

# *the* **QUEST** *to* **TEST**



MAY 3-8, 2015  
ORLANDO, FLORIDA  
GAYLORD PALMS RESORT

**STAR**  
**EAST**

REGISTER BY  
APRIL 3, 2015  
AND SAVE UP TO \$200  
GROUPS OF 3+ SAVE EVEN MORE

[STAREAST.TECHWELL.COM](http://STAREAST.TECHWELL.COM)

# AN INVITATION FROM THE PROGRAM CHAIR

On behalf of TechWell, I'd like to invite you to join us for a knowledge-expanding and career-building experience in Orlando at the 23rd annual Software Testing Analysis and Review (STAR) conference. The tester's world is changing, and today we are facing new challenges, pressures, and opportunities. The conference helps you learn both classical testing practices and new methodologies to grow your skills, supercharge your knowledge, and re-energize how you view your profession.

You'll have the opportunity to learn from thought leaders in the testing industry and chat with them in person about your challenges. Plus, Anaheim is a great host city for the conference with all its entertainment venues. Please join us this May at STAREAST!

Regards,

**Lee Copeland**

Program Chair, STAREAST



## CONTENTS

- 4 Conference Schedule
- 6 Hotel Spotlight
- 7 Networking Events
- 8 Training Classes
- 10 Tutorials
- 16 Keynotes
- 18 Concurrent Sessions
- 25 Bonus Sessions
- 26 Testing & Quality Leadership Summit
- 28 The Expo
- 29 Exhibitors, Sponsors, & Partners
- 30 Ways to Save
- 31 Registration & Pricing Details

## A WIDE VARIETY OF TESTING TOPICS

What's happening now in software testing? STAREAST offers a wide variety of testing topics at the conference:

- MOBILE TESTING
- TEST MANAGEMENT
- CONTINUOUS DELIVERY
- REQUIREMENTS
- TEST TECHNIQUES
- METRICS
- TEST AUTOMATION
- AGILE TESTING
- SECURITY
- CLOUD TESTING
- PERSONAL IMPROVEMENT

## WHO'S BEHIND THE CONFERENCE?



Learn. Connect. Contribute.—TechWell/SQE has been a leader in the software industry for twenty-nine years, delivering a variety of software training, conferences, publications, consulting, and website communities. [www.TechWell.com](http://www.TechWell.com)

## STAY CONNECTED



Stay up to date on all of the latest TechWell happenings—including conferences, training, publishing, and other valuable resources for the software industry. Join our mailing list at: <https://well.tc/d4k>  
Join the social conversation @TechWell or #stareast

# CONFERENCE OVERVIEW

Build your own conference—training classes, tutorials, keynotes, concurrent sessions, the Leadership Summit, and more—packed with information covering the latest technologies, trends, and practices in software testing.

## SUNDAY

Real-World Software Testing with Microsoft Visual Studio® (3-Day)  
Fundamentals of Agile Certification—ICAgile (2-Day)  
Mastering HP LoadRunner® for Performance Testing (2-Day)  
Mobile Application Testing (2-Day)  
Requirements-Based Testing Workshop (3-Day)  
Software Tester Certification—Foundation Level (3-Day)  
Agile Tester Certification (2-Day)



## MONDAY-TUESDAY

In-depth Half- and Full-day Tutorials  
Multi-day Training Classes Continue



## WEDNESDAY-THURSDAY

Keynotes  
Concurrent Sessions  
The Expo  
Networking and Special Events  
Test Lab  
...and More!



## FRIDAY

### Testing & Quality Leadership Summit

Attend the Testing & Quality Leadership Summit Thursday evening and Friday. Join senior leaders from the industry to gain new perspectives and share ideas on today's software testing issues. See page 26 for more information on the Testing & Quality Leadership Summit. (Summit registration required)



### Workshop on Regulated Software Testing (WREST)

See page 25 for more information. (Free, but pre-registration required)

## CHOOSE THE CONFERENCE PACKAGE THAT ALLOWS THE BIGGEST SAVINGS

5 DAYS



Best Value Package

\$2,895

4 DAYS



Conference +  
2 Tutorial Days

\$2,595

2 DAYS



Conference Only

\$1,895

Prices valid when you register by April 3, 2015

For a complete list of pricing options, see page 31.

# CONFERENCE SCHEDULE

## SUNDAY, MAY 3

**8:30** **Multi-day training classes begin:** Agile Tester Certification • Requirements-Based Testing Workshop • Software Tester Certification—Foundation Level • Real-World Software Testing with Microsoft Visual Studio® • Fundamentals of Agile Certification—ICAgile • Mastering HP LoadRunner® for Performance Testing • Mobile Application Testing

## MONDAY, MAY 4

**8:30** Multi-day training classes continue from Sunday (8:30am–5:00pm)

**8:30** Tutorials (8:30am–12:00pm)

### MONDAY FULL DAY TUTORIALS

- MA** **The Challenges of BIG Testing: Automation, Virtualization, Outsourcing, and More**  
*Hans Buwalda, LogiGear*
- MB** **A Rapid Introduction to Rapid Software Testing**—*Michael Bolton, DevelopSense*
- MC** **Lean Software Testing: Continuous Improvement with Lower Risk** **NEW**  
*Matthew Heusser, Excelon Development*

### MONDAY MORNING TUTORIALS

- MD** **Requirements Engineering for Testers** **NEW** *Erik van Veenendaal, Improve Quality IT Services BV*
- ME** **What's Your Leadership IQ?**—*Jennifer Bonine, tapQA, Inc.*
- MF** **Planning, Architecting, Implementing, and Measuring Test Automation** **NEW**  
*Mike Sowers, Software Quality Engineering*
- MG** **Measurement and Metrics for Test Managers**—*Rick Craig, Software Quality Engineering*
- MH** **Take a Test Drive: Acceptance Test-Driven Development**—*Jared Richardson, Agile Artisans*
- MI** **The Keys to Agile Testing Maturity** **NEW** *Bob Galen, Velocity Partners, and Mary Thorn, ChannelAdvisor*
- MJ** **Applying Emotional Intelligence to Testing**—*Julie Gardiner, Redmind*

**12:00** Lunch

**1:00** Tutorials (1:00pm–4:30pm)

### MONDAY FULL DAY TUTORIALS (CONTINUED)

- MA** **The Challenges of BIG Testing: Automation, Virtualization, Outsourcing, and More**  
*Hans Buwalda, LogiGear*
- MB** **A Rapid Introduction to Rapid Software Testing**—*Michael Bolton, DevelopSense*
- MC** **Lean Software Testing: Continuous Improvement with Lower Risk** **NEW**  
*Matthew Heusser, Excelon Development*

### MONDAY AFTERNOON TUTORIALS

- MK** **Rapid Software Testing: Strategy**—*James Bach, Satisfice, Inc.*
- ML** **Problem Solving for Testers: Using Visual Testing** **NEW** *Andy Glover, Exco InTouch*
- MM** **Innovation Thinking: Evolve and Expand Your Capabilities**—*Jennifer Bonine, tapQA, Inc.*
- MN** **Application Performance Testing: A Simplified Universal Approach**—*Scott Barber, PerfTestPlus, Inc.*
- MO** **Test Automation Strategies for the Agile World** **NEW** *Bob Galen, Velocity Partners*
- MP** **Exploratory Testing Explained**—*Paul Holland, Doran Jones, Inc.*
- MQ** **Dorothy Graham: On Testing** **NEW** *Dorothy Graham, Software Test Consultant*

## TUESDAY, MAY 5

**8:30** Multi-day training classes continue (8:30am–5:00pm)

**8:30** Tutorials (8:30am–12:00pm)

### TUESDAY FULL DAY TUTORIALS

- TA** **Critical Thinking for Software Testers**  
*Michael Bolton, DevelopSense*
- TB** **Selenium Test Automation: From the Ground Up**  
*Dave Haeffner, The Selenium Guidebook*
- TC** **Getting Started with Risk-Based Testing**  
*Dale Perry, Software Quality Engineering*

### TUESDAY MORNING TUTORIALS

- TD** **Successful Test Automation: A Manager's View**—*Dorothy Graham, Software Test Consultant*
- TE** **End-to-End Testing with the Heuristic Software Test Model** **NEW** *Paul Holland, Doran Jones, Inc.*
- TF** **Fundamentals of Test Design**—*Lee Copeland, Software Quality Engineering*
- TG** **Building a Mobile App Quality Strategy** **NEW** *Jason Arbon, Applause*
- TH** **Security Testing for Test Professionals**—*Jeff Payne, Coveros, Inc.*
- TI** **Getting Your Message Across: Communication Skills for Testers**—*Julie Gardiner, Redmind*
- TJ** **Exploring Usability Testing for Mobile and Web Technologies**—*Rob Sabourin, AmiBug.com*

**12:00** Lunch

**1:00** Tutorials (1:00pm–4:30pm)

### TUESDAY FULL DAY TUTORIALS (CONTINUED)

- TA** **Critical Thinking for Software Testers**  
*Michael Bolton, DevelopSense*
- TB** **Selenium Test Automation: From the Ground Up**  
*Dave Haeffner, The Selenium Guidebook*
- TC** **Getting Started with Risk-Based Testing**  
*Dale Perry, Software Quality Engineering*

### TUESDAY AFTERNOON TUTORIALS

- TK** **Pairwise Testing Explained** **NEW** *Lee Copeland, Software Quality Engineering*
- TL** **Integrating Automated Testing into DevOps** **NEW** *Jeff Payne, Coveros, Inc.*
- TM** **Rapid Software Testing: Reporting**—*James Bach, Satisfice, Inc.*
- TN** **User Experience Testing: Adapted from the World of Design** **NEW**  
*Parimala Hariprasad, PASS Technologies India*
- TO** **Test Estimation in Practice**—*Rob Sabourin, AmiBug.com*
- TP** **Testing Cloud Services**—*Martin Pol and Jeroen Mengerink, Polteq Testing Services BV*
- TQ** **Exploratory Testing with Session-Based Test Management**—*Paul Holland, Doran Jones, Inc.*

**4:30** Welcome Reception (4:30pm–5:30pm)

## WEDNESDAY, MAY 6

<b>8:30</b>	<b>KEYNOTE: Innovation: From the Tester's Viewpoint</b> —Jason Arbon, Applause					
<b>10:00</b>	<b>KEYNOTE: Deliberate Testing in an Agile World</b> —Dan North, Dan North & Associates					
<b>11:00</b>	Networking Break • Visit the Expo, 10:30am–2:00pm					
	Test Management	Test Techniques	Test Automation	Agile Testing	Personal Excellence	Special Topics
<b>11:30</b>	<b>W 1</b> When Testers Feel Left Out in the Cold Hans Buwalda, LogiGear	<b>W 2</b> Common System and Software Testing Pitfalls Donald Firesmith, Software Engineering Institute	<b>W 3</b> An Automation Framework for Everyone Chris Loder, Halogen Software	<b>W 4</b> The New Agile Testing Quadrants: Bringing Skilled Testers and Developers Together James Bach, Satisfice, Inc. and Michael Bolton, DevelopSense	<b>W 5</b> Unleashing the Creative Mind of the Test Engineer Audrey Marak, AmerisourceBergen Corporation	<b>W 6</b> Choose the Best Requirements-Based Testing Techniques Richard Bender, BenderRBT
<b>12:30</b>	Lunch • Visit the Expo • Meet the Speakers					
	Test Management	Test Techniques	Test Automation	Agile Testing	Metrics	Special Topics
<b>1:45</b>	<b>W 7</b> The Changing Face of Test Management in an Agile World Tom Roden and Ben Williams, Neuri Consulting	<b>W 8</b> Harness the Power of Checklists Kirk Lee, Infusionsoft	<b>W 9</b> Leveraging Open Source Automation: A Selenium WebDriver Example David Dang, Zenergy Technologies	<b>W 10</b> Risk-Based Testing for Agile Projects Erik van Veenendaal, Improve Quality IT Services BV	<b>W 11</b> Measuring Quality: Testing Metrics and Trends in Practice Liana Gevorgyan, Infostretch Corporation	<b>W 12</b> Eliminate Regression Testing through Continuous Deployment Matthew Heusser, Excelon Development
<b>3:00</b>	<b>W 13</b> Speak Like a Test Manager Mike Sowers, Software Quality Engineering	<b>W 14</b> Static Testing: We Know It Works, So Why Don't We Use It? Meenakshi Muthukumar, Tata Consultancy Services	<b>W 15</b> Reduce Third-Party Tool Dependencies in Your Test Framework Chris Mauck, Neustar, Inc.	<b>W 16</b> Testers and Testing: A Product Owner's Perspective Scott Barber, PerfTestPlus, Inc.	<b>W 17</b> Metrics Program Implementation: Pitfalls and Successes Kris Kosyk, SoftServe	<b>W 18</b> Testing Blockbuster Games: Lessons for All Testers Tulay Tetiker McNally and Alex Lucas, BioWare Electronic Arts
<b>4:00</b>	Networking Break • Visit the Expo, 3:30pm–6:30pm					
<b>4:15</b>	<b>KEYNOTE: Lightning Strikes the Keynotes</b> —facilitated by Lee Copeland, Software Quality Engineering					
<b>5:30</b>	Reception in the Expo Hall, 5:30pm–6:30pm					

