

# en|a: WHY WE HAVE IT BACKWARDS

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VALUE 

WHY WE HAVE IT

 BACKWARD

LET'S TALK ABOUT ME!



SAMUEL GERSHON

BLOG:  
TESTING.GERSHON.INFO

TWITTER:  
@SGERSHON

My TOOL:  
RAPID REPORTER

My JOB:  
INTEL CORPORATION



OUR CIVILIZATION RUNS ON

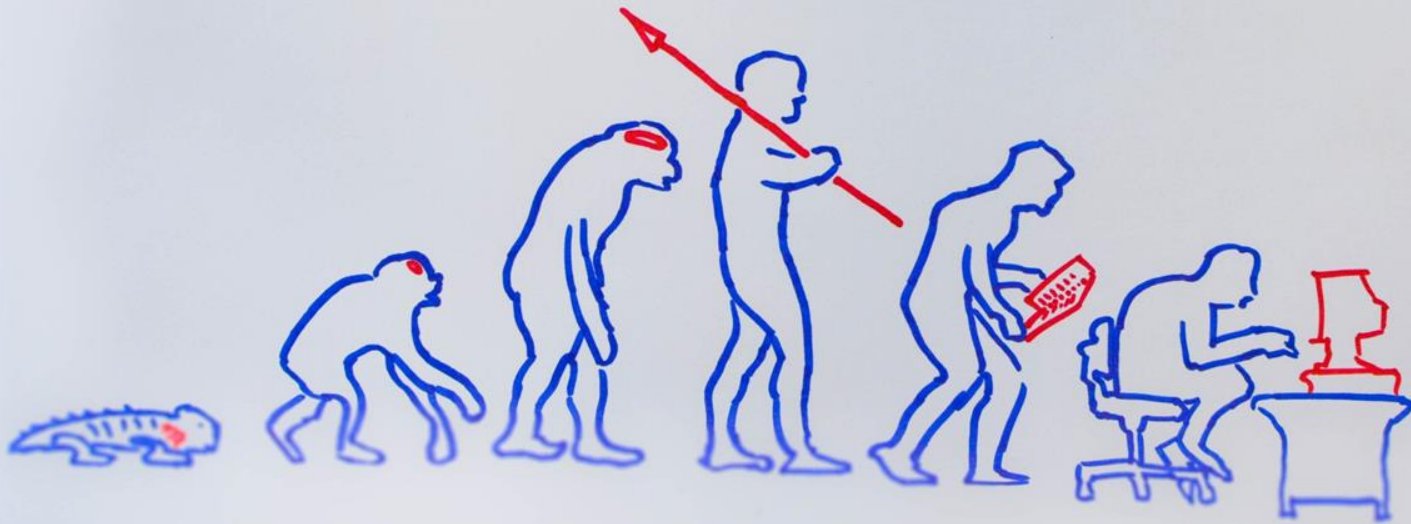


SOFTWARE



# EVOLUTION

OF KNOWLEDGE STORAGE MEDIUMS





✓ VERY	PERSISTENCY IN MEDIUM
✗ SLOW	UPDATE FREQUENCY
✗ LOW	INTENTIONALITY
✗ LOW	SELF-MODIFY
✗ LIMITED	MODIFY OUTSIDE WORLD




X LITTLE	PERSISTENCY IN MEDIUM
✓ FAST	UPDATE FREQUENCY
✓ HIGH	INTENTIONALITY
✓ HIGH	SELF-MODIFY
X LIMITED	MODIFY OUTSIDE WORLD



✓ VERY	PERSISTENCY IN MEDIUM
✗ SLOW	UPDATE FREQUENCY
✓ HIGH	INTENTIONALITY
✗ LOW	ABILITY TO SELF-MODIFY
✗ SPECIAL	ABILITY TO MODIFY OUTSIDE WORLD





✓ QUITE	HIGH PERSISTENCY IN MEDIUM
✗ SLOW	HIGH UPDATE FREQUENCY
✓ HIGH	HIGH INTENTIONALITY
✗ NONE	ABILITY TO SELF-MODIFY
✗ NONE	ABILITY TO MODIFY OUTSIDE WORLD



✓ QUITE	HIGH PERSISTENCY IN MEDIUM
✓ FAST	UPDATE FREQUENCY
✓ HIGH	INTENTIONALITY
✓ HIGH	ABILITY TO SELF-MODIFY
✓ HIGH	ABILITY TO MODIFY OUTSIDE WORLD

