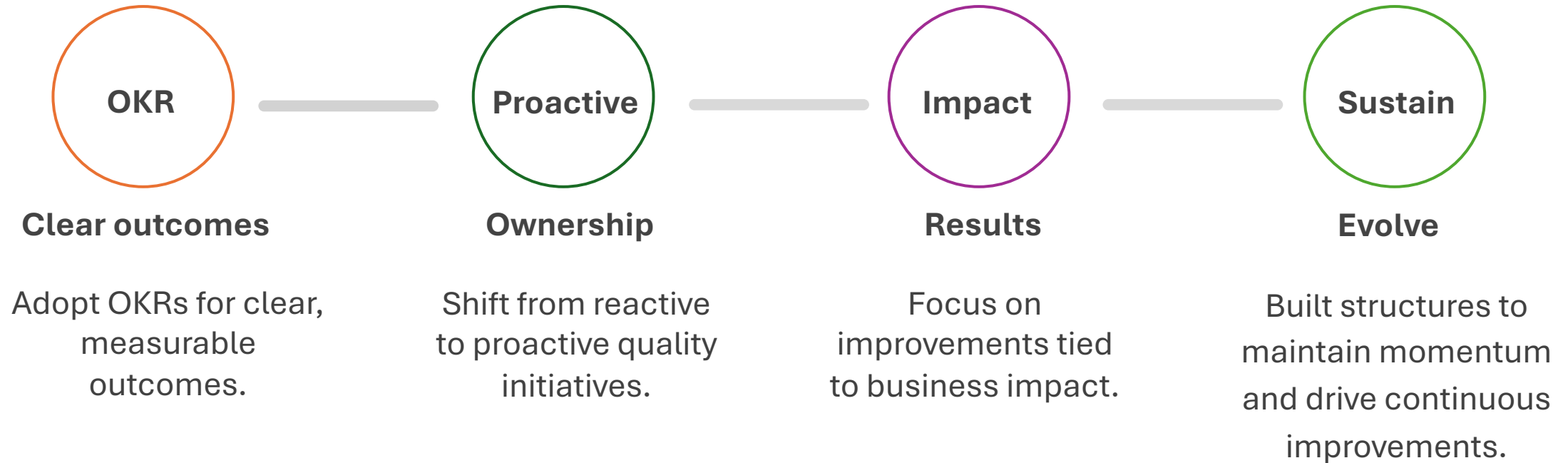
Connect work to purpose, teams and outcomes.

## VISIBLE IMPACT

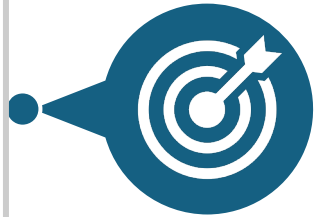
Earn stronger support, trust, and relevance.



# The Approach



# The OKR Framework



## OBJECTIVES

Clear, impactful goals aligned with strategic priorities.

The written statement for an OKR:

We will (objective) \_\_\_\_\_  
as measured by (key results)  
\_\_\_\_\_.



## KEY RESULTS

Measurable outcomes that track progress towards the objective.



## PITFALLS

Poorly written objectives lead to weak key results.

# The Role of OKRs

ORGANIZATION	PURPOSE	FOCUS
<p>Objectives are the high-level goals your business wants to achieve and are typically set quarterly or annually.</p>	<p>Ensure that every testing activity serves a purpose and contributes to overall success.</p>	<p>The problem with KR's often lies in how you have written your objectives, which is why generating/formulating objectives is the most important part.</p>

# The SMART Objectives

Ensuring that objectives are measurable



**SPECIFIC**

The goal is concrete and tangible.



**MEASURABLE**

Has a measure for success.



**ATTAINABLE**

The goal is achievable with the resources available.



**RELEVANT**

The goal contributes to larger objectives.



**TIMELY**

The goal has a deadline.

# Template Walkthrough



## DEFINE

Define the objective, results, owners, and timeline.



## EXECUTE

Break down deliverables into actionable tasks.



## MONITOR

Track status with traffic light updates.