## THURSDAY, MAY 7

<b>8:30</b>	<b>KEYNOTE: Blunders in Test Automation</b> —Dorothy Graham, Software Test Consultant					
	Test Management	Test Techniques	Test Automation	Mobile Testing	Continuous Delivery	Special Topics
<b>9:45</b>	<b>T 1</b> Stop Maintaining Multiple Test Environments Joel Tosi, DevJam	<b>T 2</b> Mindmaps: Lightweight Documentation for Testing Florin Ursu, DMEautomotive	<b>T 3</b> Verify Complex Product Migrations with Automation Marquis Waller and Jeff Sikkink, Ricoh	<b>T 4</b> Mobile App Testing: The Good, the Bad, and the Ugly Jon Hagar, Independent Consultant	<b>T 5</b> Release Automation: Better Quality, Faster Deployment, Amazing ROI Bryan Linder, tapIQ	<b>T 6</b> Improve Your Test Process from the Bottom Up Gitte Ottosen, Capgemini-Sogeti Denmark
<b>10:45</b>	Networking Break • Visit the Expo, 10:30am–3:00pm					
<b>11:15</b>	<b>T 7</b> Avoid Testing Mistakes or Really Bad Things Can Happen Bart Knaack, Professional Testing	<b>T 8</b> Predict Defects with Data Mining and Machine Learning Stephen Frein, Comcast	<b>T 9</b> Automate Legacy-System Testing: Easy, Reliable, and Extendible Emanuil Slavov, Komfo, Inc.	<b>T 10</b> Designing a Robust Test Strategy for Mobile Apps Parimala Hariprasad, PASS Technologies India	<b>T 11</b> Continuous Testing in the Cloud Chris Broesamle, Sauce Labs	<b>T 12</b> Dig Down to the Root Cause Dave Rooney, Saphala Consulting, Ltd.
<b>12:15</b>	Lunch • Visit the Expo • Meet the Speakers					
	Test Management	Test Techniques	Performance Testing	Mobile Testing	Security	Special Topics
<b>1:30</b>	<b>T 13</b> What Do Defects Really Cost? Much More Than You Think Wayne Ariola, Parasoft	<b>T 14</b> Survival Guide: Taming the Data Quality Beast Shauna Ayers and Catherine Cruz Agosto, Avality	<b>T 15</b> Implement an Enterprise Performance Test Process Ryan Riehle, InCycle Software	<b>T 16</b> Testing with a Rooted Mobile Device Max Saperstone, Coveros	<b>T 17</b> Security Testing: What Testers Can Do Declan O'Riordan, Test and Verification Solutions	<b>T 18</b> Testing as a Service (TaaS): A Solution to Hard Testing Problems Scott Tilley, Florida Institute of Technology
<b>2:30</b>	Networking Break • Visit the Expo (closes at 3:00pm)					
<b>3:00</b>	<b>T 19</b> Create Products That Customers Love: A Testing Perspective Stephen Hares, eBay	<b>T 20</b> Virtualization to Improve Speed and Increase Quality Clint Sprauve, HP	<b>T 21</b> Performance Testing in the Agile Lifecycle Lee Barnes, Utopia	<b>T 22</b> How to Deliver Winning Mobile Apps Joe Larizza, Royal Bank of Canada, and Eran Kinsbruner, Perfecto Mobile	<b>T 23</b> Improve Security through Continuous Testing Jeremy Faircloth, Raytheon	<b>T 24</b> Web and Mobile App Accessibility Testing Nancy Kastl, SPR Consulting
<b>4:15</b>	<b>KEYNOTE: The Future of the Software Testing Profession</b> —Mike Sowers, Software Quality Engineering					
<b>5:30</b>	Testing & Quality Leadership Summit Reception, 5:30pm–6:30pm (Summit registration required)					

## FRIDAY, MAY 8



### Testing & Quality Leadership Summit

Attend the Testing & Quality Leadership Summit Thursday (5:30pm) and Friday (all day). Join senior leaders from the industry to gain new perspectives and share ideas on today's software testing issues. See page 26 for more information on the Testing & Quality Leadership Summit. (Summit registration required)

**Workshop on Regulated Software Testing (WREST)** See page 25 for more information. (Free, but pre-registration required)

# HOTEL SPOTLIGHT



Experience all the wonder and enchantment of Florida during STAREAST 2015 at the luxury Gaylord Palms Resort & Convention Center in Kissimmee, Florida. Near Orlando, the hotel's extraordinary service and superior amenities are just minutes away from the main gates of Epcot®, Disney® and Disney's Hollywood Studios®. The majestic Kissimmee resort spans over 63 acres and celebrates Florida's history, culture, and natural beauty in both architectural style and landscape design.



## Stay at the Center of the Action

At the Gaylord Palms Resort & Convention Center, networking opportunities will be around every corner and inside every elevator. Save time getting to and from the sessions and exhibits—while enjoying the convenience of going back to your room between events to make phone calls and check emails.

## Special Hotel Rates for STAREAST Attendees

Book your room reservation at the Gaylord Palms Resort & Convention Center at the exclusive conference rate by **April 10, 2015**. Space is limited, so please reserve your room early! Use one of these options to make a reservation:

- **PHONE RESERVATIONS**—Call the 24-hour hotel reservations line directly at 877.350.3236. When calling, be sure to mention the STAREAST conference to get the special conference rate. If you need special facilities or services, please notify the agent at the time of reservation.
- **BOOK ONLINE**—To book your hotel online or view the special conference room rates, go to <https://well.tc/d4S>
- **CALL US!** Call our Client Support Group at 888.268.8770

## Gaylord Palms is located at:

6000 W Osceola Pkwy  
Kissimmee, FL 34746  
Reservations: 877.350.3236

*\*Cancellations on a guaranteed reservation must occur more than 5 days prior to the specified arrival time to ensure a refund.*

## Welcome Reception

Tuesday, May 5 • 4:30–5:30pm

Kick off the conference with a welcome reception! Mingle with experts and colleagues while enjoying complimentary food and beverages.

## Meet the Speakers at Lunch

Wednesday, May 6–Thursday, May 7 • During Lunch

Meet with industry experts for open discussions in key areas of software testing. On both days, there will be lunch tables designated by topic of interest. Come pose your toughest questions!

## Expo Reception

Wednesday, May 6 • 5:30–6:30pm

Network with peers at the Expo reception and enjoy complimentary food and beverages. Be sure to play the passport game for your chance to win great prizes! Must be present to win.

## Bookstore and Speaker Book Signings

Tuesday, May 5–Thursday, May 7

Purchase popular industry books—many authored by STAREAST speakers—from BreakPoint Books. Authors are available for questions and book signings during session breaks and Expo hours.



## STAREAST Test Lab

Wednesday, May 6–Thursday, May 7

Visit the interactive STAREAST Test Lab to practice the skills and techniques you're learning at the conference. Compete with your fellow testers to find bugs, join speakers to practice skills and techniques presented in class, participate in discussion groups, and more!

## Presenter One-on-One

Wednesday, May 6–Thursday, May 7

STAREAST offers the unique opportunity to schedule a 15-minute, one-on-one session with a STAREAST presenter. Our speakers have years of industry experience and are ready to share their insight with you. Bring your biggest issue, your testing plans, or whatever's on your mind. Leave with fresh ideas on how to approach your testing challenges. You'll have the chance to sign-up during the conference and get some free consulting!



# COMBINE IN-DEPTH TRAINING WITH YOU

Combine your conference with in-depth training to enhance your learning experience. Take advantage of networking, benefit from access to top industry experts, and mingle with colleagues while you improve your skill set. View full course descriptions at <https://well.tc/d4T>.



**Members of the PMI are eligible to earn up to 22.5 PDUs for select courses.**

## Mobile Application Testing

Sunday, May 3–Monday, May 4 • 8:30am–5:00pm

The *Mobile Application Testing* course will cover usability across multiple platforms and resolutions, network and security testing, creating application unit tests, mobile UI automation, and performance testing for various devices over various networks and carriers. **A mobile device such as a smartphone or tablet is required.**

- Understand what makes mobile application testing different from standard software testing
- Learn some of the underlying technologies behind mobile devices and how those technologies affect testing
- Discover how mobile applications work and different techniques for testing them
- Explore the different types of mobile applications and how to test for each



Jeff Pierce

## Mastering HP LoadRunner® for Performance Testing

Sunday, May 3–Monday, May 4 • 8:30am–5:00pm

*Mastering HP LoadRunner® for Performance Testing* provides students with the knowledge and skills to use the latest testing tools provided by HP to validate decisions and improve software performance. By the end of the course, students are equipped to begin planning the implementation of LoadRunner® and Performance Center for improving testing practices within their organizations.

- Understand performance implications of technologies and protocols in modern data centers
- Select scenarios to measure performance and capacity risks organizations face today
- Design emulation scripts, scenarios, and reports to expose various risks
- Setup controllers, load generators, monitoring, and virtual table servers
- Generate and edit TruClient and VuGen scripts to emulate internet browsers and use test data



Wilson Mar

## Agile Tester Certification

Sunday, May 3–Monday, May 4 • 8:30am–5:00pm



In *Agile Tester Certification*, you will learn the fundamentals of agile development, the role of the tester in the agile team, and the agile testing processes. From user story elicitation and grooming through development and testing, this course prepares you to be a valuable member of an agile development team.

- Discover how testing is implemented in different agile environments
- Learn about user stories and how to test them
- Explore key agile testing practices—ATDD, BDD, TDD, and ET
- Recognize the main agile testing challenges and how to address them



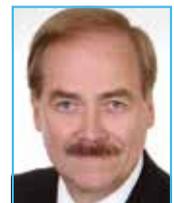
Dawn Haynes

## Requirements-Based Testing Workshop

Sunday, May 3–Tuesday, May 5 • 8:30am–5:00pm

*Requirements-Based Testing Workshop* (RBT) delivers a proven, rigorous approach for designing a consistent and repeatable set of highly optimized test cases. Companies employing RBT practices have achieved twice the requirements coverage with only half the tests they previously maintained. Explore alternative test design techniques and the advantages and disadvantages of each. Learn how to complement functional, black-box testing with code-based, white-box testing to further ensure complete coverage and higher quality. Classroom exercises are employed throughout the workshop to reinforce your learning. **Bring samples from your own projects to work on and evaluate during class.**

- Develop and maintain efficient tests that cover all functional requirements
- Design test cases that force defects to appear early in testing
- Learn and practice cause-effect graphing to design more robust tests
- Optimize and reduce the size of your test suite



Richard Bender

# REGISTER AND SAVE ALMOST \$200

## Fundamentals of Agile Certification—ICAgile

Sunday, May 3–Monday, May 4 • 8:30am–5:00pm



*Fundamentals of Agile Certification—ICAgile* will present a roadmap for how to get started with agile along with practical advice. It will introduce you to agile software development concepts and teach you how to make them work. You will learn what agile is all about, why agile works, and how to effectively plan and develop software using agile principles. A running case study allows you to apply the techniques you are learning as you go through the course.

- Explore agile software development methodologies and approaches
- Understand differences between agile and traditional methodologies
- Learn how agile practices and principles improve the software development process
- Discover the major steps required to successfully plan and execute an agile software project
- Explore the leading agile development best practices



Jeff Payne

## Software Tester Certification—Foundation Level

Sunday, May 3–Tuesday, May 5 • 8:30am–5:00pm



Delivered by top experts in the testing industry, *Software Tester Certification—Foundation Level* is an accredited training course, designed to help prepare you for the ISTQB® Certified Tester—Foundation Level exam. This certification program, accredited by the ISTQB® through its network of National Boards, is the only internationally accepted certification for software testing. The ISTQB®, a non-proprietary and nonprofit organization, has granted more than 350,000 certifications in over 100 countries around the world. This course is most appropriate for individuals who recently entered the testing field and those currently seeking ISTQB® certification in software testing.

- Fundamentals of software testing—key concepts, context, risk, goals, process, and people issues
- Lifecycle testing—relationship of testing to development, including different models, verification and validation, and types of testing
- Test levels—system, acceptance, unit, and integration testing
- Test design techniques—black-box test methods, white-box testing, and exploratory testing
- Static testing—reviews, inspections, and static analysis tools
- Test management—team organization, key roles and responsibilities, test approach and planning, configuration management, defect classification and tracking, test reporting
- Testing tools—selection, benefits, risks, and classifications



Claire Lohr

## Real-World Software Testing with Microsoft Visual Studio®

Sunday, May 3–Tuesday, May 5 • 8:30am–5:00pm

This course provides students with real world software testing techniques and technical skills using the latest Microsoft Test Manager 2013®, Visual Studio 2013®, and Team Foundation Server 2013® tools. We will cover manual testing features such as test case management, execution and reporting, and how Visual Studio® makes these processes powerful and organized. You will learn about the newly released Visual Studio® Web Test Manager and be introduced to automated testing with Visual Studio®. Discover how to effectively integrate QA with Team Foundation Server's requirements, bug tracking, and work and build management capabilities. Increase automation effectiveness using virtual lab environments.

- Increase productivity by planning, executing, and tracking tests using Microsoft Test Manager 2013®
- Learn how rich data collectors enhance bug reproducibility
- Support agile testing practices with features such as exploratory testing
- Increase test coverage with automated testing using Microsoft's Visual Studio® Coded UI
- Collaborate seamlessly with other team members using Team Foundation Server 2013®
- Take advantage of the latest Visual Studio 2013® virtualization integration



Richard Hundhausen

**For more details on combining training with your conference, contact client support at [clientsupport@techwell.com](mailto:clientsupport@techwell.com) or call 888.268.8770 or 904.278.0524.**

MONDAY, MAY 4, 8:30–4:30 (FULL-DAY)



## **MA** The Challenges of BIG Testing: Automation, Virtualization, Outsourcing, and More *Hans Buwalda, LogiGear*

Large-scale and complex testing projects can stress the testing and automation practices we have learned through the years, resulting in less than optimal outcomes. However, a number of innovative ideas and concepts are emerging to better support industrial-strength testing for big projects. Hans Buwalda shares his experiences and presents strategies for organizing and managing testing on large projects. Learn how to design tests specifically for automation, including how to incorporate keyword testing and other techniques. Learn what roles virtualization and the cloud can play—and the potential pitfalls of such options. Take away tips and tricks to make automation more stable and to deal with the numerous versions and configurations common in large projects. Hans describes the main challenges with global teams, including time zones and cultural differences, and offers seven common problem “patterns” in globalization and what you can do to address them.



## **MB** A Rapid Introduction to Rapid Software Testing *Michael Bolton, DevelopSense*

You’re under tight time pressure with barely enough information to proceed with testing. How do you test quickly and inexpensively, yet still produce informative, credible, and accountable results? Rapid Software Testing, adopted by context-driven testers worldwide, offers a field-proven answer to this all-too-common dilemma. In this one-day sampler of the approach, Michael Bolton introduces you to the skills and practice of Rapid Software Testing through stories, discussions, and “minds-on” exercises that simulate important aspects of real testing problems. The rapid approach isn’t just testing with speed or a sense of urgency; it’s mission-focused testing that eliminates unnecessary work, assures that the most important things get done, and constantly asks how testers can help speed up the successful completion of the project. Join Michael to learn how Rapid Testing focuses on both the mind set and skill set of the individual tester, using tight loops of exploration and critical thinking skills to help continuously re-optimize testing to match clients’ needs and expectations.



