


expo IQA 25

MADRID
May 20th,
21st & 22nd
2025



expoqqa.eu



Evolution of the Why in Test Automation

BEYOND PASS AND FAIL

IRJA STRAUS

Hola!

I AM IRJA STRAUS 🙌

Quality Engineer & Consultant

15 years: tester, business analyst, product manager, tester 🍷
again, manager, consultant.

Now running my own company.



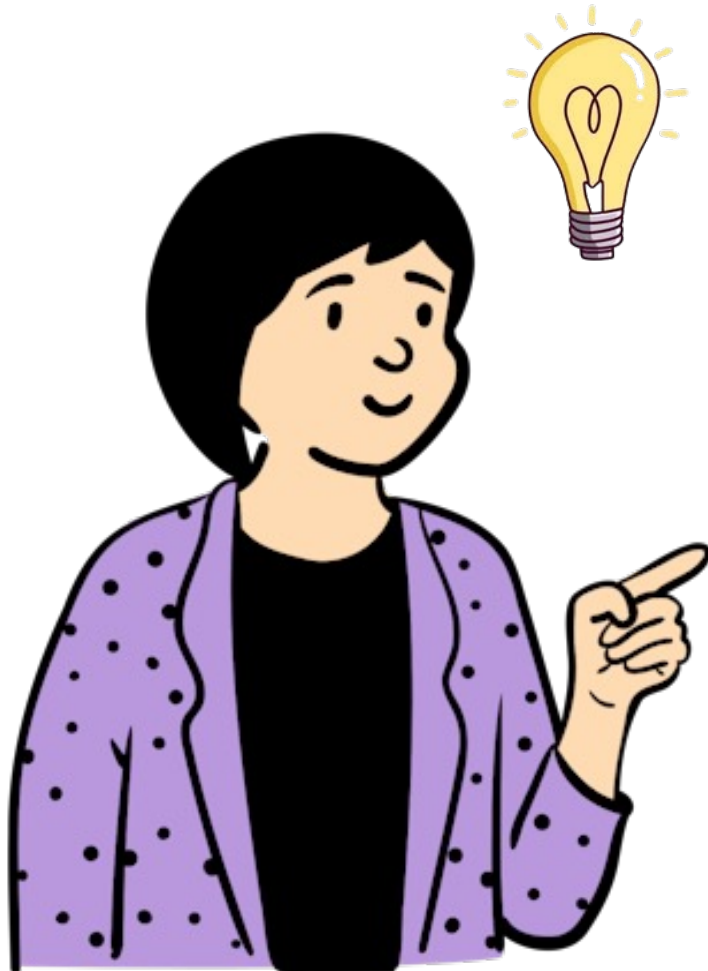
Plan for today

1. How my understanding of success evolved
2. Choosing our metrics that matter

Test passed? Success!



me, junior tester, excited about my first tests passing



*Hey boss! I have a fabulous idea!
Hear me out!*



*We don't need
(no) automation!*

*Wait...
what?!*

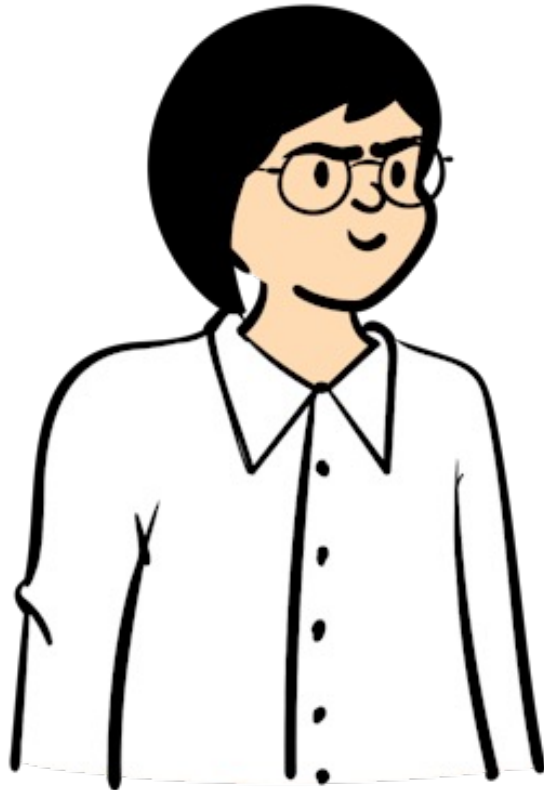


me, tester, enthusiastically wants automation

Lesson learned #1:

Mind the business.

Ok, I'm the product manager now, let's automate!



me, Product Owner, wants peace of mind at all costs

Lesson learned #2:

Mind the costs.

Back to being a tester



What do you think of our fantastic automation?

me, test manager, wants to reveal more information



Lesson learned #3:

Mind the value.