## COMMUNICATE

Report progress, blockers, and next steps.

# Initiative name

## Description

Brief description of what the initiative is about.

## Benefits

- Describe the underlying problems and what this initiatives helps solve.
- Highlight what are the benefits when this initiative is achieved.

## Key Results

Specify all the key results and desired targets.

## Focus group and stakeholders

The team that will work on the imitative:

- Who are the team members.
- Who is the owner.
- Who is the facilitator.
- Who are the stakeholders.
- Who is the sponsor.

## End Date

Planned Completion Date:  
[insert date]

Actual Completion Date:  
[insert date]

# Initiative name

Status  20%

- Indicate the overall status.
- Specify if there are any critical issues / blockers / delays.
- Mention risks.

On track  Delayed / At Risk  Off Track  Completed  Cancelled 

## Progress summary

- Progress and achievements since last reporting.
- Specify key milestones that were achieved.
- What is the status of the deliverables (started, paused, in progress, done, and timeline).
- Specify mitigations plans.

## Timeline

- Show the milestones and intermediated target dates.

## Key Results

- Show progress on your key results.

## Next Steps

- Clearly outline the immediate next steps for the initiative.

# Establish a Comprehensive Metrics System for Product Release

## Description

Create a metrics system for capturing and analyzing the results of testing activities to ensure accurate, actionable insights for successful product releases.

## Benefits

- Ensures data-driven decisions.
- Builds confidence into a product release candidate.
- Aligns team efforts.
- Provides clear visibility into release success.

## Key Results

1. Define and document at least 10 key performance indicators (KPIs) for product release success, focusing on areas such as functionality, performance, and user satisfaction.
2. Implement a real-time dashboard that tracks these KPIs, achieving 100% accuracy in reporting by the end of the quarter.
3. Conduct training sessions for all relevant team members on how to interpret and utilize the dashboard, with 90% of participants scoring at least 80% in a post-training assessment.

## Focus group and stakeholders

Team Members: John Doe, Jane Smith  
Initiative Owner: Jane Doe  
Initiative Facilitator: Alex Lee  
Sponsor: Engineering or Product Leader  
Stakeholders: POs, PMs, QA Facilitator

## End Date

Planned Completion Date:  
dd.mm.yyyy

Actual Completion Date:  
dd.mm.yyyy

ILLUSTRATIVE  
EXAMPLE

# Establish a Comprehensive Metrics System for Product Release

Status  20%

- It is unclear who will tackle the dashboard implementation.

On track  Delayed / At Risk  Off Track  Completed  Cancelled 

## Progress summary

- Conducted brainstorming sessions with key stakeholders for KPIs focusing on functionality.
- Drafted a preliminary list of 6 KPIs.
- PoC for the Dashboard has been developed and is currently in discussion phase for implementation.

## Timeline

Phase	Start Date	End Date	Milestone
Define and Document KPIs	Wk 3	Wk 6	Documented and approved 10 KPIs
Implement Dashboard	Wk 7	Wk 12	Fully operational dashboard
Conduct Training	Wk 11	Wk 15	Training completed and assessed

## Key Results

KR	Target	Current
KPIs for product rls.	10 KPIs defined	6 KPIs defined
Impl. dashboard	100% accuracy	Not started
Conduct training	90% achieving 80%+ assessment	Not started

## Next Steps

- Finalize and document the 6KPIs focusing on functionality by next reporting date.



## KICK-OFF

- Set clear objectives and key results
- Identify stakeholders and working group
- Secure a sponsor and an objective champion