Participants are strongly encouraged to bring a Windows-compatible computer to the class.



## **MC** Lean Software Testing: Continuous Improvement with Lower Risk **NEW** *Matthew Heusser, Excelon Development*

Lean software testing is a new approach that focuses on improving testing processes and practices while reducing product risk. Matt Heusser outlines how most organizations test now, explores approaches for improvements, and demonstrates lean tools that help you understand software dev/test flow in a different way. Starting with what you are doing now, you’ll learn what to change next and ways to continually improve test activities. Matt focuses on management concepts to measure and improve both the testing and the overall development process. Leave with a solid understanding of how lean manufacturing applies to software delivery—traditional, agile, context-driven, and even continuous delivery. Learn to measure the performance of testing, including cycle time, work in progress, touch time, lead time, and the ability to choose and tweak the appropriate measures for the problems at hand.

# LAUNCH YOUR CAREER TO NEW HEIGHTS

## MULTI-DAY TRAINING CLASS + CONFERENCE

Save almost \$200 when you attend any of the multi-day training classes and the conference. (Discount already reflected in the conference pricing)

*See page 8 for more details.*



**MD Requirements Engineering for Testers** **NEW***Erik van Veenendaal, Improve Quality IT Services BV*

Good requirements and user stories are critical for testing and testers. They are used as the basis for test cases, requirements help determine expected results and testers review requirements for testability. In Agile, where many testers help develop user stories and compliment them with acceptance criteria. Unfortunately, many testers have little knowledge or skill in requirements engineering. What level of quality and detail is realistic to expect for requirements and user stories? What does testability really mean? How can you help improve requirements? Erik van Veenendaal answers these questions and more while helping you develop important skills in requirements engineering. Illustrating requirements issues and solutions with practical case studies, Erik conducts hands-on classroom exercises in specifying and evaluating requirements. Walk through the requirements process from a tester's viewpoint to learn what you can—and should—contribute to requirements quality. Join Erik to collaboratively create a set of “Golden Rules” that you and your team can use to excel in requirements engineering activities.

**ME What's Your Leadership IQ?***Jennifer Bonine, tapQA, Inc.*

Have you ever needed a way to measure your leadership IQ? Or been in a performance review where the majority of time was spent discussing your need to improve as a leader? If you have ever wondered what your core leadership competencies are and how to build on and improve them, Jennifer Bonine shares a toolkit to help you do just that. This toolkit includes a personal assessment of your leadership competencies, explores a set of eight dimensions of successful leaders, provides suggestions on how you can improve competencies that are not in your core set of strengths, and describes techniques for leveraging and building on your strengths. These tools can help you become a more effective and valued leader in your organization. Exercises help you gain an understanding of yourself and strive for balanced leadership through recognition of both your strengths and your “development opportunities.”

**MF Planning, Architecting, Implementing, and Measuring Test Automation** **NEW***Mike Sowers, Software Quality Engineering*

In test automation, we must often use several tools that have been developed or acquired over time with little consideration of an overall plan or architecture and without considering the need for integration. As a result, productivity suffers and frustrations increase. Join Mike Sowers as he shares experiences from multiple organizations in creating an integrated automation plan, developing an automation architecture, and establishing tool metrics. Mike discusses both the good (engaging the technical architecture team) and bad (too much isolation between test automators and test designers) on his automation journey in large and small enterprises. Find out approaches to ensure that the tools you currently have and the new tools you acquire or develop will work well with other testing and application lifecycle software. Explore approaches to drive automation adoption across multiple project teams and departments, and communicate the real challenges and potential benefits to your stakeholders.

**MG Measurement and Metrics for Test Managers***Rick Craig, Software Quality Engineering*

To be most effective, test managers must develop and use metrics to help direct the testing effort and make informed recommendations about the software's release readiness and associated risks. Because one important testing activity is to “measure” the quality of the software, test managers must measure the results of both the development and testing processes. Collecting, analyzing, and using metrics are complicated because many developers and testers are concerned that the metrics will be used against them. Join Rick Craig as he addresses common metrics—measures of product quality, defect removal efficiency, defect density, defect arrival rate, and testing status. Learn the guidelines for developing a test measurement program, rules of thumb for collecting data, and ways to avoid “metrics dysfunction.” Rick identifies several metrics paradigms and discusses the pros and cons of each.

**Delegates are urged to bring their metrics problems and issues for use as discussion points.**

**MR Take a Test Drive: Acceptance Test-Driven Development***Jared Richardson, Agile Artisans*

The practice of agile software development requires a clear understanding of business needs. Misunderstanding requirements causes waste, slipped schedules, and mistrust within the organization. Jared Richardson shows how good acceptance tests can reduce misunderstanding of requirements. A testable requirement provides a single source that serves as the analysis document, acceptance criteria, regression test suite, and progress-tracker for any given feature. Jared explores the creation, evaluation, and use of testable requirements by the business and developers. Learn how to transform requirements into stories—small units of work—that have business value, small implementation effort, and easy to understand acceptance tests. This tutorial features an interactive exercise that starts with a high level feature, decomposes it into stories, applies acceptance tests to those stories, and estimates the stories for business value and implementation effort. The exercise demonstrates how big requirement stories can be decomposed into business-facing stories, rather than into technical tasks that the business does not understand.

**MI The Keys to Agile Testing Maturity** **NEW***Bob Galen, Velocity Partners, and Mary Thorn, ChannelAdvisor*

You've “gone agile” and have been relatively successful. So, how do you know how well your test team is really doing? And how do you continuously improve your test practices? When things get rocky, how do you handle the challenges without reverting to old habits? You realize that the path to high-performance agile testing isn't easy or quick. It helps to have a guide. So consider this tutorial your guide to ongoing, improved, and sustained high performance agile testing. Join Bob Galen and Mary Thorn as they share lessons from their most successful agile testing transitions. Explore actual team case studies for building team skills, embracing agile requirements, fostering customer interaction, building agile test automation, driving business value, and testing at-scale—all building agile testing excellence. Examine the mistakes, adjustments, and successes, and learn how to react to real-world contexts. Leave with a better view of your team's strengths, weaknesses, and where you need to focus to improve.

**MJ Applying Emotional Intelligence to Testing***Julie Gardiner, Redmind*

As test managers and test professionals we can have an enormous emotional impact on others. We're constantly dealing with fragile egos, highly charged situations, and pressured people playing a high-stakes game under conditions of massive uncertainty. We're often the bearers of bad news and are sometimes perceived as critics, activating people's primal fear of being judged. Emotional intelligence (EI), the concept popularized by Harvard psychologist and science writer Daniel Goleman, has much to offer test managers and testers. Key EI skills include self-awareness, self-management, social awareness, and relationship management. Explore the concept of EI, assess your own levels of EI, and look at ways in which EI can help. Julie Gardiner discusses how EI can be useful in dealing with anger management, controlling negative thoughts, processing constructive criticism, and dealing with conflict—all within the context of the testing profession. This lively session is grounded in real-life examples, giving you concrete ideas to take back to work.



## **MK** Rapid Software Testing: Strategy

*James Bach, Satisfice, Inc.*

A test strategy is the set of ideas that guides your test design. It's what explains why you test this instead of that, and why you test this way instead of that way. Strategic thinking matters because testers must make quick decisions about what needs testing right now and what can be left alone. You must be able to work through major threads without being overwhelmed by tiny details. James Bach describes how test strategy is organized around risk but is not defined before testing begins. Rather, it evolves alongside testing as we learn more about the product. We start with a vague idea of our strategy, organize it quickly, and document as needed in a concise way. In the end, the strategy can be as formal and detailed as you want it to be. In the beginning, though, we start small. If you want to focus on testing and not paperwork, this approach is for you.



## **ML** Problem Solving for Testers: Using Visual Testing **NEW**

*Andy Glover, Exco InTouch*

The reality is that technology is complex and ever-changing. And we testers are challenged with complicated problems that need elegant solutions. Andy Glover gives a hands-on presentation that explores a new way of looking at testing problems and ideas for solving them. Andy demonstrates how thinking with pictures can help you discover and develop novel approaches to solve problems in unexpected ways and dramatically improve your ability to share insights with others. He shows you how to clarify a problem or sell an idea by visually breaking it down using visualization tools such as mind maps and workflows. Join Andy to practice powerful but simple techniques you can use to visually communicate complex messages. Although we are all naturally creative, it sometimes takes practice and effort to develop these skills. However, you don't need to know how to draw to attend this tutorial and get your creative juices flowing.



## **MM** Innovation Thinking: Evolve and Expand Your Capabilities

*Jennifer Bonine, tapQA, Inc.*

Innovation is a word frequently tossed around in organizations today. The standard clichés are *do more with less* and *be creative*. Companies want to be innovative but often struggle with how to define, implement, prioritize, and track their innovation efforts. Using the Innovation to Types model, Jennifer Bonine will help you transform your thinking regarding innovation and understand if your team and company goals match their innovation efforts. Learn how to classify your activities as “core” (to the business) or “context” (essential, but non-revenue generating). Once you understand how your innovation activities are related to revenue generating activities, you can better decide how much of your effort should be spent on core or context activities. Take away tools including an Innovation to Types model for classifying innovation, a Core and Context model to classify your activities, and a way to map your innovation initiatives to different contexts.



## **MN** Application Performance Testing: A Simplified Universal Approach

*Scott Barber, PerfTestPlus, Inc.*

In response to increasing market demand for high performance applications, many organizations implement performance testing projects, often at great expense. Sadly, these solutions alone are often insufficient to keep pace with emerging expectations and competitive pressures. With specific examples from recent client implementations, Scott Barber shares the fundamentals of implementing T<sup>4</sup>APM™, a simple and universal approach that is valuable independently or as an extension of existing performance testing programs. The T<sup>4</sup>APM™ approach hinges on applying a simple and unobtrusive *Target, Test, Trend, Tune* cycle to tasks in your application lifecycle—from a single unit test through entire system production monitoring. Leveraging T<sup>4</sup>APM™ on a particular task may require knowledge specific to the task, but learning how to leverage the approach does not. Scott provides everything you need to become the T<sup>4</sup>APM™ coach and champion, and to help your team keep up with increasing demand for better performance, regardless of your current title or role.



## **MO** Test Automation Strategies for the Agile World **NEW**

*Bob Galen, Velocity Partners*

With the adoption of agile practices in many organizations, the test automation landscape has changed. Bob Galen explores current disruptors to traditional automation strategies and discusses relevant and current adjustments you need to make when developing your automation business case. Open source tools are becoming incredibly viable and beat their commercial equivalents in many ways—not only in cost but also in functionality, creativity, evolutionary speed, and developer acceptance. Agile methods have fundamentally challenged our traditional automation strategies. Now we must keep up with incremental and emergent systems and architectures and their high rates of change. Bob explores new automation strategies for both greenfield applications and those pesky legacy projects. Learn how to wrap a business case and communication plan around them so you get the support you need. Leave the session with a serious game plan for delivering on the promise of agile test automation.



## **MP** Exploratory Testing Explained

*Paul Holland, Doran Jones, Inc.*

Exploratory testing is an approach to testing that emphasizes the freedom and responsibility of testers to continually optimize the value of their work. Exploratory testing is the process of three mutually supportive activities—learning, test design, and test execution—done in parallel. With skill and practice, exploratory testers typically uncover an order of magnitude more problems than when the same amount of effort is spent on procedurally-scripted testing. All testers conduct exploratory testing in one way or another, but few know how to do it systematically to obtain the greatest benefits. Even fewer can articulate the process. Paul Holland shares specific heuristics and techniques of exploratory testing that will help you get the most from this highly productive approach. Paul focuses on the skills and dynamics of exploratory testing, and how it can be combined with scripted approaches.



## **MQ** Dorothy Graham: On Testing **NEW**

*Dorothy Graham, Software Test Consultant*

“Madam, if you use this [software development] tool, you won't need to do any testing!” Twenty-five years ago this comment reflected a typical attitude! Can you imagine someone saying this today? Sharing her testing journey and what she has learned through the years, Dot Graham, who has had an illustrious career in testing, leads a discussion on how testing's past has influenced its present and how you will ultimately shape its future. To understand our history's influence on our present and think about our future, come to listen, share your own stories, and question the present state of testing. Look at the “hot topics” of the past, what was important then, what is important now, and what will be important in the future. Examine what isn't really much different now—in spite of a lot of change—and what seems really important now but probably isn't. Join Dot for a lively dive into the past, present, and future of testing.



### TA Critical Thinking for Software Testers

Michael Bolton, *DevelopSense*

Critical thinking is the kind of thinking that specifically looks for problems and mistakes. Regular people don't do a lot of it. However, if you want to be a great tester, you need to be a great critical thinker. Critically thinking testers save projects from dangerous assumptions and ultimately from disasters. The good news is that critical thinking is not just innate intelligence or a talent—it's a learnable and improvable skill you can master.

Michael Bolton shares the specific techniques and heuristics of critical thinking and presents realistic testing puzzles that help you practice and increase your thinking skills. Critical thinking begins with just three questions—Huh? Really? and So?—that kick start your brain to analyze specifications, risks, causes, effects, project plans, and anything else that puzzles you. Join Michael for this interactive, hands-on session and practice your critical thinking skills. Study and analyze product behaviors and experience new ways to identify, isolate, and characterize bugs.



Participants are strongly encouraged to bring a Windows-compatible computer to the class.