Pass/Fail rate

of bugs found

of tests

Test coverage

Execution time

Code coverage

Test stability

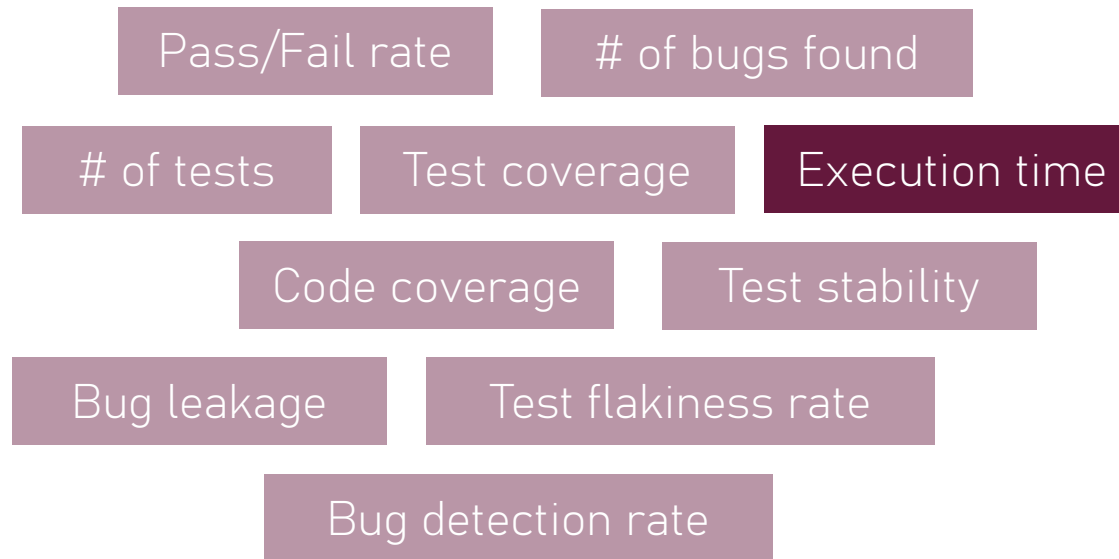
Bug leakage

Test flakiness rate