# Making Quality Initiatives Happen



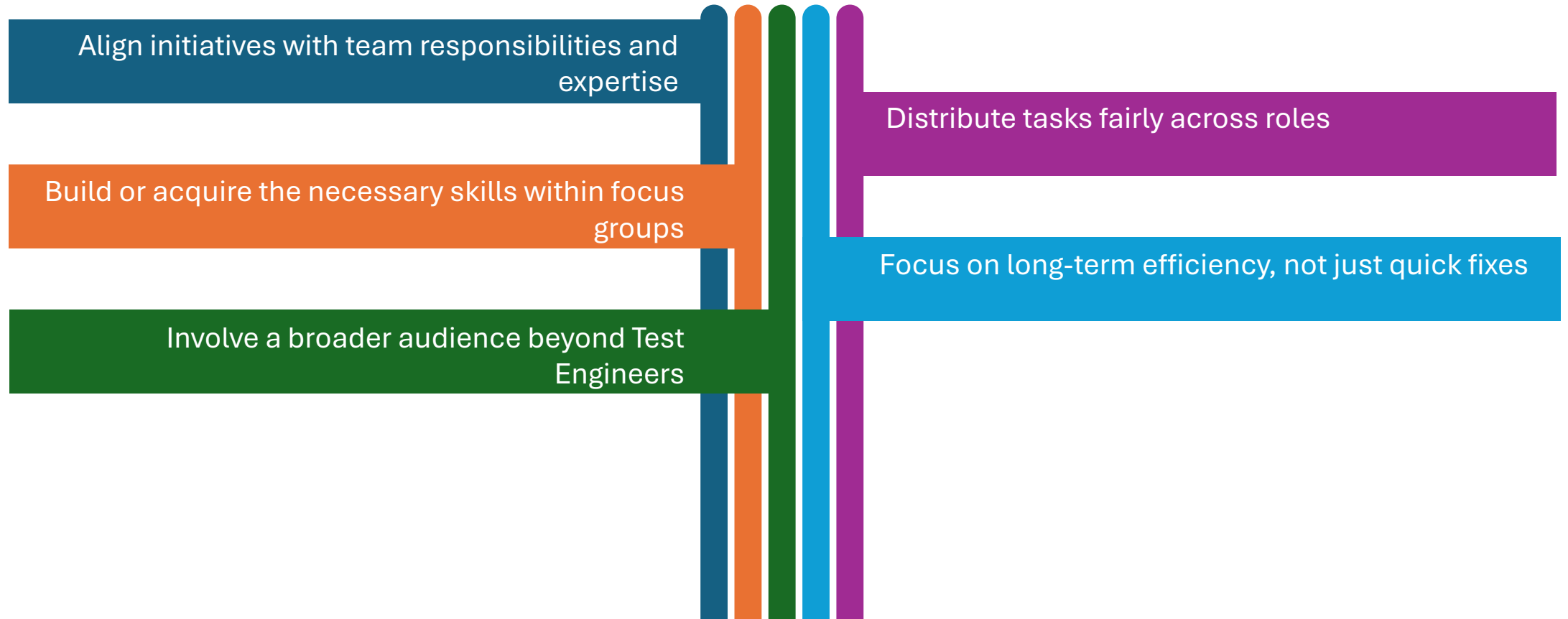
## ENGAGE

- Plan activities and prioritize impact
- Get resources and commitment
- Monitor progress and communicate transparently
- Rollout changes