SOFTWARE ~~IS A PRODUCT~~  
IS A KNOWLEDGE-STORAGE  
MEDIUM



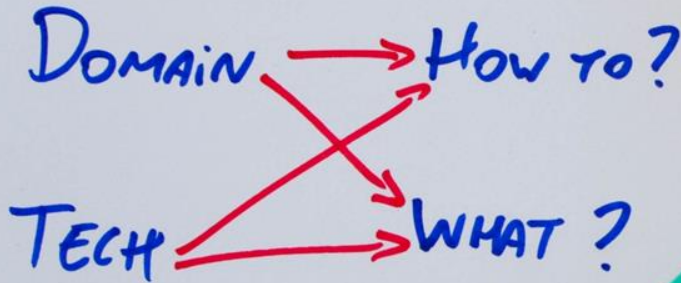
Vs.





DIFFERENT LEVELS...

KNOWLEDGE



ज्ञान



IGNORANCE

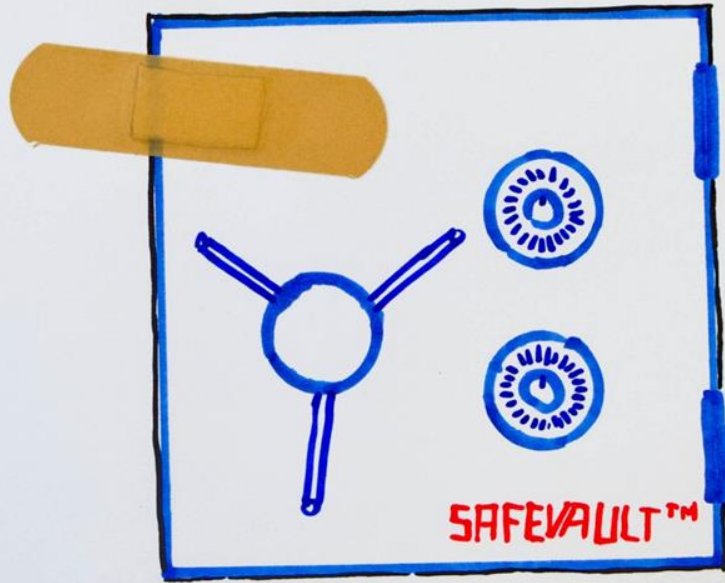




# CHANGE! PRODUCT DEVELOPMENT



# CHANGE! PROGRAMMING PRACTICES

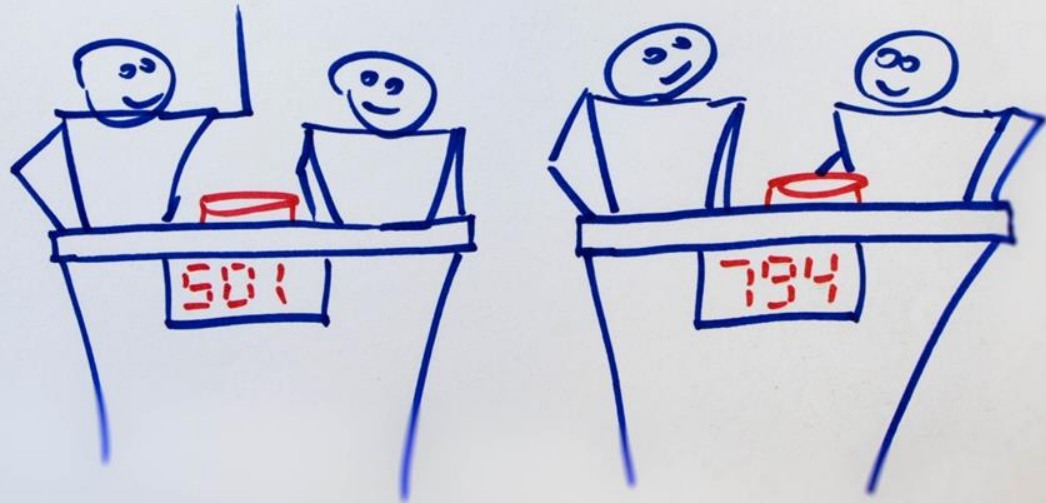


# CHANGE! TESTING PRACTICES

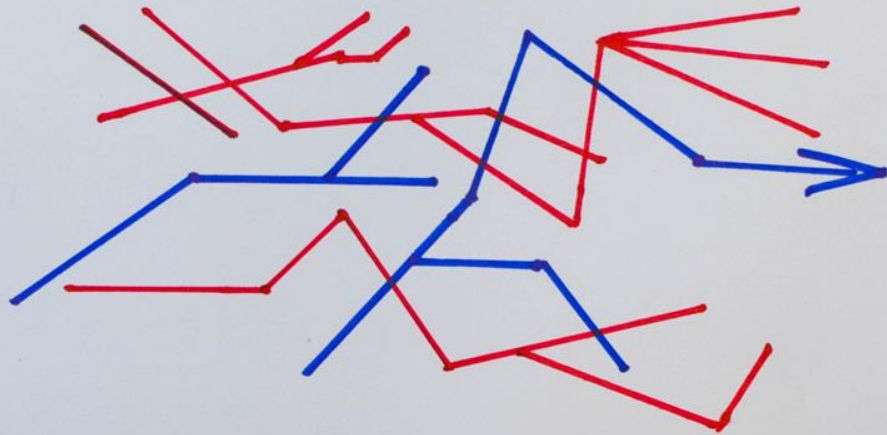