### TB Selenium Test Automation: From the Ground Up

Dave Haeffner, *The Selenium Guidebook*

Want to learn how to use Selenium from the ground up? Dave Haeffner shows you how to start from ground zero to build a well-factored, maintainable, resilient, and parallelized set of tests that will run locally, on a continuous integration server, or in the cloud. These tests will work well and work across all the browsers you care about, while exercising relevant functionality that matters to the business. This session is for people of all skill levels—just getting started or experienced—who want to use Selenium successfully in their organization and boost their career. Learn a consistent baseline approach for Selenium test automation—regardless of your context. And if you are new to programming, don't sweat it. The core programming concepts you'll need to know will be covered in an approachable way as well. By the end of this workshop, you'll leave knowing what it takes to successfully implement Selenium at your organization and how to get started on your journey.



### TC Getting Started with Risk-Based Testing

Dale Perry, *Software Quality Engineering*

Whether you are new to testing or looking for a better way to organize your test practices, understanding risk is essential to successful testing. Dale Perry describes a general risk-based framework—applicable to any development lifecycle model—to help you make critical testing decisions earlier and with more confidence. Learn how to focus your testing effort, what elements to test, and how to organize test designs and documentation.

Review the fundamentals of risk identification, analysis, and the role testing plays in risk mitigation. Develop an inventory of test objectives to help prioritize your testing and translate objectives into a concrete strategy for creating tests. Focus your tests on the areas essential to your stakeholders. Execution and assessing test results provide a better understanding of both the effectiveness of your testing and the potential for failure in your software. Take back a proven approach to organize your testing efforts and new ways to add more value to your project and organization.

**EXPLORE**  
*with your*  
**CREW**

**BRING YOUR TEAM AND  
SAVE UP TO 20% ON EACH  
REGISTRATION!**

*See page 31 for more details.*



## **TD** Successful Test Automation: A Manager's View

*Dorothy Graham, Software Test Consultant*

Many organizations never achieve the significant benefits that are promised from automated test execution. Surprisingly often, this is not due to technical factors but to management issues. Dot Graham describes the most important management issues you must address for test automation success, and helps you understand and choose the best approaches for your organization—no matter which automation tools you use or your current state of automation. Dot explains how automation affects staffing, who should be responsible for which automation tasks, how managers can best support automation efforts to promote success, and what return on investment means in automated testing—and what you can realistically expect. Dot reviews the key technical issues that can make or break the automation effort. Come away with an example set of automation objectives and measures, and a draft test automation strategy that you can use to plan or improve your own test automation.



## **TE** End-to-End Testing with the Heuristic Software Test Model **NEW**

*Paul Holland, Doran Jones, Inc.*

You have just been assigned to a new testing project. So, where do you start? How do you develop a plan and begin testing? How will you report on your progress? In this hands-on session, Paul Holland shares test project approaches based on the Heuristic Software Test Model from Rapid Software Testing. Learn and practice new ways to plan, execute, and report on testing activities. You'll be given a product to test and start by creating three raw lists—Product Coverage Outline, Potential Risks, and Test Ideas—that help ensure comprehensive testing. Use these lists to create an initial set of test charters. Employing “advanced” test management tools—Excel and whiteboards with Sticky Notes—you'll create clear and concise test reports without using “bad metrics” (counts of pass/fail test cases, percent of test cases executed vs. plan). Look forward to your next testing project—or improve your current one—with new ideas and your new and improved planning, testing, and reporting skills.



## **TF** Fundamentals of Test Design

*Lee Copeland, Software Quality Engineering*

As testers, we know that we can define many more test cases than we will ever have time to design, execute, and report. The key problem in testing is choosing a small, “smart” subset—from the almost infinite number of tests available—that will find a large percentage of the defects. Join Lee Copeland to discover how to design test cases using formal black-box techniques, including equivalence class testing, boundary value testing, decision tables, and state-transition diagrams. Explore examples of each of these techniques in action. Don't just pick test cases randomly. Rather, learn to selectively choose a set of test cases that maximizes your effectiveness and efficiency to find more defects in less time. Then, learn how to use the test results to evaluate the quality of both your products and your testing. Discover the test design techniques that will make your testing more productive.



## **TG** Building a Mobile App Quality Strategy **NEW**

*Jason Arbon, Applause*

Let's build a mobile app quality and testing strategy together. Whether you have a web, hybrid, or native app, building a quality and testing strategy means first understanding your customers and your competitors, and then testing your app under real-world conditions. Most importantly, it means having the data and tools to make quick, agile decisions on feature implementations and bug fixes. Jason Arbon guides you through the latest techniques, data, and tools to ensure you have an awesome mobile app quality and testing strategy. Leave this interactive session with a strategy for your very own app (or one you pretend to own). The information Jason shares is based on Applause.com/uTest's thousands of mobile app test cycles on hundreds of top mobile apps, data analytics on millions of apps, hundreds of millions of appstore reviews, development of mobile apps, and consultations with top app development teams.



*Note: Bringing a laptop or tablet to this tutorial is preferred but is not required.*



## **TH** Security Testing for Test Professionals

*Jeff Payne, Coveros, Inc.*

Today's software applications are often security critical, making security testing essential in a software quality program. Unfortunately, most testers have not been taught how to effectively test the security of the software applications they validate. Join Jeff Payne as he shares what you need to know to integrate effective security testing into your everyday software testing activities. Learn how software vulnerabilities are introduced into code and exploited by hackers. Discover how to define and validate security requirements. Explore effective test techniques for assuring that common security features are tested. Learn about the most common security vulnerabilities, how to identify key security risks within applications, and how to use testing to mitigate them. Understand how to security test applications—both web- and GUI-based—during the software development process. Review examples of how common security testing tools work and are used in the security testing process. Take home valuable tools and techniques for effectively testing the security of your applications going forward.



## **TI** Getting Your Message Across: Communication Skills for Testers

*Julie Gardiner, Redmind*

Communication is at the heart of our profession. No matter how advanced our testing capabilities are, if we can't convey our concerns in ways that connect with key members of the project team, our contribution is likely to be ignored. Because we act solely in an advisory capacity, rather than being in command, our power to exert influence is almost entirely based on our communication skills. With people suffering information overload and deluged with emails, it is more important than ever that we craft succinct and effective messages, using a range of communication modalities. Join Julie Gardiner as she draws on techniques from journalism, public relations, professional writing, psychology, and marketing to help you get your message across. Key themes include: non-verbal communication, presentation skills, persuasive writing, influencing skills, graphic communication, and communicating in teams and meetings. A range of hands-on exercises will be used to practice the concepts being discussed.



## **TJ** Exploring Usability Testing for Mobile and Web Technologies

*Rob Sabourin, AmiBug.com*

It's not enough to verify that software conforms to requirements by passing established acceptance tests. Successful software products engage, entertain, and support the users' experience. Goals vary from project to project, but no matter how robust and reliable your software is, if your users do not embrace it, business can slip from your hands. Rob Sabourin shares how to elicit effective usability requirements with techniques such as storyboarding and task analysis. Together, testers, programmers, and users collaborate to blend the requirements, design, and test cycles into a tight feedback loop. Learn how to select a subset of system functions to test with a small group of users to get high value information at low cost. Learn how usability testers can take advantage of naive questions from novice users as well as the tunnel vision and bias of domain experts. Rob shares examples of usability testing for a variety of technologies including mobile and web-based products.

**TK Pairwise Testing Explained** **NEW***Lee Copeland, Software Quality Engineering*

Many software systems are required to process huge combinations of input data, all of which deserve to be tested. Since we rarely have time to create and execute test cases for all combinations, our fundamental problem in testing is how to choose a reasonably-sized subset that will find a large percentage of defects and can be performed within the limited time and budget available. Unfortunately, pairwise testing, the most effective test design technique to deal with this problem, is not well-understood by many testers. The answer is not to attempt to test *all* combinations of *all* values for all input variables but to test *all pairs* of variables. This significantly reduces the number of tests that must be created and run but still finds a large percentage of defects. With examples of the effectiveness of pairwise testing, Lee Copeland demonstrates this technique through the use of orthogonal arrays, James Bach's all-pairs algorithm, and Microsoft's PICT tool. Learn to apply the pairwise testing technique as you work through a number of hands-on exercises.

**TL Integrating Automated Testing into DevOps** **NEW***Jeff Payne, Coveros, Inc.*

In many organizations, agile development processes are driving the pursuit of faster software releases, which has spawned a set of new practices called DevOps. DevOps stresses communications and integration between development and operations, including rapid deployment, continuous integration, and continuous delivery. Because DevOps practices require confidence that changes made to the code base will function as expected, automated testing is essential. Join Jeff Payne as he discusses the unique challenges associated with integrating automated testing into continuous integration/continuous delivery (CI/CD) environments. Learn the internals of how CI/CD works, appropriate tooling, and test integration points. Find out how to integrate your existing test automation frameworks into a fast release, DevOps environment and leave with a roadmap for integrating test automation with continuous integration and delivery.

**TM Rapid Software Testing: Reporting***James Bach, Satisfice, Inc.*

Test reporting is something few testers take time to practice. But, it's a fundamental skill—and vital for your professional credibility and your own self-management. Many people think management judges testing by bugs found or test cases executed. Actually, testing is judged by the story it tells. If your story sounds good, you win. A test report is the story of your testing. It begins as the story we tell ourselves, each moment we are testing, about what we are doing and why. We use the test story, within our own minds, to guide our work. James Bach explores the skill of test reporting and examines some of the many different forms a test report might take. As in other areas of testing, context drives good reporting. Sometimes we make an oral report; occasionally we need to write it down. Join James for an in-depth look at the art of the reporting.

**TN User Experience Testing: Adapted from the World of Design** **NEW***Parimala Hariprasad, PASS Technologies India*

Have you ever entered a room in a new office and started to look for switches? Were you able to switch on the right light at first attempt? Did you blame yourself for the failure? If you did, you became a victim of false blame, cursing yourself for poor design of products. Sharing why testers must be aware of the psychology behind product design, Parimala Hariprasad talks about how design concepts—affordances, signifiers, natural mappings, and gulfs of execution—can help you become a better tester. Parimala highlights how designers and testers, working together, lead both to designing explorable systems and helping to build great products that incorporate concepts like immediate feedback and visibility. Key takeaways include learning the basics of design thinking, understanding design case studies, familiarizing yourself with the concept of natural mappings, and applying these lessons to user experience testing.

**TO Test Estimation in Practice***Rob Sabourin, AmiBug.com*

Anyone who has ever attempted to estimate software testing effort realizes just how difficult the task can be. The number of factors that can affect the estimate is virtually unlimited. The key to good estimates is to understand the primary variables, compare them to known standards, and normalize the estimates based on their differences. This is easy to say but difficult to accomplish because estimates are frequently required even when very little is known about the project—and what is known is constantly changing. Throw in a healthy dose of politics and a bit of wishful thinking and estimation can become a nightmare. Rob Sabourin provides a foundation for anyone who must estimate software testing work effort. Learn about the test team's and tester's roles in estimation and measurement, and how to estimate in the face of uncertainty. Analysts, developers, leads, test managers, testers, and QA personnel can all benefit from this tutorial.

**TP Testing Cloud Services***Martin Pol and Jeroen Mengerink, Polteq Testing Services BV*

Cloud computing is rapidly changing the way systems are developed, tested, and deployed. New system hosting capabilities—software as a service (SaaS), platform as a service (PaaS), infrastructure as a service (IaaS)—are forcing us to review and revise our testing processes. At the same time, cloud computing is affording us opportunities to employ new test tooling solutions, which we call testing as a service (TaaS). In this technical session, Martin Pol and Jeroen Mengerink focus on testing SaaS systems, describing relevant IaaS and PaaS capabilities along the way. They discuss how to test performance of the cloud itself and ways to take advantage of the resource elasticity afforded by cloud computing. Martin and Jeroen explore the risks some traditional, others completely new—that arise when organizations implement cloud computing and describe the tests you must design to mitigate these risks. *Delegates attending this Tutorial will receive a free copy of the book Testing Cloud Services by Kees Blokland, Jeroen Mengerink, and Martin Pol.*

**TQ Exploratory Testing with Session-Based Test Management***Paul Holland, Doran Jones, Inc.*

The nature of exploration, coupled with the ability of testers to rapidly apply their skills and experience, make exploratory testing a widely used test approach—especially when time is short. Unfortunately, exploratory testing often is dismissed by project managers who assume that it is not reproducible, measurable, or accountable. If you have these concerns, you may find a solution in a technique called session-based test management (SBTM), developed by brothers Jon and James Bach to specifically address these issues. In SBTM, testers are assigned areas of a product to explore, and testing is time boxed in “sessions” that have mission statements called “charters” to create a meaningful and countable unit of work. Paul Holland discusses—and you practice—the skills of exploration using the SBTM approach. Paul demonstrates a freely available, open source tool to help manage your exploration, and prepares you to implement SBTM in your test organization.

# KEYNOTES

WEDNESDAY, MAY 6

## 8:30am Innovation: From the Tester's Viewpoint

Jason Arbon, Applause

Innovation is not usually associated with testing or quality assurance. For our field to tackle the quality issues of modern applications and remain relevant, we must innovate. The good news is that there are lots of opportunity to innovate today. Sharing hard-earned tips and tricks, Jason Arbon describes how to identify low-hanging fruit for innovation, how to innovate with or without programming skills, how to fail gracefully, how to tell if what you are doing is actually innovative, and how to present innovation to your company and maximize adoption while getting credit for your work. Discover how to find time to innovate when your manager isn't supportive or when you think you are too busy with your real job. Innovation isn't just cool—it's necessary for job security and career aspirations in today's fast-moving world. Jason draws on real world experiences at Google, Microsoft, Applause.com/uTest.com, and his work with many top testers. You need to innovate—now more than ever. Find out how.



Director of product strategy at Applause.com/uTest.com, **Jason Arbon** worked previously on Google Chrome, ChromeOS, personalized web search, and Microsoft

teams including Bing, Biztalk, WindowsCE/Internet Explorer, and WinFS. A frequent conference speaker on software quality, Jason has also delivered mobile app quality and testing workshops and keynotes at software company internal engineering conferences. He founded herecandy.com, a mobile app company that made web browsing and sharing smarter on mobile devices. Jason co-authored *How Google Tests Software* and published *App Quality: Secrets for Agile App Teams*. In his free time ... oh, wait, he doesn't have any.