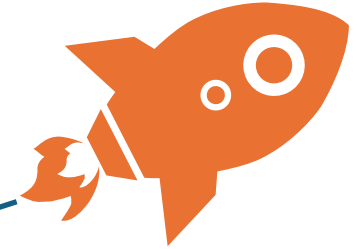
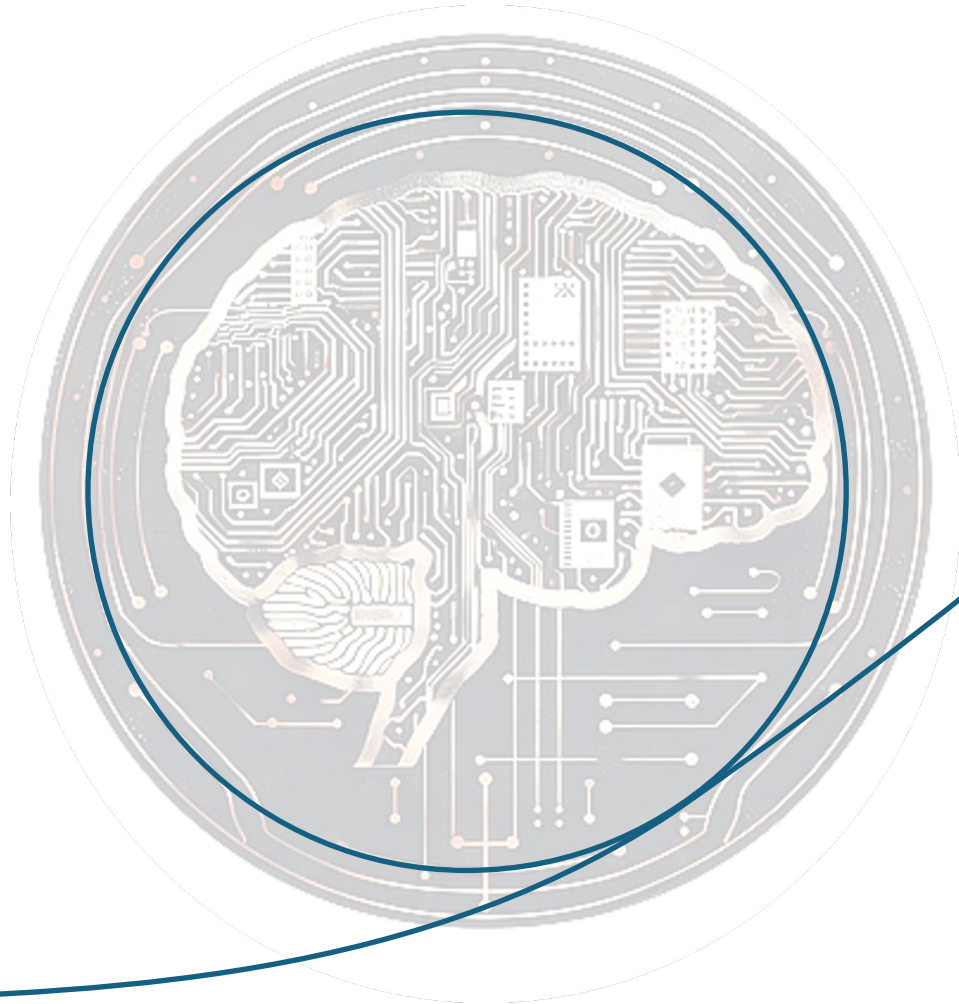
# Tips To Win Leadership Support

- 01** Clearly define the problem you are solving
- 02** Show how resolving it accelerates business goals
- 03** Focus on opportunities and impact, not just issues
- 04** Prioritize what needs to change for faster results
- 05** Highlight why it matters — connect to business outcomes
- 06** Set clear, measurable targets for improvement

# Driving Innovation and Engaging Teams



# Why Use AI for OKRs?



- Speed up OKR writing with AI suggestions
- Validate objectives and key results for clarity
- Catch weak goals early and strengthen outcomes
- Reduce bias and improve goal alignment

# Tools for OKR Writing and Validation

OKR  
Institute



<https://okrinstitute.org/okr-generator/>

HyperWrite



<https://www.hyperwriteai.com>

WorkPath



<https://www.workpath.com/okr-generator>





OKR Type

Team ▼

OKR Focus: \*

improve testing scenarios with the issues from customer tickets

### Objective #1

Enhance testing scenarios based on customer ticket issues

#### Key Results

1. Increase bug identification rate by 20% within two months
2. Implement fixes for 90% of critical issues raised in customer tickets
3. Reduce testing scenario errors by 15% through rigorous testing protocols

### Objective #2

Streamline communication between testing and development teams

#### Key Results

**Generated Objectives and Key Results with okr.ai**



Improve testing scenarios with the cases found by the customer in the support tickets



To effectively improve testing scenarios using the cases found in customer support tickets, it's essential to follow a structured approach. Here's a step-by-step guide to accomplish this:

### 1. Collect and Categorize Support Tickets

- **Gather Tickets:** Collect all relevant support tickets related to the issues found by the customers.
- **Categorize Issues:** Group the tickets based on the type of issues (e.g., UI bugs, functionality errors, performance issues, etc.).