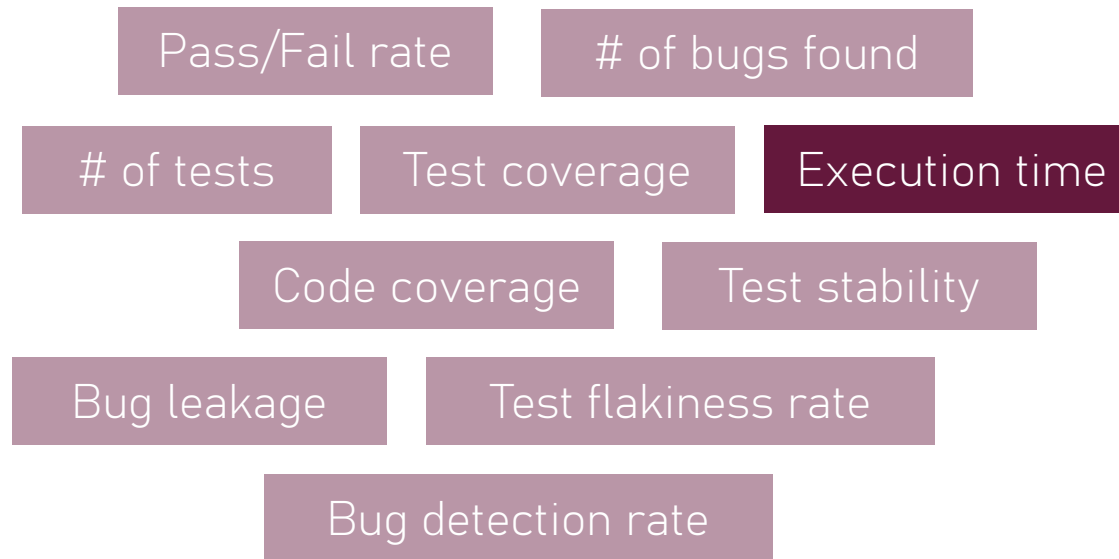
Bug detection rate



#1 Usual suspect



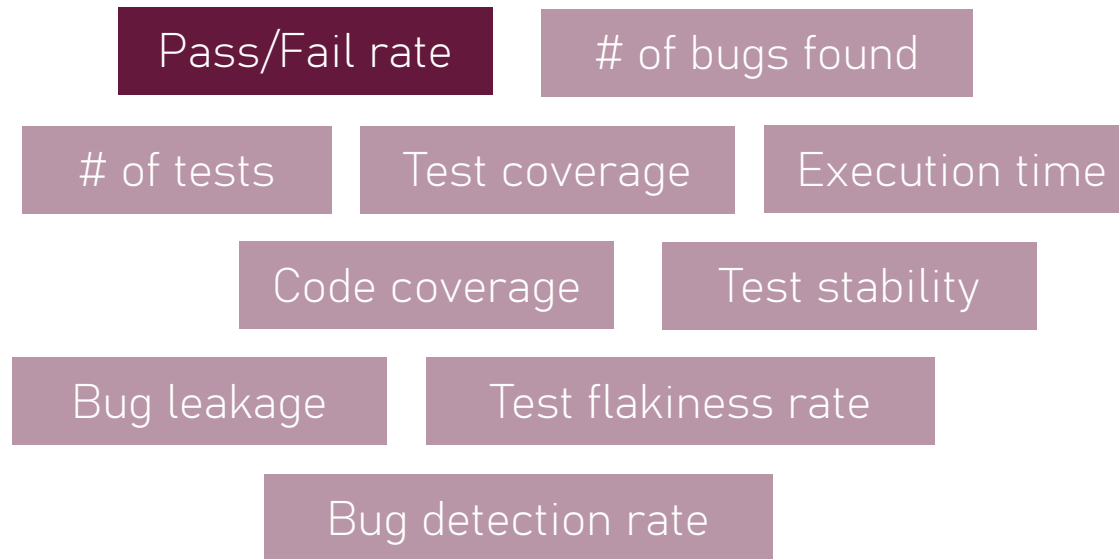
#1 Usual suspect



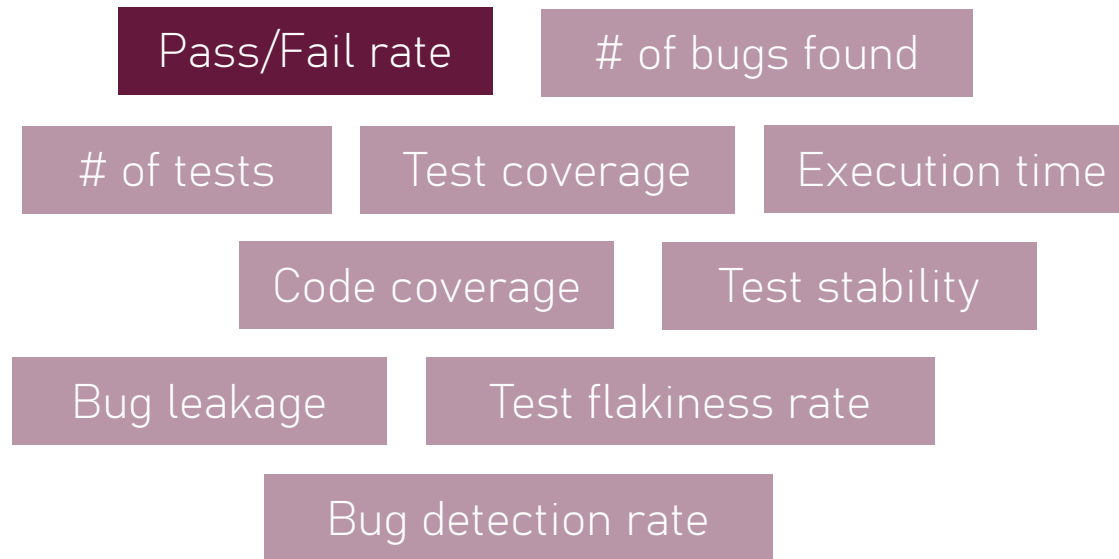
Why so slow? Can it be faster?