WEDNESDAY, MAY 6

## 10:00am Deliberate Testing in an Agile World

Dan North, Dan North & Associates

In the decade since agile has gone mainstream, testing has received more emphasis—and in many organizations an automated test suite is now a prerequisite for delivery. For the first time, testing is a core activity within an integrated dev team rather than a downstream activity to be commoditized or outsourced. However, when you scratch the surface of agile testing, it seems we have lulled ourselves into a false sense of security. In an era of “automate all tests,” testing on agile projects broadly falls into two categories: automated deterministic testing provided by TDD, BDD, ATDD, and friends; and manual exploratory testing, carried out by expert testers. However rigorously we apply these methods, entire classes of tests aren't being considered, and entire groups of stakeholders are falling through the testing net. Not all automated testing should be deterministic; not all testing should be automated. Dan North helps identify the gaps in your testing approach. By considering testing as a risk management exercise viewed through the eyes of multiple stakeholders, Dan hopes you will share his mild panic about how much testing we aren't doing.



With more than twenty years of IT experience, **Dan North** uses his deep technical and organizational knowledge to help CIOs, businesses, and software teams deliver quickly and successfully.

Putting people first, Dan finds simple, pragmatic solutions to business and technical problems, often using lean and agile techniques. He originated Behaviour-Driven Development (BDD) and Deliberate Discovery, published feature articles, and contributed to *The RSpec Book: Behaviour Driven Development with RSpec, Cucumber, and Friends* and *97 Things Every Programmer Should Know: Collective Wisdom from the Experts*. Dan is a frequent speaker at technology conferences worldwide and occasionally blogs.

WEDNESDAY, MAY 6

## 4:15pm Lightning Strikes the Keynotes

Lee Copeland, Software Quality Engineering



Throughout the years, Lightning Talks have been a popular part of the STAR conferences. If you're not familiar with the concept, Lightning Talks consists of a series of five-minute talks by different speakers within one presentation period. Lightning Talks are the opportunity for speakers to deliver their single biggest bang-for-the-buck idea in a rapid-fire presentation. And now, lightning has struck the STAR keynotes. Some of the best-known experts in testing will step up to the podium and give you their best shot of lightning. Get multiple keynote presentations for the price of one—and have some fun at the same time.

### PRESENTERS:



Michael Bolton



Matt Heusser



Dan North



Parimala Hariprasad



Paul Holland



Bart Knaack



Jennifer Bonine



Jason Arbon



Rob Sabourin

# GALACTIC TESTING EXPERTS SHARE INSIGHT

THURSDAY, MAY 7

## 8:30am Blunders in Test Automation

**Dorothy Graham, Software Test Consultant**

In chess, the word *blunder* means a very bad move by someone who should know better. Even though functional test automation has been around for a long time, people still make some very bad moves and serious blunders. The most common misconception in automation is thinking that manual testing is the same as automated testing. And this thinking accounts for most of the blunders in system level test automation. Dorothy Graham takes us on a tour of these blunders, including: the Stable-Application Myth (you can't start automating until the application is stable), Inside-the-Box Thinking (automating only the obvious test execution), the Project/Non-Project Dilemma (failing to treat automation like a project by not funding or resourcing it, and treating automation as *only* a project). Other blunders include Testing-Tools-Test, Silver Bullet, Automating the Wrong Thing, Who Needs GPS, How Hard Can It Be, and Isolationism. Different skills, approaches, and objectives are needed or you'll end up with inefficient automation, high maintenance costs, and wasted effort. Join Dot to discover how you can avoid these common blunders and achieve valuable test automation.



In software testing for over forty years, **Dorothy Graham** is coauthor of four books—*Software Inspection*, *Software Test Automation*, *Foundations of Software Testing* and *Experiences of Test*

*Automation*—and is currently working with Seretta Gamba on a new book on a test automation patterns wiki. A popular and entertaining speaker at conferences and seminars worldwide, Dot has attended STAR conferences since the first one in 1992. She was a founding member of the ISEB Software Testing Board and a member of the working party that developed the ISTQB Foundation Syllabus. Dot was awarded the European Excellence Award in Software Testing in 1999 and the first ISTQB Excellence Award in 2012

THURSDAY, MAY 7

## 4:15pm The Future of the Software Testing Profession

**Mike Sowers, Software Quality Engineering**

The world of testers and test managers—like most professions—continues to evolve. Some say *the more things change, the more things stay the same*; others say that testing as a profession is dying. These divergent views raise compelling questions. Are we approaching the era of minimal defects in which testing is diminished? Or is testing on the brink of becoming the most important aspect of software development as the risk of failure grows exponentially? What role will testers play on development teams? What critical skills will testers need in the future? After taking a hard look at where testing has been, Mike Sowers presents his and others' views of the key drivers that are shaping the future role of software testers and test leaders. Mike explores how testing is impacted by technology (cloud, mobile, wearables), process (development and testing methodologies), and innovation. He then shares observations on and recommendations for staying competent, competitive, and relevant as a results-driven dev/test team member in your organization.



**Mike Sowers** has more than twenty-five years of practical experience as a global quality and test leader of internationally distributed test teams across multiple industries. Mike is a senior

consultant, skilled in working with both large and small organizations to improve their software development, testing, and delivery approaches. He has worked with companies including Fidelity Investments, PepsiCo, FedEx, Southwest Airlines, Wells Fargo, ADP, and Lockheed to improve software quality, reduce time to market, and decrease costs. With his passion for helping teams deliver software *faster, better, and cheaper*, Mike has mentored and coached senior software leaders, small teams, and direct contributors worldwide.



## Go Exploring for Mission Critical Bugs at the STAREAST Test Lab!

Compete with your fellow testers to find bugs. Come on down and practice your skills and techniques with conference speakers on Wednesday, May 6 and Thursday, May 7.

**“A FEW OF THE KEYNOTES GAVE ME AHA! MOMENTS.”**

— Elaine Soat,  
QA/QC Manager,  
Cartegraph Systems

# CONCURRENT SESSIONS

WEDNESDAY, MAY 6, 11:30am

## W1 TEST MANAGEMENT

### When Testers Feel Left Out in the Cold

*Hans Buwalda, LogiGear*

When you're responsible for testing, it's almost a given that you will find yourself in a situation in which you feel alone and out in the cold. Management's commitment for testing might be lacking, your colleagues in the project might be ignoring you, your team members might lack motivation, or the automated testing you had planned is more complicated and difficult than you anticipated. You feel you can't test enough, and you will be blamed for post-release quality problems. Hans Buwalda shares a number of chilly situations and offers suggestions for overcoming them, based on his experiences worldwide in large projects. Specifically, Hans focuses on management commitment, politics, project dependencies, managing expectations, motivating team members, testing and automation difficulties, and dealing with overwhelming numbers of day-to-day problems. Take away more than forty-five tips and approaches to use when temperatures drop on you.

## W2 TEST TECHNIQUES

### Common System and Software Testing Pitfalls

*Donald Firesmith, Software Engineering Institute*

In spite of many great testing "how-to" books, people involved with system and software testing—testers, requirements engineers, system/software architects, system and software engineers, technical leaders, managers, and customers—continue to make many different types of testing-related mistakes. Think of these commonly-occurring human errors as a system of software testing pitfalls. And when projects fall into these pitfalls, testing is less effective at uncovering defects, people are less productive when testing, and project morale is damaged. Donald Firesmith has collected more than 150 of these testing anti-patterns, organized them into twenty categories, and documented each with name, description, potential applicability, characteristic symptoms, potential negative consequences, potential causes, recommendations for avoidance and mitigation, and related pitfalls. Donald introduces this repository of testing pitfalls, explains its many uses, and provides directions for accessing additional information including his associated "how-not-to test" book and website that documents pitfalls and identifies pitfall categories.

## W3 TEST AUTOMATION

### An Automation Framework for Everyone

*Chris Loder, Halogen Software*

Chris Loder shares how his team at Halogen Software has implemented Selenium in a framework that everyone in his company's R&D group can use. With an ever-increasing amount of manual regression testing, the team needed an easy-to-use automation framework. Chris presents an example of how the framework they developed at Halogen Software is used and, while doing so, shows parts of the supporting code that automation developers will find interesting. Written in Java, the framework is using Selenium in some pretty cool ways. Chris starts off with flexible run configurations and how they are built. Then the tests meet the code. Are you a fan of design patterns? They are in the framework and are shown and discussed. Need conditional waits in your automation? See how Chris and his team implement them with great success. Take home some great ideas for your own automation framework.

## W4 AGILE TESTING

### The New Agile Testing Quadrants: Bringing Skilled Testers and Developers Together

*James Bach, Satisfice, Inc., and Michael Bolton, DevelopSense*

You want to integrate skilled testing and development work. But how do you accomplish this without developers accidentally subverting the testing process or testers becoming an obstruction? Efficient, deep testing requires "critical distance" from the development process, commitment and planning to build a testable product, dedication to uncovering the truth, responsiveness among team members, and often a skill set that developers alone—or testers alone—do not ordinarily possess. James Bach and Michael Bolton present a model which is a redesign of the famous Agile Testing Quadrants that distinguished business vs. technical facing tests and supporting vs. critiquing. Their new model frames these dynamics and helps teams think through the nature of development and testing roles and how they might blend, conflict, or support each other on an agile project. James and Michael include a brief discussion of the original Agile Testing Quadrants model, which the presenters believe has created much confusion about the role of testing in agile.

## W5 PERSONAL EXCELLENCE

### Unleashing the Creative Mind of the Test Engineer

*Audrey Marak, AmerisourceBergen Corporation*

Do we each have a natural capacity for creativity? Can creativity be learned or enhanced? How do we ignite inventiveness? To be competitive in today's world, it's important to creatively respond to unanticipated challenges, make new connections, and adapt and continually improve. The good news is that our brains are built for creative problem solving, and it's easy to discover and enhance our natural inventiveness. Just as scientists adopt scientific methods to design experiments and unravel the mysteries of the world, we need a complementary set of tools and techniques creative thinking when we want to invent rather than discover. We each have creative genius waiting to be unlocked! Join Audrey Marak to explore a set of methods and environmental factors you can use to enhance your imagination and increase your ability to create innovative ideas. It's time to make creative thinking a core part of our development and to reinforce these lessons throughout our lives.

## W6 SPECIAL TOPICS

### Choose the Best Requirements-Based Testing Techniques

*Richard Bender, BenderRBT*

Designing tests based on requirements has always presented—and will forever present—major challenges for test analysts and engineers. Richard Bender takes the mystery out of requirements-based testing (RBT) by examining design techniques and exploring the best technique(s) to use for your current or next test effort. Find out what to do if requirements are incomplete, how to reduce the number of test cases you have to develop and execute, and ways to design tests that find defects more easily. Learn the ins and outs of when you should design tests using these three techniques: tracing paths through requirements models, cause-effect graphing, and combinatorial-based approaches such as pairwise testing. Leave with a new set of RBT design techniques in your tester toolkit and the criteria for when to employ them.

## W7 TEST MANAGEMENT

### The Changing Face of Test Management in an Agile World

*Tom Roden and Ben Williams, Neuri Consulting*

Test management doesn't exist in the world of agile, or rather test managers don't—or do they? Agile methods such as Scrum have many traditional test management activities built in. With practices like self-organizing teams, role blurring, and skill diversification, the face of test management is changing. But is that a bad thing? Tom Roden and Ben Williams explore the key tenets of test management in an agile context, the likely dispersal of traditional responsibilities, and the profound effect on teams and managers. Hear their first hand experiences, some new and radical ideas, and research from test management practitioners worldwide in organizations transforming to agile methods. As a test manager and leader, learn how to prepare yourself to adapt and thrive in a changing landscape. As an agile tester or team member, challenge yourself to answer questions about the maturity of your team's testing capability.

## W8 TEST TECHNIQUES

### Harness the Power of Checklists

*Kirk Lee, Infusionsoft*

As testers, we can feel overwhelmed by the sheer volume of things that require our attention. We are pressured to meet the demands of a fast-paced development environment while grappling with the extreme complexities inherent in today's software. How can we remember everything while prioritizing our work in a way that allows us to test thoroughly and with confidence? Kirk Lee shares how the proper use of checklists provides a lightweight yet powerful solution. Kirk explains how checklists can prevent forgetfulness, assist in assessing what is really important, and most importantly, free our minds from the mundane so we can reach the deeper levels of thought required to find the nastiest bugs. Take back foundational checklists and learn how to adapt them to your specific circumstance through defect and root-cause analysis. Kirk shares checklists focusing on quality attributes, test types, heuristics; and functional, security, performance, automation, and mobile testing.

## W9 TEST AUTOMATION

### Leveraging Open Source Automation: A Selenium WebDriver Example

*David Dang, Zenergy Technologies*

As online activities create more revenue, organizations are turning to Selenium to test their web applications and to reduce costs. Since Selenium is open source, there is no licensing fee. However, as with purchased tools, the same automation challenges remain, and users do not have formal support and maintenance. Proper strategic planning and use of advanced automation concepts are musts to ensure successful Selenium automation efforts. Sharing his experience designing and implementing advanced automation frameworks using Selenium WebDriver, David Dang describes the factors necessary to ensure open source automation is right for your project. David helps you understand the real effort required to implement WebDriver in a way that will scale and minimize script development. Additionally, he dives into must-haves in your Selenium framework design; the resource and timeline considerations necessary to implement WebDriver; and the long-term, continual improvement enhancements all automation engineers should consider in their Selenium automation implementations.

## W10 AGILE TESTING

### Risk-Based Testing for Agile Projects

*Erik van Veenendaal, Improve Quality IT Services BV*

Many projects implicitly use some kind of risk-based approach for prioritizing testing activities. However, critical testing decisions should be based on a product risk assessment process using key business drivers as its foundation. For agile projects, this assessment should be both thorough and lightweight. Erik van Veenendaal discusses PRISMA (PRoduct RISK Management), a highly practical method for performing systematic product risk assessments. Learn how to employ PRISMA techniques in agile projects using Risk Poker. Carry out risk identification and analysis, see how to use the outcome to select the best test approach, and learn how to transform the result into an agile one-page sprint test plan. Erik shares practical experiences and results achieved by employing product risk assessments. Learn how to optimize your test effort by including product risk assessment in your agile testing practices.