# CHANGE! INTRA-TEAM DYNAMICS



# CHANGE! INTER-TEAM DYNAMICS



# CHANGE!

# ESTIMATES

↖	NEW YORK	9135 km
→	BANGALORE	4842 km
↘	JERUSALEM	54 km
NEXT EXIT: <u>UNKNOWN</u>		

CHANGE!

TRACK  
REPORTS





CHANGE COMES  
FROM WITHIN



SOLUTIONS

WHERE IS  
EVERYBODY?



SOLUTIONS

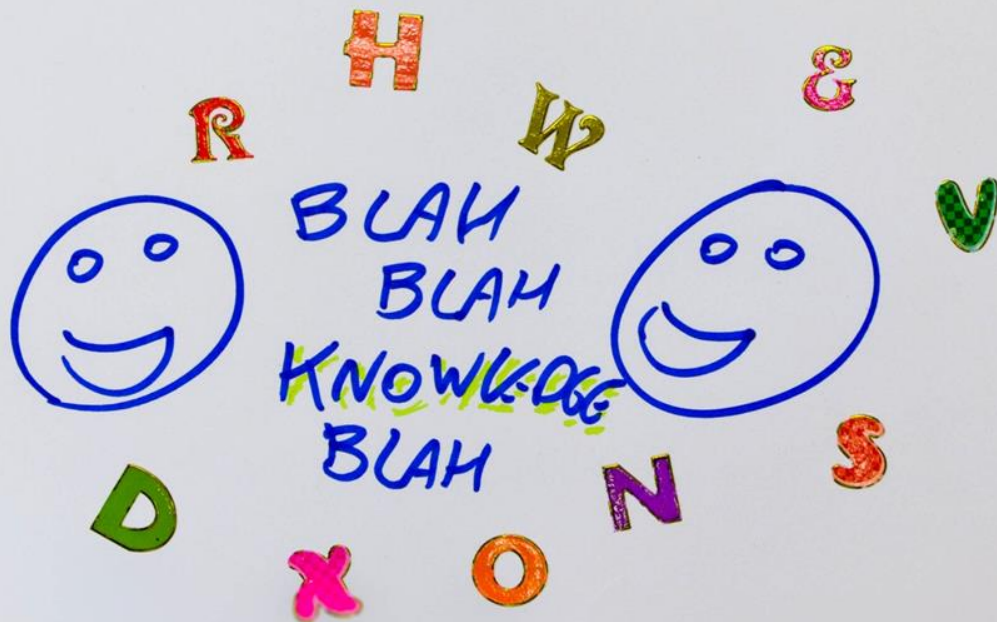
SCRATCH A  
PERSONAL ITCH!