#2 Usual suspect



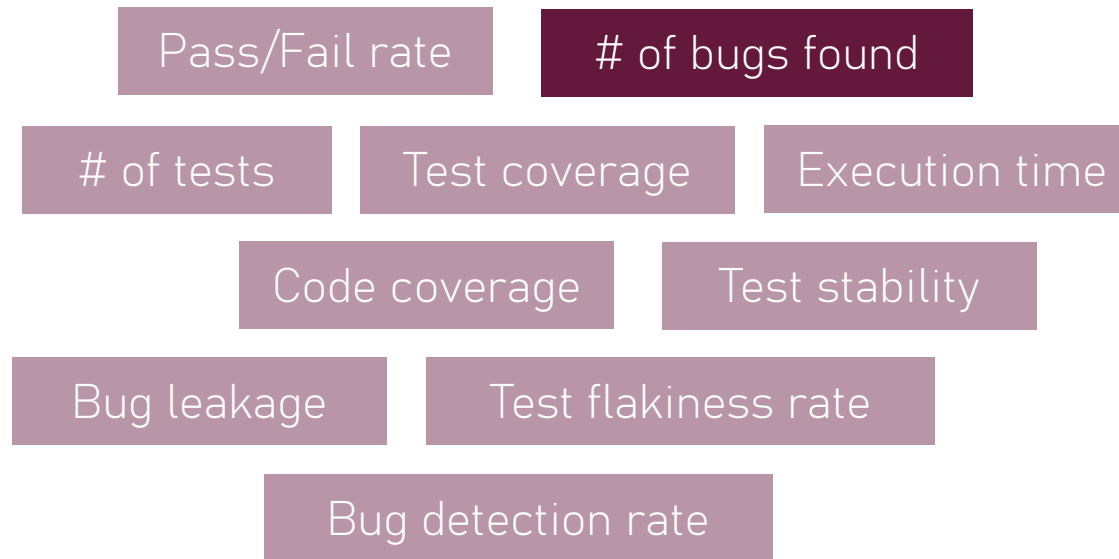
#2 Usual suspect



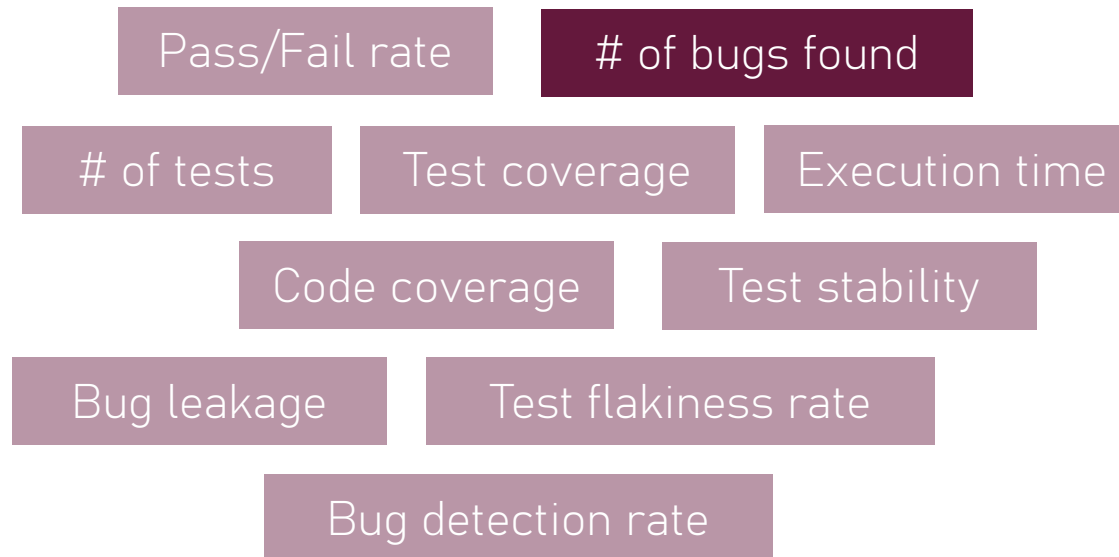
Why this fails? Can we make it green?



#3 Usual suspect



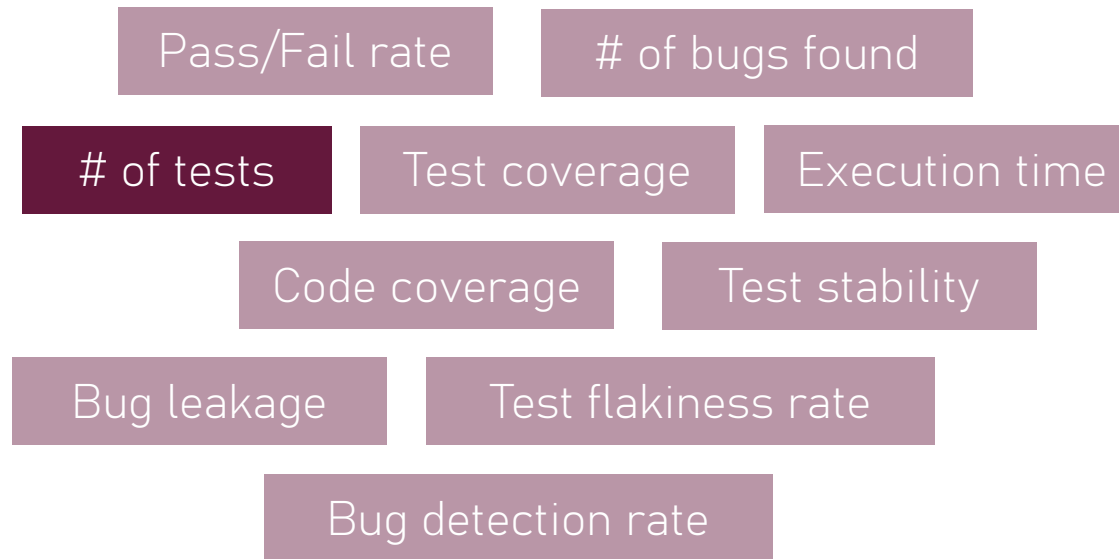
#3 Usual suspect



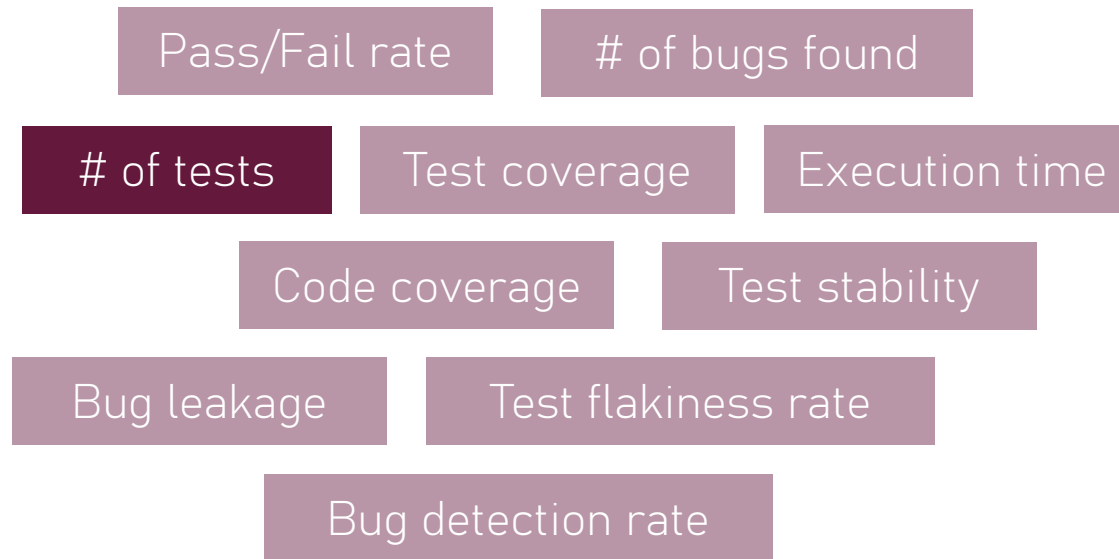
Why aren't you catching as many bugs as tester A?