## W11 METRICS

### Measuring Quality: Testing Metrics and Trends in Practice

*Liana Gevorgyan, Infostretch Corporation*

In today's fast-paced IT world, companies follow "best" testing trends and practices with the assumption that, by applying these methodologies, their product quality will improve. But that does not always happen. Why? Liana Gevorgyan questions and defines, in the language of metrics, exactly what is expected to be changed or improved, and how to implement these improvements. While your project is in progress, choosing the right metrics and looking at their trends help you understand what must change to improve your methodology. Metrics—customer satisfaction, critical/blocking issues ratio with trends for each iteration, gap analysis results and improvement metrics, automation scripts, and test case coverage—and their priority are defined by assigning weight for each based on current project size, process model, technology, time, and goal. With a long list of metrics and measurement techniques, learn to drill down to what really makes sense in your organization. Develop a model that meets your needs and evaluates changes more effectively.

## W12 SPECIAL TOPICS

### Eliminate Regression Testing through Continuous Deployment

*Matthew Heusser, Excelon Development*

Most traditional teams do testing at least twice—once during development as new features are created and again during release candidate testing right before release. As a system grows, regression testing takes more and more time, making tight releases impossible—or at least risky—and adding to the burden of maintaining automated tests. Matt Heusser suggests that adopting continuous integration (with its continuous testing) and continuous delivery (with its associated production monitoring) can eliminate the need for classic regression testing. In addition to advanced strategies like configuration flags and incremental roll-out, Matt describes the change in risks as teams deliver more often, the origins of long regression cycles, and small steps that can have a big impact on software team performance. Leave with examples, stories, things to consider, a possible roadmap—and the information you need to know if the roadmap is worth pursuing.

# CONCURRENT SESSIONS

WEDNESDAY, MAY 6, 3:00pm

## W13 TEST MANAGEMENT

### Speak Like a Test Manager

*Mike Sowers, Software Quality Engineering*

Ever feel like your manager, development manager, product manager, product owner, or \_\_\_\_ (you fill in the blank) is not listening to you or your team? Are you struggling to make an impact with your messages? Are you “pushing a wet rope uphill” in championing product quality? Are you talking, but no one is listening? Mike Sowers shares practical examples of how to more effectively speak like a test manager and offers concrete advice based on his experiences in the technology, financial, transportation, and professional services sectors. Mike discusses communication and relationship styles that work—and some that have failed—and shares key principles (e.g., seeking to understand), approaches (e.g., using facts), and attributes (e.g., being proactive) to help you grow and prosper as a test manager. Leave with practical ideas to boost your communications skills and influence to become a trusted advisor to your team and your management.

## W14 TEST TECHNIQUES

### Static Testing: We Know It Works, So Why Don't We Use It?

*Meenakshi Muthukumar, Tata Consultancy Services*

We know that static testing is very effective in catching defects early in software development. Serious bugs, like race conditions which can occur in concurrent software, can't be reliably detected by dynamic testing. Such defects can cause a business major damage when they pop up in production. Despite its effectiveness in early defect detection and ease of use, static testing is not very popular among developers and testers. Meena Muthukumar discusses reasons why static testing is not commonly used or not used optimally: lack of awareness, lack of time, and myths about cost and effort requirements. Meena explains ways to perform effective static testing—identifying your needs, shortlisting the tools based on your needs, creating awareness and a culture for proactively eliminating defects early in the lifecycle, and encouraging effective usage of static testing. She offers various implementation solutions to suit different development methodologies and ways to measure the benefits realized with static testing.

## W15 TEST AUTOMATION

### Reduce Third-Party Tool Dependencies in Your Test Framework

*Chris Mauck, Neustar, Inc.*

Have you found yourself forced to use outdated test tools because the cost to migrate was prohibitive? Have you abandoned or rewritten existing tests because it was easier (and cheaper) than migrating? With technology ever changing, most businesses struggle to keep up with producing high-quality products for the lowest price possible. And it is usually testers who suffer the most, as they are forced to use tools that are outdated, or no longer supported, because the company cannot afford the migration cost. Chris Mauck offers a new way to design your automation tests to reduce the third-party tool dependencies in your current test framework and significantly shorten the time required to migrate those tests in the future. Using real coding examples Chris explains the approach, design, and implementation. Learn a different way to structure your tests and how you can implement better coding practices across your team.

## W16 AGILE TESTING

### Testers and Testing: A Product Owner's Perspective

*Scott Barber, PerfTestPlus, Inc.*

Testers frequently feel that they and their contributions to delivering software are undervalued. These feelings may stem from patterns of important defects being de-prioritized, receiving lower salaries than their peers who code, being assigned seemingly pointless tasks, or being expected to “test comprehensively” with insufficient time and resources (that tend to shrink as the target release date approaches). If you've experienced these feelings, you've probably wondered “What does senior management value if not the information testers provide!?” If so, here are some answers. After fifteen years of working primarily in and around testers and testing, Scott Barber had the opportunity to serve as a product owner for a family of products. Join Scott as he shares lessons he learned, responsibilities he was given, ways his own thinking about software testing and testers evolved, and the somewhat surprising expectations he came to have of testers and testing for his products—after he became “senior management.”

## W17 METRICS

### Metrics Program Implementation: Pitfalls and Successes

*Kris Kosyk, SoftServe*

When we talk about product quality, test team efficiency, and productivity, we always talk numbers. However, very few companies implement metrics programs in a way that supports solid decision making. Many have tried and failed, leaving a negative impression of metrics. Kris Kosyk explains what metrics like Defect Removal Efficiency tell us and how it is impacted by Test Coverage and Defect Backlog Change Rate. Moving up a level, Kris explains how to use operational testing metrics to understand the development lifecycle process. Though it's a common belief that a successful metrics program depends on the metrics selected, that is really only half the battle. The other half is a well-designed implementation of the metrics program and effective ongoing governance. Kris addresses these issues and other related questions, and shares a case study on her successes and mistakes while implementing a company-wide test metrics program for more than 200 projects.

## W18 SPECIAL TOPICS

### Testing Blockbuster Games: Lessons for All Testers

*Tulay Tetiker McNally and Alex Lucas, BioWare Electronic Arts*

We can all learn valuable lessons from game development where, in addition to functional performance, overall experiential quality—user experience (UX)—is of critical importance. Blockbuster game development presents particular challenges with regard to scale, rapid iteration, and fuzzy requirements. Learn from Tulay McNally and Alex Lucas how BioWare QA participates in development from concept through release, employs key methodologies like session-based and agile testing, and provides a path for Video Game Testing as a career. Additionally, discover how Tulay and Alex take quality engineering beyond test automation by eliminating broken builds, enhancing tester capacity and accuracy, employing machine learning, and developing industry-leading telemetry and data visualization solutions. Learn how to meet these challenges with an embedded model one that partners QA with developers and an aggressive QA technology roadmap. Take back new ideas and approaches for meeting consumer and customer demand for higher interactivity and deeper levels of engagement.

## T1 TEST MANAGEMENT

### Stop Maintaining Multiple Test Environments

Joel Tosi, DevJam

Today, most of us struggle with non-production environments. Either the test data is not right or consistent, the dependencies are mismanaged, or “They just aren’t quite like production.” Instead of striving for simpler environments, most organizations add test environments pre-prod, UAT, stage, QAB, and so on. And they end up spending more and more time troubleshooting and maintaining environments rather than building and learning. It does not have to be this way. Joel Tosi shares his experience working with many large organizations in paths that start with DevOps and continuous delivery yet ultimately lead to the need to simplify test environments. Using simple examples and communication, Joel explains how teams should stop pushing applications through environments but rather pull them through tests. Leave with a fresh perspective on how you can simplify your testing strategies and ultimately stop creating and maintaining separate test environments.

## T2 TEST TECHNIQUES

### Mindmaps: Lightweight Documentation for Testing

Florin Ursu, DMEautomotive

Quality starts with requirements. In small to mid-size companies, it is not uncommon for the communication chain to be broken. Florin Ursu shares ways to avoid miscommunication through a streamlined process in which requirements are communicated to both developers and testers simultaneously; then developers write code while testers document what will be tested. Florin explores what mindmaps are; what they can be used for, both in general and applied to software development; and then dives deeper into how mindmaps can be used for testing. He describes how his teams use mindmaps to brainstorm, organize testing scenarios, prioritize work, review test scenarios, present results to stakeholders highlighting what was tested and (just as important) what was not tested, issues found, and risks. Using example mindmaps, Florin highlights important details captured in day to day work, including tips regarding format, communication style, and how to “sell” the idea of mindmaps to your stakeholders.

## T3 TEST AUTOMATION

### Verify Complex Product Migrations with Automation

Marquis Waller and Jeff Sikkink, Ricoh

In the world of agile, automation is king. When faced with testing multiple versions of software, either while migrating or supporting multiple versions in the field, many teams give up, convinced that automation cannot be achieved. Marquis Waller and Jeff Sikkink provide insights into how using tools—Jenkins, VMware API, Selenium, and others—can allow you to create a rich set of migration tests. They discuss the challenges they face maintaining migration testing for a large enterprise workflow product that runs on three different operating systems (AIX, Linux, Windows). Marquis and Jeff share how they overcame un-automatable software to create a system that tests more than thirty different migration scenarios and runs thousands of automated Selenium test cases after each software build. Providing error reports, logging for defect correction, and significant time savings, this system allows the team to focus on new software development.

## T4 MOBILE TESTING

### Mobile App Testing: The Good, the Bad, and the Ugly

Jon Hagar, Independent Consultant

Mobile app testing has lots of good practices, some not so useful (bad) concepts, and some really ugly, don’t-ever-do ones. In the tradition of James Whittaker’s *How to Break Software* books, Jon Hagar applies the testing “attack” concept to mobile app software. Jon starts by defining the big problems and challenges of testing mobile app software and examines the patterns of product failures that you must attack. He then shares a set of good, bad, and ugly test techniques, which testers and developers can direct against their software to find important bugs quickly. Looking at native, web-based, and hybrid apps, Jon explains the pros and cons of each technique with examples to further your understanding. Finally, he gives you takeaway information on tools, automation, and test attacks you can begin using immediately. Go beyond basic functionality verification and learn how to attack your mobile apps with the best techniques while avoiding the ugly ones.

## T5 CONTINUOUS DELIVERY

### Release Automation: Better Quality, Faster Deployment, Amazing ROI

Bryan Linder, tapQA

A great deal of confusion surrounds the concepts of release automation, continuous integration, continuous delivery, and continuous deployment. Even some industry experts are confused about the differences. How these concepts work progressively to achieve high quality software delivery is generating a lot of discussion and controversy. Bryan Linder defines the methodology, processes, and tools associated with release automation, as well as the differences between its maturity levels. Understand the benefits of more frequent, smaller releases, and the exponential risk generated by large, infrequent releases. Hear highlights of industry case studies that demonstrate the substantial speed, quality, and ROI gains of improving your release automation process. Acquire the insight and motivation needed to take the next step—from wherever your organization is now—toward full release automation. Takeaways include a glossary of terms, a continuous integration tools comparison chart, and a release automation maturity chart.

## T6 SPECIAL TOPICS

### Improve Your Test Process from the Bottom Up

Gitte Ottosen, Capgemini-Sogeti Denmark

Test process improvement can be done in many ways. In a top-down approach a central organization does all the planning, and then implementation is done when everything is ready. In a bottom-up approach the improvements, developed and implemented in individual projects, are then spread throughout the organization. Gitte Ottosen shares her experiences of implementing test process improvements in both small projects and large organizations, with a primary focus on the bottom-up approach, ensuring that the testing community has a high degree of ownership and commitment, both important factors when implementing any process change. You need the overall test community to buy in to the thoughts and methodology behind the process, and you need them to support the implementation. Having a clear goal and knowledge about current process status are necessary because you need to know where you are and where you need to go in order to draw the route.

# CONCURRENT SESSIONS

THURSDAY, MAY 7, 11:15am

## T7 TEST MANAGEMENT

### Avoid Testing Mistakes or Really Bad Things Can Happen

*Bart Knaack, Professional Testing*

In our work we assess the quality of software to give well-grounded advice on the “go live” decision. We test software to prevent bad things from happening to users once the software is deployed. However, in some cases, the mere act of testing breaches safety barriers and can put companies on the spot, causing embarrassment, damage, or even death. The worst test ever to go bad—the Chernobyl meltdown which cost approximately 200,000 lives was caused by a stress test executed in production. By analyzing a number of real life testing “accidents” of this category, Bart Knaack helps us understand how to prevent them. The accidents Bart describes have resulted in either front page news, millions in damage, or embarrassment at C-level. Bart goes through the examples, challenging the audience to discover solutions to prevent testing accidents from happening to you. He hopes you will take home these lessons learned and apply in your world.

## T8 TEST TECHNIQUES

### Predict Defects with Data Mining and Machine Learning

*Stephen Frein, Comcast*

Quality assurance professionals have an arsenal of tried-and-true techniques for assessing and improving quality. Many of these revolve around the concept of risk. When quality professionals focus on risk, they generally focus on areas where defects would be the most damaging, rather than areas in which defects are most likely to be found. In recent years, the maturation of big data mining and predictive analysis tools have made it practical to predict where defects in an application are likely to reside. Stephen Frein describes his recent experiments with data mining and machine learning tools that can predict where defects are likely to appear. Learn how word clouds can point out the user stories most likely to harbor defects. Explore ways to identify and characterize your most defect-prone configuration items. Learn how modern analysis tools can reveal statistical patterns that are beyond the reach of human intuition and insight, and how these patterns can alert us to where defects may appear.

## T9 TEST AUTOMATION

### Automate Legacy-System Testing: Easy, Reliable, and Extendible

*Emanuil Slavov, Komfo, Inc.*

Everyone loves working on a greenfield project. You’re starting fresh and nothing holds you back. Unfortunately, for most testers, this is a rare occurrence. Chances are you will work on legacy applications. Because these often have no automated tests, developers are afraid to make bold changes. More testers than developers can be assigned to these projects. Changing one line of code may require multiple days of manual testing. Eventually work grinds to a halt. Sound familiar? Emanuil Slavov explains how to deal with this sticky situation without losing your mind. Start small and work outside in. Learn how to combine the best practices of automated acceptance tests, unit tests, static code analysis, continuous integration, and architecture for testability. Discover how to make your automated tests more reliable, easy to support, and a breeze to extend. Emanuil’s presentation is inspired by his real-life experience—working on legacy projects for more than five years.