### 2. Analyze and Extract Key Information

- **Identify Patterns:** Look for common patterns or recurring issues among the tickets.
- **Extract Details:** Note specific details such as the steps to reproduce the issue, environment details (OS, browser, device), error messages, and the impact on the user.

### 3. Create Detailed Test Cases

- **Reproduce Issues:** Use the information from the support tickets to recreate the issues in a test environment.
- **Define Test Steps:** Write detailed steps to reproduce each issue. Include preconditions, the exact actions performed, and the expected vs. actual results.
- **Include Variations:** Consider different variations of the issue (e.g., different OS versions, browsers, user roles).

Type your response here...







# Generated Objectives and Key Results with HyperWrite

**Customer** ⓘ      **Value** ⓘ      **Future State** ⓘ      **Language**

All users of our products      Product stability while retaining fa:      Reduce number of customer ticket:      En      De

 **Generate OKR**       **Try Random OKR**

**Elevate product reliability and maintain swift delivery for all user satisfaction**

-  Product reliability: Achieve a system uptime of 99.9%
-  Swift delivery: Maintain an average deployment frequency of 20 releases per month
-  User satisfaction: Attain a customer satisfaction score of 85 out of 100
-  Ticket reduction: Reduce the number of customer support tickets by 30%

# Generated Objectives and Key Results with WorkPath

### Overall Quality: 8 / 10

The Objective is well-defined and meets all quality criteria. The first Key Result is excellent and meets all criteria. The second Key Result needs refinement to be more result-oriented and include a quantitative metric.

#### Reduce customer complaints related to software issues by 25%

##### Key Result Quality: 10 / 10

- ✓ Quantitative
- ✓ Metric measures the Objective
- ✓ Leading Indicator
- ✓ Not a Task / Todo, but a Result of that
- ✓ Short & Concise

#### Implement automated testing for 50% of critical paths identified from customer tickets

##### Key Result Quality: 6 / 10

- ✗ Quantitative
- ✗ Metric measures the Objective
- ✓ Leading Indicator
- ✗ Not a Task / Todo, but a Result of that
- ✓ Short & Concise

Recommendation: Increase the coverage of automated testing to 50% for critical paths, reducing the error rate reported in customer tickets.

# Validating Objectives and Key Results with WorkPath Checker

# Building Momentum For Quality Initiatives



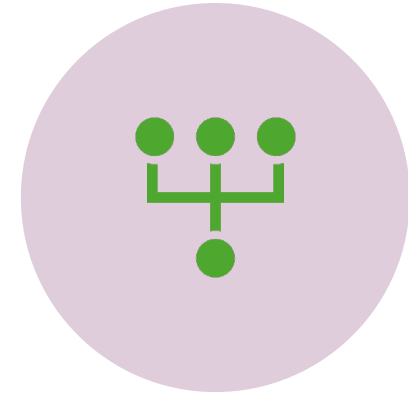
## **LEADERSHIP SUPPORT:**

REFRAMING QUALITY IMPACT USING BUSINESS METRICS (E.G., REDUCED ESCALATIONS)



## **TEAM ENGAGEMENT:**

LINKING INITIATIVES TO TESTERS' DAILY CHALLENGES (E.G., FLAKY TESTS)



## **TEAMS ALIGNMENT:**

INTRODUCING CROSS-FUNCTIONAL OKRs INCORPORATING DIFFERENT ROLES

# Summary



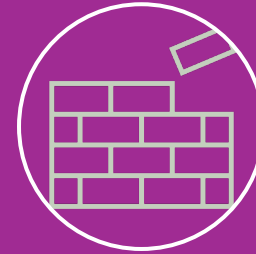
Use OKRs and AI-powered tools to define and align objectives to business



Tips to secure buy-in from leadership



Strategies to ensure initiatives completion



Templates for planning and tracking initiatives effectively



Concrete example of how to apply in practice



# Any Questions?

## Contact Details:



<https://www.linkedin.com/in/andreea-cosariu>



<https://github.com/acos16>

# expo **QQA** 25

MADRID  
May 20th,  
21st & 22nd  
2025

Thank you for attending

[expoqqa.eu](http://expoqqa.eu)