#4 Usual suspect



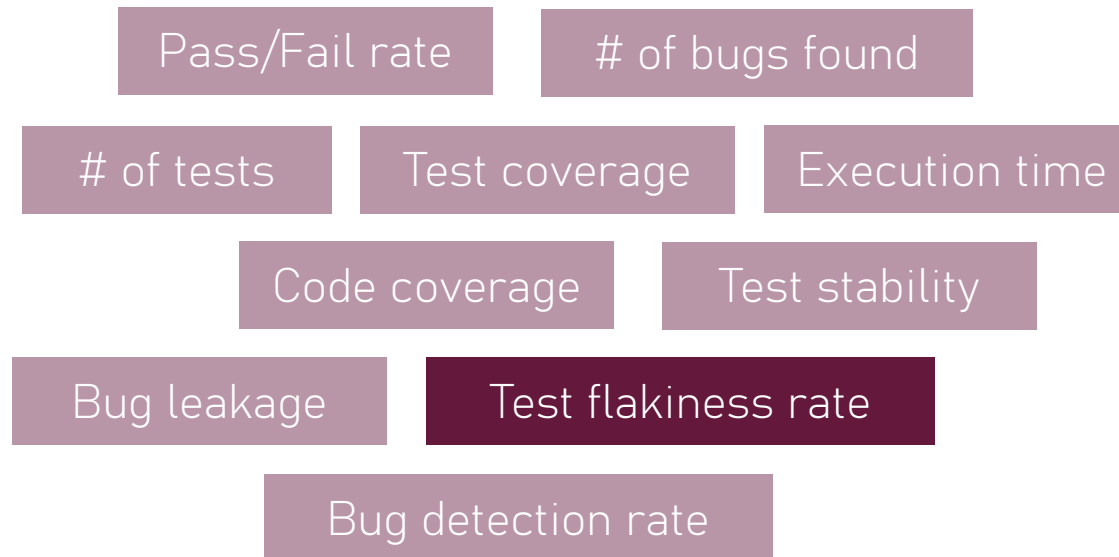
#4 Usual suspect



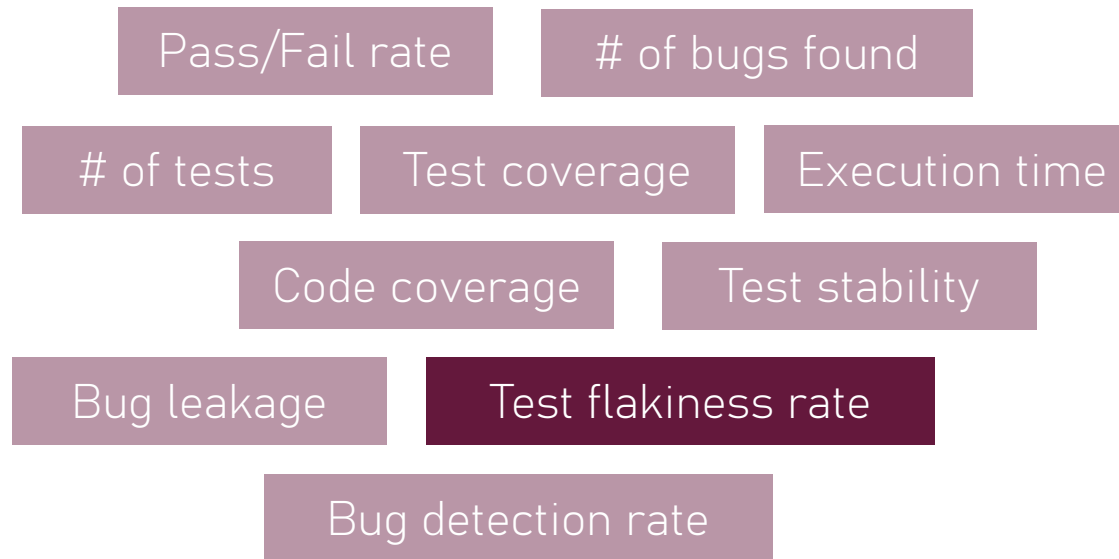
Why don't we have more tests?



#5 Usual suspect



#5 Usual suspect



Why so flaky?



Lesson learned #4:

Mind the measurement dysfunction.

