

QA is NOW

Big Picture

Why does QA matter?

Best Practices

Areas of QA

Code

Design

Browser/Device

Admin

Interaction

Strategy

Code

To insure future stability and best practices, our developers have their code reviewed by at least one other developer, generally the tech lead on the project. Their goal when reviewing code is to insure the chosen solution technically fulfills the request. Also, the code implemented should be stable long-term. We do not recommend solutions that cause code fragility. When applicable, we run a series of automated code tests that checks for errors and inconsistencies. Overall, the code should be as clean as possible as it aids in maintenance and future development.

Design

The goal is to create consistency between designs presented during discovery and the technical implementation. This involves reviewing and refining typography, photography, layout, and hierarchy. Major and minor deviations from the design can cause a disruptive user experience. We aim to resolve the delta and retain visual consistency. While not ideal, there are situations when the designer will make a request that purposefully deviates from the original design in the interest of the user, the client and the development team.

Browser/Device

Testing a variety of browsers and devices assures users are presented with similar experiences. As we begin testing browsers and devices, we like to pick one browser as a baseline, often Google Chrome. After we've confirmed functionality with the control browser, we will test the remaining recommended devices and browsers.

Often there are subtle differences between browsers and devices as code is rendered differently. Broken layout, missing functionality and obvious design flaws represent bugs.

Interaction

Often found with search interfaces, form fields and web applications, users will be required to interact with features. They are often asked to input information and will expect certain results. We will confirm the information flows easily, is clear, and guides them through the process. Additionally, we will test the breakability of the feature. Often a user can make a mistake when filling out a form field and this insures they are not punished but aided through the process.

Admin

Hidden from the front-end user is the admin interface. Administrators need access to update agreed-upon features and functionality without the need of a development team. This assures admins can maintain their website over time. The admin interface varies greatly depending on the chosen platform and the technical ability of the admin.

Strategy

Strategy insures the outcome of the feature matches what was discovered in the beginning of the process. It is a holistic review, starting with the initial request, through the chosen direction and finally implementation. This is important to insure the original KPIs and goals will still be measured and successful.

Writing QA Tickets

- **Include screenshots**
- **Include links**
- **Include steps to replicate**
- **Include browser/device**
- **Include priority level**

Priority Levels
Red, Yellow, Green

Red

Red tickets block the user from completing a goal or interacting with the feature. Additionally, a red classification is recommended when the page is high-priority and high-trafficked often determined by analytics. A red ticket must be completed before the site can launch.

e.g. Broken search interfaces, missing base functionality, missing admin functionality

Yellow

Yellow indicates the feature needs overall improvement in functionality or styling but does not inhibit the user from completing a goal. Yellow cautions against launching but does not block a launch.

e.g. Layout improvements, missing additional feature improvements,
missing/broken links due to content entry

Green

Green should be used when the ticket needs minor improvements. The user is still able to achieve their desired goal. Often green is used when styling adjustments would improve overall polish. Green does not block the launch of the feature.

e.g. Reducing type size, adjusting padding around elements, updating a color, changing capitalization

Applying QA to Projects

It starts in Discovery...

Defining the Approach for Each Client/Project

visitors-browser ☆ ↕

File Edit View Insert Format Data Tools Add-ons Help Accessibility Last edit was made on May 15, 2017 by Brett Meyer

