How can QA testing minimize snags, unwelcome surprises, loss of confidence, and potential client frustration?

Bugs are always there. Who finds them?

There will be bugs, but when clients discover them first,

they're doing *your* QA testing.

Minimizing client exposure to bugs nurtures confidence.

Use QA to clean up before handing off to clients.

Why do projects need independent QA?

THE BIG QUESTION: Why can't internal teams test their own work?

- We ALL bring **Unconscious or Unintentional Bias** to testing something we create. It's a human thing. But that doesn't mean it's ok for the client to find the bugs.

- **QA testing is a discipline** — an experienced QA engineer can look at the whole of a project and know what is needed. Untrained reviewers will miss critical issues. Basically who's your QA tester? An intern? Junior staff member?

Advantages of QA Testing: Predictability

There's a test cycle associated with QA - we receive, test, observe, and report. This establishes a rhythm that contributes to a predictable outcome.

- Activities and results are measurable
- The team and client knows what to expect
- Everyone has visibility at any given time

SURPRISES

Advantages of QA Testing: Hitting Targets

- **Keeping Projects On Target and On Time**

  When you onboard testing during the development stages, the chances of staying on target increase dramatically. Delivering on-schedule and on-target reassures clients that a vendor is trustworthy and reliable. That's where we all want to be.

Advantages of QA Testing: Cost Management!

- **Significant Cost Savings**

  The cost of fixing a bug after product release is **_4 to 5 times higher_** than one discovered during development _(Source: the Systems Science Institute, IBM)._

  Everybody hates budget surprises, and with planned QA testing, agencies can avoid absorbing the cost of unexpected fixes.

Advantages of QA Testing: Client Retention

Testing allows a digital agency to present a polished product that *aligns with your client's vision and intention*.

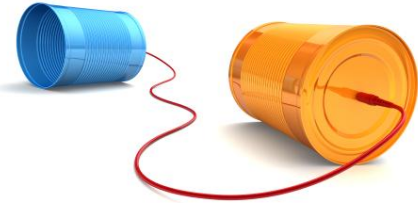This extrapolates to a better end user experience, both B2B and B2C.

This means **lasting client relationships** — the long game is good business.

QA Onboarding First Steps – Getting full value

**To get maximum value from QA, start by:**

- Sharing, clarifying, and aligning expectations
- Defining roles
- Building communication protocols and structures

Onboarding Overview

The next set of slides will cover onboarding QA testing. Here's an overview of those good practices:

- Create Test Plans
- Establish Responsive Communications Structures
- Facilitate Team Collaboration
- Partnering With AI
- Consider Digital Accessibility
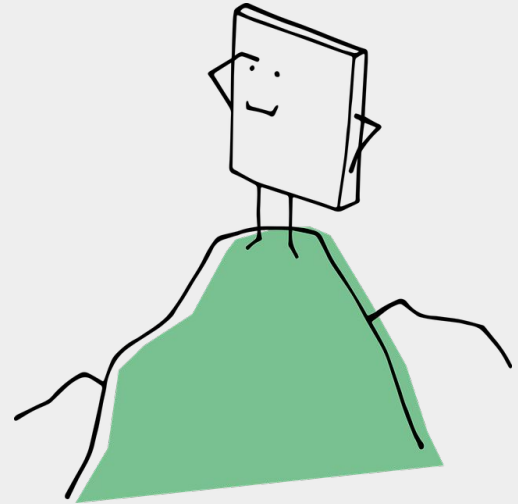
QA Good Practices: Make a Test Plan

A QA Test Plan plus the supporting test cases*
define your activities within the project.

- Team and roles
- Timelines, tools, and processes
- What is being tested – features, scope, coverage, etc
- Test suites and test cases in separate tool

*A website verification test case spreadsheet will be shared with attendees as a free resource.

QA Good Practices: Responsive Communication

Fast dialogue turnarounds keeps projects moving forward and minimizes stalls and bottlenecks.

- Establish communication protocols with team buy-in
- Provides timely feedback
- Increases accessibility
- Messages are on point

QA Good Practices: Team Collaboration

What are the characteristics of a collaborative relationship in QA?

- Open dialogue between teams
- Steady cadence of updates, feedback, reporting
- Solution orientation
- Continuous improvement

QA Good Practice: Partnering with AI for QA Testing

Successful AI outcomes depend on context-dependent prompt engineering, but below are some possible QA usage scenarios:

- Test Plans – AI may provide an initial outline of a test plan, but it will likely need to be modified.
- Generating code examples for automated cases
- Creating reporting guidelines and KPIs.
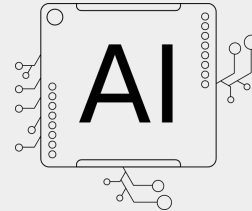
QA Good Practices: Digital Accessibility Testing

Testing and validating digital accessibility for users with physical or cognitive limitations has gone from "optional" to "good practice." And it's the right thing to do.

- The Americans with Disabilities Act (ADA) allows anyone to file a complaint over accessibility, digital or otherwise.

- While digital accessibility is not required by law, product and site owners are vulnerable to complaints.

QA Good Practices: Digital Accessibility Testing (cont.)

- SEO rankings are not directly impacted by accessibility features, but may be in the future.

- It's easier to integrate accessibility into projects while in development then retrofitting.

- Learn more about digital content accessibility good practices [here](#).

How do you know if your QA solution is working?

- No critical bugs
- Sustained productivity
- Deadlines met

- On-budget
- User adoption
- Good UX

Conclusion/Q&A

A good QA strategy provides the right solution for any given problem, keeps projects on-track and on-time, and bolsters a client's confidence in an agency's expertise.

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End of Presentation. Questions?

About OnPath Testing

OnPath is an award-winning, Boulder, CO-based testing and QA service with a global footprint. Operational since 2009, OnPath accounts for the human experience in software development.

As proponents of active communication models and strategic planning, OnPath is known for bringing teams and projects into "flow" states that maximize innovation and minimize stops and stalls. This proven model, with its continuous improvement component, contributes to near-perfect project outcomes.

Learn more about OnPath here.