Choose “better” (actionable) metrics



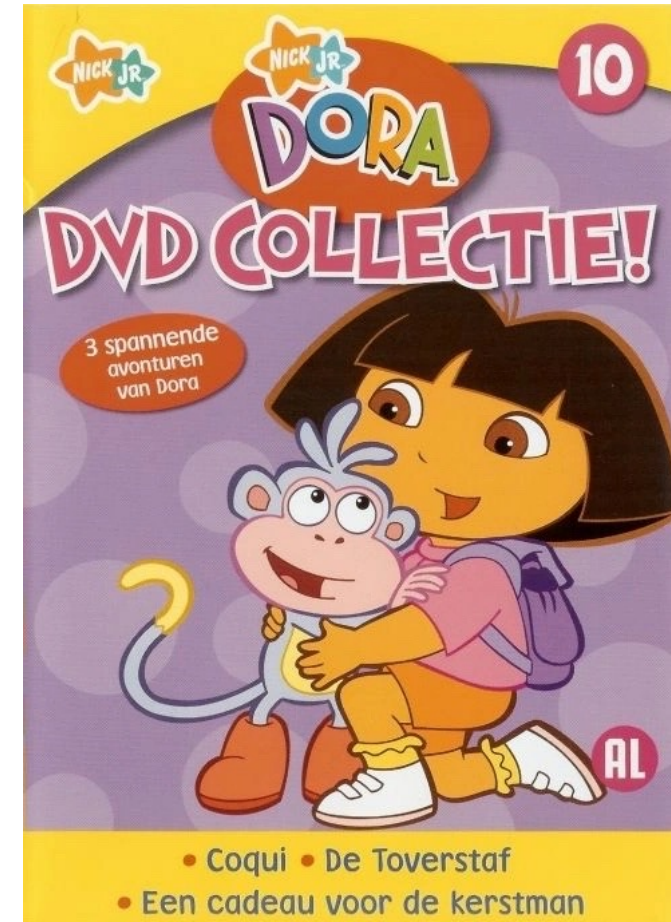
DORA metrics

Throughput


1. Change lead time
2. Deployment frequency

Stability

1. Change fail percentage
2. Failed deployment recovery time



Testing outcomes

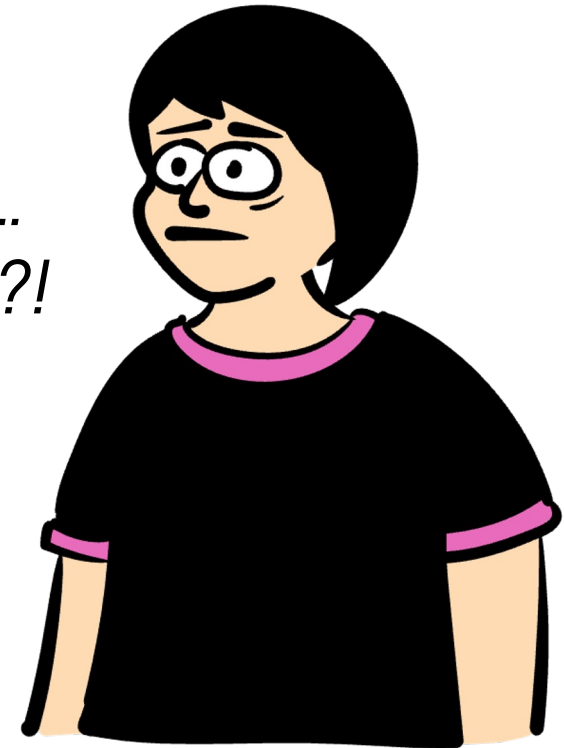


Start with **one**. Yes, only one.
Review and iterate.