Comments Share

100% \$ % .0 .00 123 Arial 10 B I S A

fx # -----

	A	B	C	D	E	F	G	H	I	J	K	L
6												
7	Browser	Browser Version	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Du	Transactions	Revenue	Ecommerce Conversion Rate	
8	Safari	10	300,484	71.83%	215,828	47.85%	1.52	0:02:18	106	\$40,029.00	0.04%	
9	Chrome	56.0.2924.87	265,513	67.16%	178,306	29.33%	2.47	0:03:21	51	\$42,875.00	0.02%	
10	Safari	9	153,266	73.36%	112,437	46.57%	1.48	0:02:12	30	\$3,960.00	0.02%	
11	Internet Explorer	11	120,094	80.46%	96,632	37.83%	2.31	0:02:38	71	\$69,333.00	0.06%	
12	Chrome	57.0.2987.133	115,723	66.41%	76,856	28.87%	2.57	0:03:44	31	\$28,005.00	0.03%	
13	Chrome	55.0.2883.87	111,244	70.63%	78,571	31.47%	2.51	0:03:02	68	\$41,117.00	0.06%	
14	Chrome	52.0.2743.116	107,847	72.97%	78,698	32.46%	2.35	0:03:15	15	\$4,645.00	0.01%	
15	Chrome	54.0.2840.99	68,947	70.8%	48,553	33.02%	2.34	0:03:25	58	\$27,605.00	0.08%	
16	Chrome	51.0.2704.103	64,222	70.4%	45,306	31.0%	2.64	0:03:36	23	\$11,020.00	0.04%	
17	Chrome	54.0.2840.71	63,970	68.66%	44,050	33.60%	2.42	0:03:16	28	\$8,318.00	0.04%	
18	Safari (in-app)	(not set)	63,392	70.95%	44,978	57.07%	1.62	0:01:32	12	\$1,310.00	0.02%	
19	Chrome	53.0.2785.143	63,063	71.63%	45,171	33.07%	2.38	0:03:12	36	\$25,199.00	0.06%	
20	Chrome	53.0.2785.116	52,922	71.40%	37,787	32.26%	2.31	0:03:12	21	\$17,855.00	0.04%	
21	Chrome	50.0.2661.102	45,376	70.02%	31,773	32.46%	2.38	0:03:17	18	\$41,640.00	0.04%	
22	Chrome	55.0.2883.95	44,426	61.38%	27,268	27.50%	2.81	0:03:22	50	\$27,984.00	0.11%	
23	Edge	14.14393	37,966	76.87%	29,184	34.46%	2.03	0:02:51	21	\$22,726.00	0.06%	
24	Chrome	49.0.2623.112	34,925	72.37%	25,276	32.00%	2.47	0:03:20	17	\$5,827.00	0.05%	
25	Chrome	55.0.2883.105	33,635	77.27%	25,991	25.72%	1.95	0:03:11	0	\$0.00	0.00%	
26	Chrome	56.0.2924.110	31,539	73.70%	23,244	25.96%	2.05	0:03:58	0	\$0.00	0.00%	
27	Safari	9.1.2	26,777	70.44%	18,863	34.26%	2.22	0:03:03	18	\$4,445.00	0.07%	
28	Chrome	54.0.2840.98	26,737	59.45%	15,895	28.52%	2.78	0:03:41	41	\$7,018.00	0.15%	
29	Safari	10.0.3	26,232	68.55%	17,983	33.22%	2.28	0:03:05	20	\$16,495.00	0.08%	
30	Chrome	55.0.2883.91	25,939	81.19%	21,059	40.62%	1.46	0:01:52	2	\$290.00	<0.01%	
31	Safari	9.1.1	24,375	70.70%	17,234	33.99%	2.29	0:03:12	16	\$20,225.00	0.07%	
32	Safari	9.1.3	22,515	69.13%	15,565	33.96%	2.21	0:03:05	18	\$26,961.00	0.08%	
33	Safari	600.1.4	22,114	89.68%	19,832	43.96%	1.47	0:02:00	4	\$1,100.00	0.02%	

Let's use data!

The QA Plan



Travel Portland Meetings Quality Assurance (QA)

Goal

To create assurance that a variety of browsers and devices share a similar experience for the user and maintain overall visual consistency.

Philosophy

Our philosophy to quality assurance (QA) is to maintain brand recognition across devices and browsers. Our top priority is ensuring the user's experience feels consistent across devices. We do not believe exact replicas between browsers and devices of a website are necessary.

Engagement & Alignment on Expectations

QA Happens in Stages

QA is NOW

It's still now... (Part Two)

Recap

- What's the value of QA (both internal & clients)?
- What are the areas of QA?
- How do we establish priorities?
- How do we define the approach for each project/client?
- What's a QA plan?