## T10 MOBILE TESTING

### Designing a Robust Test Strategy for Mobile Apps

*Parimala Hariprasad, PASS Technologies India*

Every day thousands of mobile apps are built, and many are released with poor quality. Dozens of new mobile devices become available every day. Immense pressure mounts on organizations to test mobile apps with shorter go-to-market cycles. Mobile app testing becomes overwhelming due to multiple platforms, varying OS versions, device manufacturers, screen resolutions, and more. Parimala Hariprasad presents an approach to designing test strategies for mobile apps. She addresses such questions as: What devices to test? How to select them? Can we use simulators/emulators? How to handle fragmentation challenges? Which platforms are good enough? Parimala shares her experience, and highlights how analytics and user reviews can facilitate the creation of a good test strategy that evolves over time and balances tradeoffs between cost, quality, and time-to-market in the constantly changing mobile market. Key takeaways include learning about fragmentation, the shotgun approach, mobile personas, and using analytics to fine-tune the test strategy.

## T11 CONTINUOUS DELIVERY

### Continuous Testing in the Cloud

*Chris Broesamle, Sauce Labs*

Are you looking to fulfill the promise of continuous delivery (CD), a process that accelerates the release of software through automation and the practice of continuous integration (CI)? Chris Broesamle can help with that. Explore how to create a full CD solution entirely in the cloud using GitHub, Selenium, Sauce Labs, and a Travis CI server. Chris shows you how you can take advantage of these open source and hosted development resources to increase the velocity of your releases and improve application quality demanded by your users. Learn how you can securely execute Selenium tests in parallel and at scale on a grid of virtual machines with the ability to configure and test against browser, OS, platform, and device combinations, dramatically reducing the time it takes to run critical integration and acceptance tests on your web applications. Finally, realize the dream of continuous delivery through continuous testing in the cloud.

## T12 SPECIAL TOPICS

### Dig Down to the Root Cause

*Dave Rooney, Saphala Consulting, Ltd.*

Whether it’s a minor typo on a page, a major failure causing a severe system outage, or something in between, the software industry is fertile ground for examining problems and their causes. From the problems that plagued HealthCare.gov to defects that allowed some lucky people to purchase airline tickets for almost nothing, we hear a constant stream of issues with software systems. Dave Rooney introduces root cause analysis (RCA), a process that enables a form of continuous process improvement, using techniques borrowed from other engineering disciplines. The aviation industry, for example, constantly seeks to improve due to the dire consequences of any failures in that domain. In this interactive discussion Dave explains when and how to use RCA to investigate problems and determine actions that will ensure that those problems never happen again. Using real world examples, explore simple, lightweight RCA practices that you can take away and use immediately.

## T13 TEST MANAGEMENT

### What Do Defects Really Cost? Much More Than You Think

Wayne Ariola, Parasoft

As software increasingly becomes the face of the business, defects can lead to embarrassment, financial loss, and even business failure. Nevertheless, in response to today's demand for speed and "continuous everything," the software delivery conveyor belt keeps moving faster and faster. It's foolhardy to expect that speeding up an already-troubled implementation process will achieve the desired results. Wayne Ariola shares why and how to evolve from automated to continuous testing and discusses the methods to help you do so. Explore how to establish quality gates that continuously measure software vs. business expectations, allowing you to confidently and automatically promote software from one phase of the SDLC to the next. Learn strategies—how to promote collaborative risk reduction, collapse remediation cycle time, and establish a feedback loop for defect prevention—to remove SDLC constraints without compromising quality.

## T14 TEST TECHNIQUES

### Survival Guide: Taming the Data Quality Beast

Shauna Ayers and Catherine Cruz Agosto, Availity

As companies scramble to adjust to the demands of an increasingly data-driven world, testers are told "go test data quality" without any guidance as to what that entails or how to go about it. The fact that the data is often a living, flowing ecosystem, rather than just a single object, requires the use of different strategies to gain meaningful insights. Shauna Ayers and Catherine Cruz Agosto guide you through the challenges of data quality and apply a structured approach to analyze, measure, test, and monitor living data sets, and gauge the business impact of data quality issues. Shauna and Catherine define data quality, describe the five goals of data quality management, provide the four pillars of data quality assurance, and show how data flow, scale, and properties interact to build the data quality landscape. Learn how to tame the data quality beast, determine what and how to test, overcome technical obstacles—and emerge with a usable plan of attack.

## T15 PERFORMANCE TESTING

### Implement an Enterprise Performance Test Process

Ryan Riehle, InCycle Software

Suddenly, application performance is important to your business, and you have been given the budget to improve it. You're in a hurry because customers are complaining or because you expect jumps in transaction volume and your application needs to scale quickly. Do you know where to start? Join Ryan Riehle as he shares his experiences developing enterprise performance testing programs. Ryan covers the key techniques and heuristics that lead to an effective performance improvement effort. He discusses patterns teams use to effectively collaborate to achieve performance requirements, how to configure and organize test environments, considerations for application deployment and release cycles, appropriate metrics to use and how to report them, and strategies and techniques for data movement that support reproducible test results. But measuring alone does not solve the performance problem. So Ryan discusses how teams can act on testing results to improve and verify the impact of application and infrastructure changes.

## T16 MOBILE TESTING

### Testing with a Rooted Mobile Device

Max Saperstone, Coveros

Traditional applications are tested through the GUI and through all exposed APIs. However, typical mobile app testing is only done through the front-end GUI. In addition, performance and security details are not readily available from the mobile device. Max Saperstone demonstrates some benefits of testing a native mobile application on a rooted device—one with privileged access control. Although Max does not describe how to root a device, he shares how to access back-end processes and test at this detailed level. He discusses the technical controls made available through a rooted device—together with its auditing, logging, and monitoring—and describes the gathering of additional metrics. Max demonstrates tools for penetration testing, sniffing, and network hacking; shares how to access application data directly; and shows how data security is implemented for the application. Learn how to use the admin rights associated with a rooted device to examine device performance and to simulate interrupts and system faults.

## T17 SECURITY

### Security Testing: What Testers Can Do

Declan O'Riordan, Test and Verification Solutions

Thousands of times each day, network perimeter security defenses fail to recognize new and obfuscated attacks. Rather than attempting to build security firewalls, Declan O'Riordan asserts that project teams must design, code, and test security into applications and that requires skills that are in short supply. As testers, we need to recognize which security tests we can perform and which require delegation to experts. Let's stop our passive acceptance of designs that are weak on security and instead conduct analysis of the security features before we plan the system testing. As a tester, examine how the developers are coding, and verify their use of secure coding guidelines. Work through a security testing example and identify its authentication, access control, and session management functionality. Acquire the skill to identify tests you can handle—e.g., incomplete validation of credentials and unprotected functionality—from the tests you need to delegate to experts—e.g., brute-force login and predictable session tokens.

## T18 SPECIAL TOPICS

### Testing as a Service (TaaS): A Solution to Hard Testing Problems

Scott Tilley, Florida Institute of Technology

Some problems in software testing seem timeless. Other challenges—including SOA and cloud computing—arise due to the introduction of new technologies. Scott Tilley has led a three-year project at the Florida Institute of Technology to identify hard problems in software testing as voiced by leading practitioners in the field. The problems were identified through a series of workshops, interviews, and surveys. Some of the problems—education and training, lack of good tools, and unrealistic schedules—are timeless; others such as agility and system security are emerging as increasingly important. Are your software testing pain points more common than you think? Can TaaS help with your specific problems? Learn the answers to these questions and more. Return to the office knowing that you are not alone, and help is available.

# CONCURRENT SESSIONS

THURSDAY, MAY 7, 3:00pm

## T19 TEST MANAGEMENT

### Create Products That Customers Love: A Testing Perspective

*Stephen Hares, eBay*

Have you ever stood in line at midnight to buy the latest release of a product? Have you worked on a product that created such delight in customers that they camped out overnight to be the first to buy it? Though this level of customer devotion is rare, it is possible to create everyday products that your customers will love. In the past, the designers and developers have received the lion's share of the credit, but the role of quality teams is just as important in creating this level of success. From being the defender of the customer experience, to working directly with customers, to providing feedback to designers, testers make significant contributions. Stephen Hares describes actionable items—working closely with customers, treating product requirements as a quality deliverable, and modeling test strategies to be customer-centric. Learn to be more actively and effectively involved in the development of—and champions for—products that customers love.

## T20 TEST TECHNIQUES

### Virtualization to Improve Speed and Increase Quality

*Clint Sprauve, HP*

Many development and test organizations must work within the confines of compressed release cycles, various agile methodologies, and cloud and mobile environments for their business applications. So, how can test organizations keep up with the pace of development and increase the quality of their applications under test? Clint Sprauve describes how service virtualization and network virtualization can help your team improve speed and increase quality. Learn how to use service virtualization to simulate third-party or internal web services to remove wait times and reduce the need for high-cost infrastructures required for testing. Take back techniques for incorporating network virtualization into the testing environment to simulate real-world network conditions. Learn from Clint how the combination of service and network virtualization allows teams to implement a robust and consistent continuous testing strategy to reduce defects in production applications.

## T21 PERFORMANCE TESTING

### Performance Testing in the Agile Lifecycle

*Lee Barnes, Utopia*

Traditional large scale end-of-cycle performance tests served enterprises well in the waterfall era. However, as organizations transition to agile development models, many find their tried and true approach to performance testing—and their performance testing resources—becoming somewhat irrelevant. The strict requirements and lengthy durations just don't fit in the context of an agile cycle. Additionally, investigating system performance at the end of the development effort misses out on the early stage feedback offered by an agile approach. And it's more important than ever that today's agile-built systems perform. So how can agile organizations ensure optimum performance of their business critical systems? Lee Barnes discusses why agile teams need to change their thinking about performance from a narrow focus on testing to a broader focus on analysis—from a people, process and technology perspective. Take back techniques for shifting your performance testing/analysis earlier in the development cycle and extracting performance data that is immediately actionable.

## T22 MOBILE TESTING

### How to Deliver Winning Mobile Apps

*Joe Larizza, Royal Bank of Canada, and Eran Kinsbruner, Perfecto Mobile*

Do you find yourself confused about the definition of mobile testing? Do you understand the challenges of mobile testing and where to start? Is this your first mobile testing project? Joe Larizza and Eran Kinsbruner describe the techniques of mobile testing and the steps necessary to help testing teams transform to face these new challenges. Learn about test automation, testing tools, new methodologies—DevOps, DevTest, Shift Left and Right—and how to build a strategic mobile test road map to increase your market awareness and avoid common pitfalls affecting mobile testing teams. Discover from Joe and Eran how successful teams decide test coverage in this fast-paced IT world. Catch up with the latest industry trends, and learn short cuts to successfully meet your future mobile testing needs. Finally, take these ideas and tailor them to fit your organization or project to lead your team into the mobile world.

## T23 SECURITY

### Improve Security through Continuous Testing

*Jeremy Faircloth, Raytheon*

Many companies develop strong software development practices that include ongoing testing throughout the development lifecycle. But they fail to account for the testing of security-related issues. This leads to security controls being tacked on to an application just before it goes to production. With security controls implemented in this manner, more security vulnerabilities are uncovered but there is less time to correct them. As more applications move to cloud-based architectures, this will become an even greater problem as some of the protection enjoyed by applications hosted on-site no longer exists. Jeremy Faircloth discusses a better approach—ensuring that testing throughout the development lifecycle includes the appropriate focus on security controls. Jeremy illustrates this through the establishment of security-related use cases, static code analysis, dynamic analysis, fuzzing, availability testing, and other techniques. Save yourself from last minute security issues by proactively testing the security of your application!

## T24 SPECIAL TOPICS

### Web and Mobile App Accessibility Testing

*Nancy Kastl, SPR Consulting*

If a website or mobile app is not accessible to all potential visitors, is it truly a quality product? Services, products, information, and entertainment on the web and mobile devices can be made available to millions of consumers with vision, hearing, or motor control difficulties by complying with accessibility standards. Assistive technologies enable access by converting the text and images of mobile screens and web pages into computerized voice. But these technologies cannot interpret pages that are not built and tested for compliance to accessibility standards and programming guidelines. Join Nancy Kastl to learn about Section 508 and WCAG standards, Mobile Web Best Practices, and Apple and Android Developer Accessibility Guidelines. Learn how to test for accessibility on mobile devices and desktop using screen readers and open source tools. Become an advocate of accessible mobile apps and websites throughout the project lifecycle and add accessibility testing to your testing capabilities.

## The Workshop on Regulated Software Testing (WREST)

*Back by Popular Demand!*

**John McConda, Moser Consulting, and Griffin Jones, Congruent Compliance, LLC**

Friday, May 8 • 8:30am–4:30pm



John McConda



Griffin Jones

Join us at The Workshop on Regulated Software Testing (WREST)—a free, full-day bonus session held on Friday after the conference concludes. A unique peer workshop, WREST is dedicated to

improving the practice of testing regulated systems. We define regulated software as any system that is subject to an internal or external review.

WREST relies on its attendees to make the workshop a success. There are no formal presentations, only experience reports with plenty of time designated for facilitated discussion. We hope to learn from each other by hearing the success and (especially!) failure stories of real practitioners who test regulated software. Have a problem you want input on solving? You can bring that to the workshop as well—just be prepared to participate! WREST is hosted by John McConda and Griffin Jones.