*Can we make
SLA UI tests for
portal?*

*Wait...
what?!*

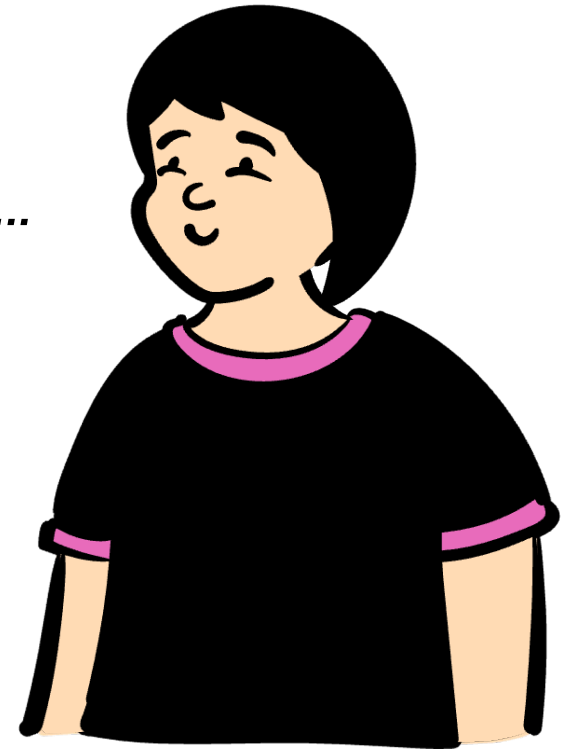


me, tester, kind of defensive about this ask



*Can we make
SLA UI tests for
portal?*

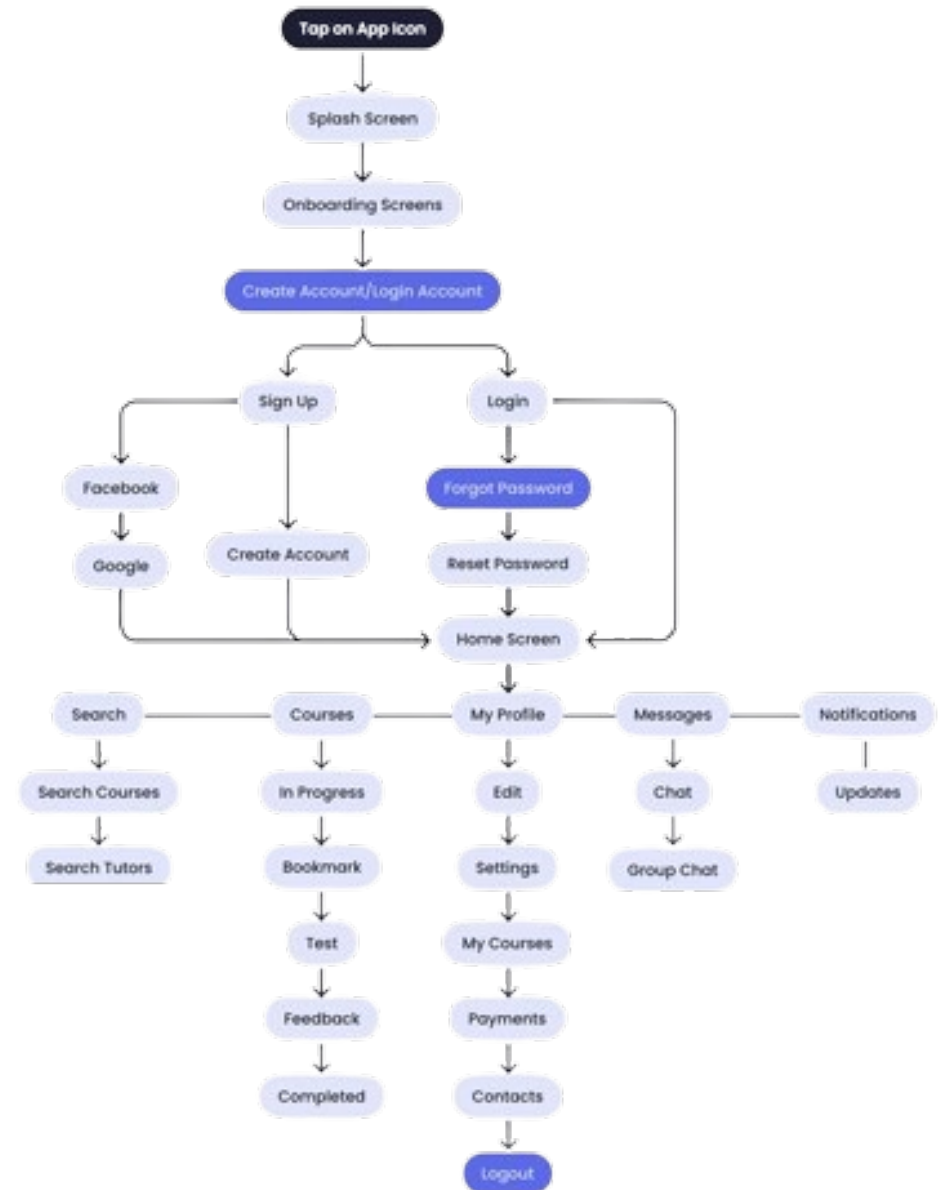
*I see...
Ok!*



Testing outcomes metrics

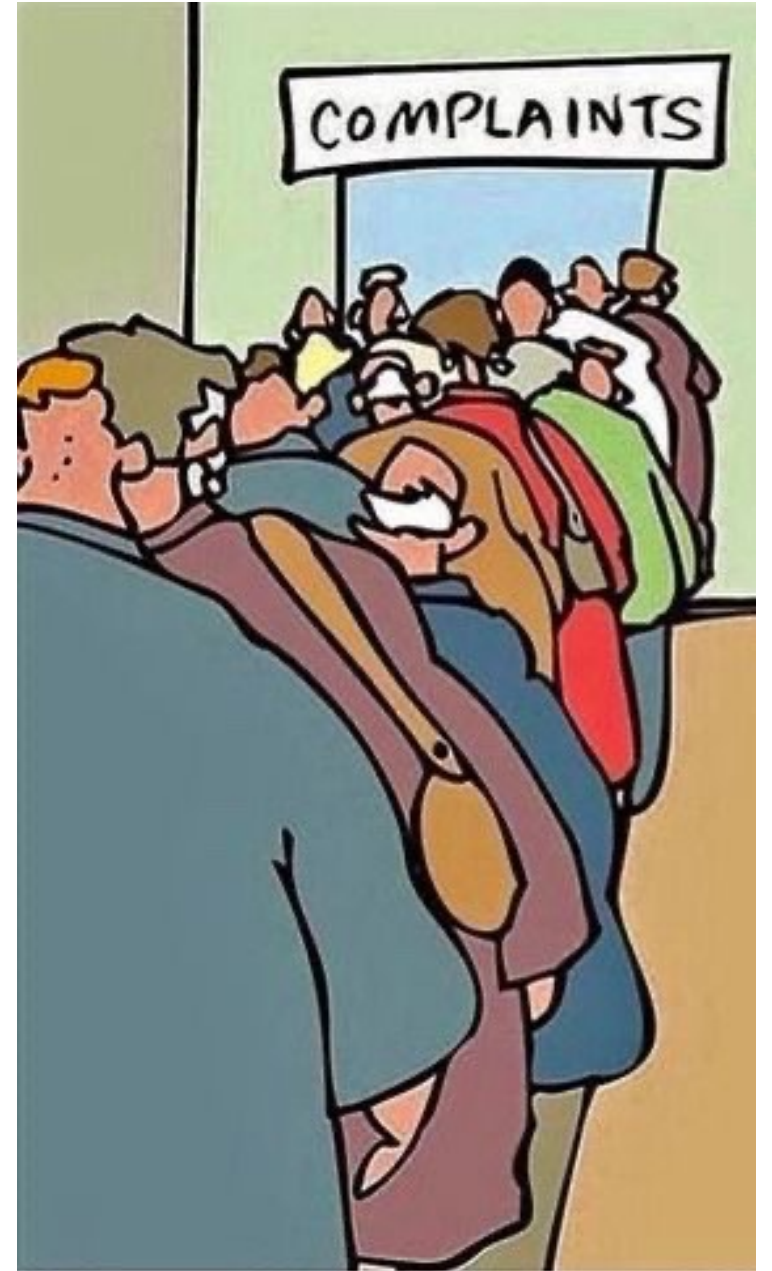
1. Customer journey

- Check metrics Product is using
- Define most critical and most used user flows
- Do targeted automation



Testing outcomes metrics

1. Customer journey
2. Customer complaints