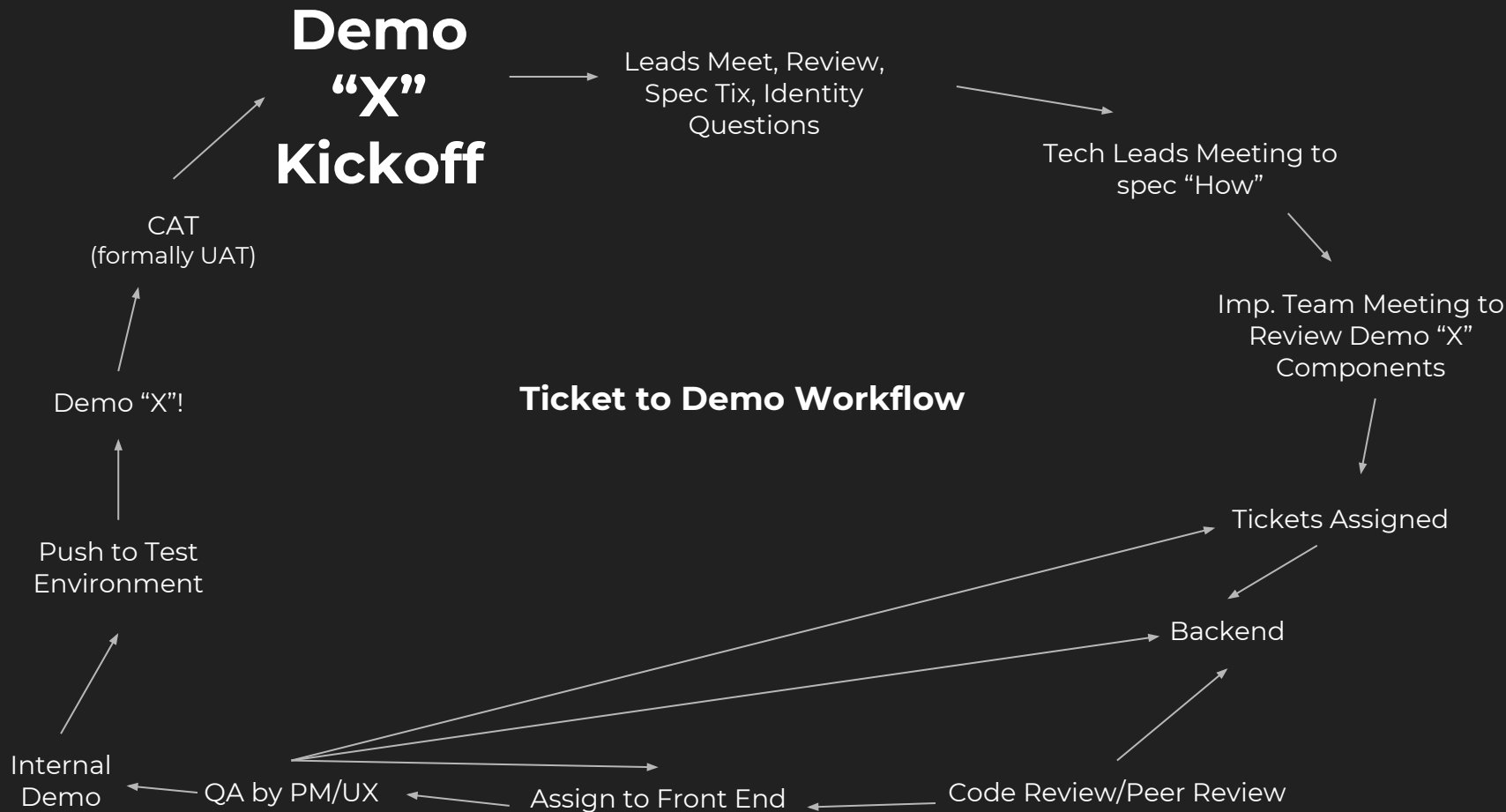
QA Happens in Stages

Ticket QA.

Demo QA.

Launch QA.

Post-Launch QA.



Ticket Level QA

Ticket Level QA

**How the ticket is
spec'd matters...**

A man in a black short-sleeved shirt and black pants is dancing with a woman in a white tutu. They are on a stage with a red carpet. The background is dark with several chandeliers hanging from the ceiling. A crowd of people is visible in the background, watching the performance. The text "The Dance to the Demo" is overlaid in the center of the image.

The Dance to the Demo

Demo QA

**How much polish and
who decides?**

Two white cockatoos with prominent yellow crests are shown against a black background. The cockatoo in the foreground is slightly to the left and has a reddish-brown eye, while the one behind it has a dark eye. The text "Goal of Demo QA" is overlaid in white, bold font across the middle of the image.

Goal of Demo QA

Demo QA

**Post-Demo QA
aka UAT aka...**



CAT
(Client Acceptance
Testing)

The Countdown to Launch



-23:54:07

HOUR MINUTE SECOND

Launch QA

Final Migration & Content Staging

Launch QA

Prioritizing Launch QA

Launch QA

**Reviewing Analytics &
High-Priority Pages... again.**

A photograph of a rocket launch. The rocket is positioned vertically in the center, with a massive, billowing plume of white and orange smoke and fire at its base. The launch is taking place outdoors, with two tall, metal lattice towers flanking the rocket. The sky is a clear, bright blue, and a large, bright sun is visible in the upper right quadrant, creating a starburst effect. The overall scene is one of a powerful and dramatic event.

**Just when you thought
launch was the finale...**



Post-Launch Checklist

IT'S A WIP...

**Enough Polish?
Managing client feedback
during QA?**

Questions???