*Limited seats available. Reserve your seat by contacting client support at 888.268.8770 or 904.278.0524 or [clientsupport@techwell.com](mailto:clientsupport@techwell.com).*



***“I think the interaction between the attendees and the experts is great! Being able to walk up to them and ask questions is great.”***

— Tom DeMeyers, Wegmans



## CONFERENCE BONUS!

Digital Subscription to *Better Software Magazine!*

**BETTER SOFTWARE™**  
A TECHWELL PUBLICATION

STAREAST conference attendees receive a digital subscription to *Better Software* magazine. Delivering relevant, timely information, *Better Software* magazine helps you tackle the challenges of building high-quality software, regardless of your role in the software development lifecycle. [www.BetterSoftware.com](http://www.BetterSoftware.com)





# Testing & Quality Leadership Summit

Thursday, May 7 (evening) and Friday, May 8 (all day)

## Leading the Charge within Your Organization

Too often *management* and *leadership* are confused. Whether you currently are part of the management team or not, you can be a leader within your organization and help drive its success. Join in a conversation with your peers as experienced technology leaders share ways to lead an organization from within. Discover how seasoned leaders drive change and motivate staff—while accelerating their own careers.

At the 2015 Testing & Quality Leadership Summit, program chair Jeff Payne brings together senior industry leaders—Mike Fulkerson and Johanna Rothman—for an interactive exchange of ideas and experiences. Each of these leaders brings a unique perspective to the table and provides Summit participants with practical tips and techniques for leading teams, addressing management challenges, and participating in senior level management discussions.

Bring your difficult issues and challenges to the Testing & Quality Leadership Summit where you can draw on the knowledge and experience of these leaders and your fellow participants who may have already faced and solved some of your issues. You'll hear what's working—and not working—and have the opportunity to share your experiences and successes. The Testing & Quality Leadership Summit is a perfect opportunity for you to:

- Participate in insightful and informative sessions focusing on leadership issues
- Meet and network with your peers in the industry
- Join in the “think tank” discussion with industry veterans
- Develop new ideas and action plans for innovation within your organization



**Jeff Payne**  
Coveros, Inc.  
Summit Chair

### THURSDAY, MAY 7

**5:30** Reception and Summit Kickoff— As a Leader, What Is Keeping You Up at Night?  
*Jeff Payne, Coveros, Inc.*

### FRIDAY, MAY 8

**8:00** Registration and Breakfast

**8:30** Data Structures for Leadership *Mike Fulkerson, Snagajob*

**9:30** Networking Break

**9:45** What Makes YOU a Great Test Leader? *Johanna Rothman, Rothman Consulting Group*

**10:45** Think Tank Discussion Part I: Problem Definitions *Jeff Payne, Coveros, Inc.*

**11:45** Networking Lunch Buffet

**12:30** Think Tank Discussion Part II: Leadership Solutions *Jeff Payne, Coveros, Inc.*

**1:30** Networking Break

**1:45** Think Tank Discussion Part III: Presentation of Results

**2:45** Wrap-up and Ongoing Informal Discussions with Speakers and Attendees

Add the Testing & Quality Leadership Summit to any conference package for only **\$500**



## Testing & Quality Leadership Summit Sessions

FRIDAY, MAY 8

8:30am

### Data Structures for Leadership

Mike Fulkerson, Snagajob

First year computer science students learn a lot about algorithms and data structures. First time leaders often think about how they are going to lead (algorithms) without giving much thought to how to organize for success (data structures). Join Mike Fulkerson in an engaging discussion on Data Structures for Leadership—successful structures for helping teams organize their work, cultivate future leaders, lead from within, and many more. Mike shares the practical leadership techniques gleaned from his experience as a US Navy officer and a public company CTO.



**Mike Fulkerson** is the chief technology officer of Snagajob, the leading online marketplace to find hourly employment or hourly employees. He leads Snagajob's technology and engineering organization to drive innovation and accelerate new product offerings. Mike brings more than twenty years of technology experience, including leadership positions at ILOG (now part of IBM) and Rosetta Stone where he held roles in leading software development, the advanced research and development teams, and as CTO. In addition to being part of the leadership team that led Rosetta Stone's successful 2009 IPO, the products Mike delivered have now generated more than \$1.5B in cumulative revenue.

9:45am

### What Makes YOU a Great Test Leader?

Johanna Rothman, Rothman Consulting Group

We've heard that leaders eat last and that they ask *why*. We've heard that leadership is doing the right things or influencing others. We've heard that leaders have vision and take people where they want to go. Leadership might be all of these things. But does that describe you as a test leader? Great test leaders lead from their personal mission. They adapt to their context. They can solve problems—not alone, but with others. They develop other people, so they can create an organization that has more capacity than it did before. Join Johanna Rothman to learn how you can discover your personal mission. Learn how you can increase your adaptability, a hallmark of a great leader. Consider how you might solve problems across the organization, helping other people develop their skills to benefit themselves and the organization.



Known as the "Pragmatic Manager," **Johanna Rothman** helps organizational leaders identify problems and risks in their product development and recognize potential "gotchas," seize opportunities, and remove impediments. Johanna is the technical editor for agileconnection.com and is author of *Manage Your Job Search*, *Hiring Geeks That Fit*, *Manage Your Project Portfolio: Increase Your Capacity and Finish More Projects*, the 2008 Jolt Productivity award-winning *Manage It! Your Guide to Modern, Pragmatic Project Management*, and *Behind Closed Doors: Secrets of Great Management*. She is currently writing a book about agile program management. In addition, Johanna writes columns for StickyMinds.com and projectmanagement.com, and blogs on jrothman.com, and createadaptablelife.com.

10:45am

### Think Tank Discussion Part I: Problem Definitions

Jeff Payne, CEO and founder, Coveros, Inc.

Join with your peers in an engaging and highly interactive session to discuss the issues that concern you most. Using answers to the question "As a Leader, What is Keeping You Up at Night?" posed at Thursday's evening reception, participants will form small groups to work on finding solutions to pressing test management issues. Discussions will review identified issues, barriers to change, and focus on innovative strategies and practical next steps. At the end of the think tank, all feedback will be collected and posted online to encourage further discussion and collaboration.



**Jeff Payne** is CEO and founder of Coveros, Inc., a software company that builds secure software applications using agile methods. Since its inception in 2008, Coveros has become a market leader in secure agile principles and was recognized by *Inc.* magazine as one of the fastest growing private companies in the country. Previously, Jeff was chairman of the board, CEO, and cofounder of Cigital, Inc., a market leader in software security consulting. Jeff has published more than thirty papers on software development and testing, and testified before Congress on issues of national importance, including intellectual property rights, cyber terrorism, and software quality.



# VISIT *the* EXPO

Wednesday, May 6–Thursday, May 7

## Discover the Top Technologies and Tools All Under One Roof!

Visit the STAREAST Expo and enjoy all of these unique opportunities:

- The latest solutions in testing technologies, software, and tools
- Meet one-on-one with representatives from some of today's most innovative organizations
- Network with colleagues and conference speakers while enjoying cocktails and appetizers during the Expo Reception
- Learn new skills and solutions, and participate in live demos during the industry technical presentations
- Travel the Expo floor for fun games and a chance to win exciting prizes
- Enjoy various session breaks in the Expo with complimentary refreshments to keep you energized!

Unable to join us for the entire week? Request your free 1-day Expo pass at <https://well.tc/d4G>

## EXPO HOURS

### WEDNESDAY, MAY 6

10:30am–2:00pm  
3:30pm–6:30pm

### EXPO RECEPTION

Wednesday 5:30pm–6:30pm

All attendees are invited to the Expo reception for complimentary food and beverages.

### THURSDAY, MAY 7

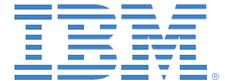
10:30am–3:00pm



# EXHIBITORS *and* CONFERENCE SPONSORS

The sponsors below will all be exhibiting at STAREAST. Please come visit each of their booths to meet one-on-one with representatives from these innovative organizations!

## Platinum Sponsors:



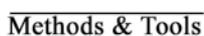
## Gold Sponsors:



## Silver Sponsors:



## Partners:



For sponsor/exhibitor news and updates, visit [stareast.techwell.com](http://stareast.techwell.com).

To become a sponsor/exhibitor, please contact [sales@sqe.com](mailto:sales@sqe.com).

# STELLAR SAVINGS WITHIN REACH!



## Ways to Save on Your Conference Registration

Your Best Value—The Full Conference Package (5 Full Days), including:

### SEARCHING THE GALAXY FOR YOUR BEST VALUE?

**Only \$2,895**  
*if you register  
before April 3rd!*

- 2 Days of Pre-conference Tutorials
- 2 Days of Concurrent Sessions
- 1 Full-day of the Testing & Quality Leadership Summit
- 5 Industry-leading Keynotes
- The Expo & Bonus Sessions
- All Networking & Special Events
- All Continental Breakfasts, Lunches, and Refreshment Breaks
- Combine with the other ways to save below for even more value!

### EARLY BIRD OFFER

Receive up to \$200 off the regular conference registration fee if payment is received on or before April 3, 2015. (depending on the conference package selected)

### GROUPS OF 3 OR MORE SAVE UP TO 20% OFF

Register a group of three or more at the same time and save up to 20% off each registration. To take advantage of this offer, please call client support at 888.268.8770 or 904.278.0524 or email them at [clientsupport@techwell.com](mailto:clientsupport@techwell.com). (See page 31 for details)

### ALUMNI DISCOUNT

TechWell Events alumni receive an additional \$150 discount off their registration fee. (depending on the conference package selected) If you are a TechWell Events alumni and unable to attend STAREAST this year, you may pass your alumni discount on to a colleague!

### MULTI-DAY TRAINING CLASS + CONFERENCE

Save almost \$200 when you attend any of the multi-day training classes and the conference. (discount already reflected in the conference pricing)

# STAREAST REGISTRATION INFORMATION

MAY 3-8, 2015 ORLANDO, FL, USA

## Easy to Register



**ONLINE:**  
stareast.techwell.com



**PHONE:**  
888.268.8770  
904.278.0524



**EMAIL:**  
clientsupport@techwell.com

## CONFERENCE PRICING

### Registration Fees:\*

	Early Bird on or before April 3	After April 3
<b>CONFERENCE</b>		
<input type="checkbox"/> <b>Best Value Package (Mon-Fri)</b> <i>Includes 2 days of Tutorials, 2 Conference Days, and Testing &amp; Quality Leadership Summit</i>	<b>\$2,895</b>	<b>\$3,095</b>
<input type="checkbox"/> Conference + 2 Tutorial Days	\$2,595	\$2,795
<input type="checkbox"/> Conference + 1 Tutorial Day	\$2,295	\$2,395
<input type="checkbox"/> Conference Only (Wed-Thur)	\$1,895	\$1,995
<input type="checkbox"/> 2 Tutorial Days	\$1,695	\$1,795
<input type="checkbox"/> Testing & Quality Leadership Summit Only	\$745	\$795
<input type="checkbox"/> Add Testing & Quality Leadership Summit (Friday) to any Conference package	\$500	\$500
<b>TRAINING</b>		
<input type="checkbox"/> 2-Day Training Class + 1 Tutorial Day + Conference	\$3,495	\$3,695
<input type="checkbox"/> 3-Day Training Class + Conference	\$3,595	\$3,795

**BEST VALUE!**

## BRING YOUR TEAM AND SAVE UP TO 20% ON EACH REGISTRATION!

See how much savings groups of 3+ can enjoy on one of our most popular conference packages: **Conference + 2 Tutorial Days**.

Number of Team Members	Regular Pricing	Early Bird Pricing (by April 3, 2015*)	Group Savings
1-2	\$2,795	\$2,595	
3-5	\$2,516	\$2,336	10%
6+	\$2,236	\$2,076	20%

\*Full payment must be received by deadline date

### PAYMENT INFORMATION

The following forms of payment are accepted: Visa, MasterCard, Discover, American Express, check, or U.S. company purchase order. Payment must be received before the registration is confirmed. Make all checks payable to SQE/TechWell. You will receive a confirmation email upon payment by check, credit card, or company purchase order. Payment must be received at Software Quality Engineering on or before April 3, 2015 to take advantage of the Early Bird conference rates listed above.

### HOTEL RESERVATIONS

Take advantage of the discounted conference rate at the Gaylord Palms. To make a reservation, visit <https://well.tc/d45> or call 877.350.3236 and mention you are a STAREAST attendee to receive your discount. Cancellations on a guaranteed reservation must occur more than five days prior to the specified arrival time to ensure a refund. If you need special facilities or services, please specify at the time of reservation.

### CANCELLATION POLICY

Conference registrations cancelled after April 6, 2015 are subject to a 20% cancellation fee. No cancellations or refunds may be made after April 13, 2015. Substitutions may be made at any time before the first day of the program. Call client support at 904.278.0524 or 888.268.8770 to obtain a cancellation code. All valid cancellations require a cancellation code.

### SATISFACTION GUARANTEE

SQE/TechWell is proud to offer a 100% satisfaction guarantee. If we are unable to satisfy you, we will gladly refund your registration fee in full.

### MEDIA RELEASE

From time to time we use photographs, video, and audio of conference participants in our promotional and publishing materials. By virtue of your attendance at the STAREAST conference, you acknowledge that SQE/TechWell reserves the right to use your likeness in such materials.

\*Your registration includes a digital subscription to **Better Software** magazine.



340 Corporate Way, Suite 300  
Orange Park, FL 32073

PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
GAINESVILLE, FL  
PERMIT NO. 726

**IF ADDRESSEE IS NO LONGER EMPLOYED:**  
Re-route to Director of Software Development



**Want to Go Green?** Email us at [sqeinfo@sqe.com](mailto:sqeinfo@sqe.com) with "Green" in the subject line to change your preferences to receive email communications only.



# *the* QUEST *to* TEST



MAY 3-8, 2015  
ORLANDO, FLORIDA  
GAYLORD PALMS RESORT

[stareast.techwell.com](http://stareast.techwell.com)

*Register by April 3  
and save up to \$200!*

## MAY 6-7 THE EXPO

*Visit Top Industry Providers  
Offering the Latest in Testing  
Solutions*

**TOOLS • SERVICES  
TECHNIQUES • DEMOS**

*98% of 2014  
Attendees  
Recommend  
STAREAST  
to Others  
in the Industry*



**FRIDAY, MAY 8**  
**Testing & Quality  
Leadership Summit**

**SOFTWARE TESTING ANALYSIS & REVIEW**