 - Segmentation
 - *Seriousness*

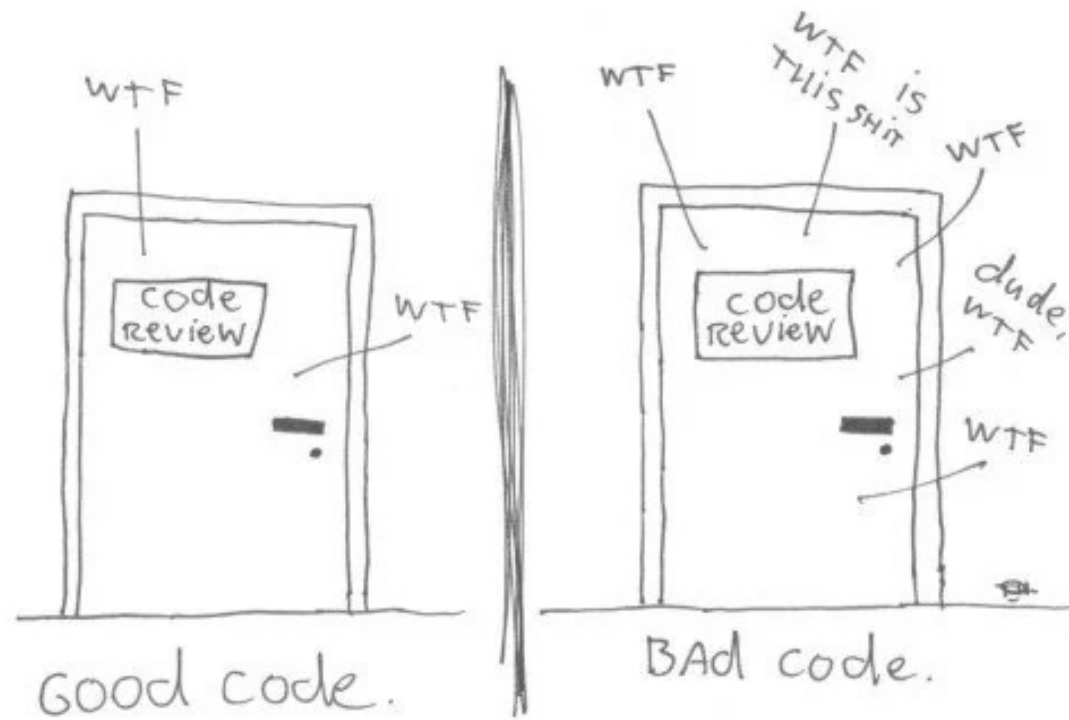


Takeaways

- Perception of success evolves over time, and this is okay.
- When it's done, throw it away.
- Pick your own poison.
- Don't forget that our users are stakeholders too.

One more thing

The ONLY VALID MEASUREMENT OF CODE QUALITY: WTFs/MINUTE



Gracias!

<https://linktr.ee/irjastraus>



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Thank you for attending

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