SOLUTIONS

# MIND THE VERNACULAR





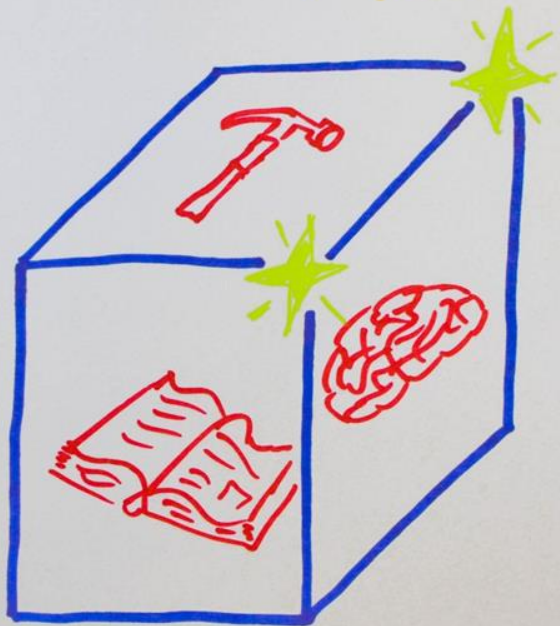
SOLUTIONS

GET SCRIBES  
EVERYWHERE

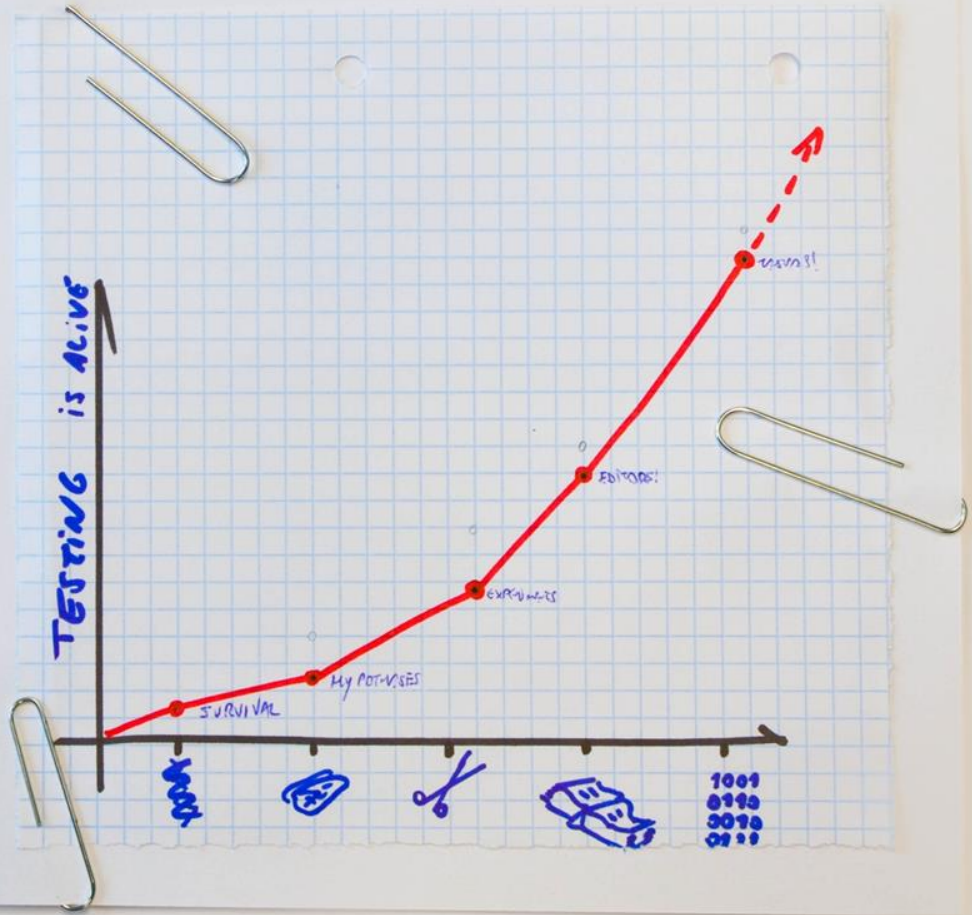


SOLUTIONS

LET THE <sup>RIGHT</sup> ENDS  
JUSTIFY THE MEANS



# OUTLOOK





# CREDITS

PHILIP ARMOUR

AVIAH HARUSH

MY TESTING TEAM

MICHAEL STAHL

ISSI HAZAN

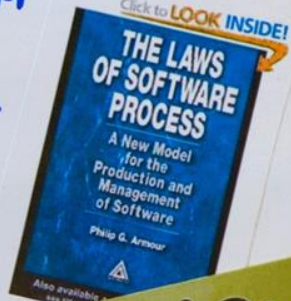
DAN ALLOUN

JULIAN HARTY

ALAN PAGE

MOSHE ELIAHU

you!



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# Q & A

