

Product Ecology for Testers

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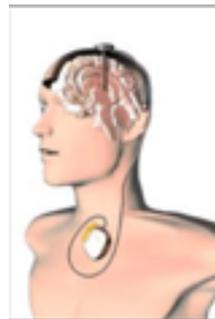
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A Pacemaker for the Brain

A Deep Brain Stimulation system that features an advanced DBS lead with 40 individual stimulation points.

This advanced system is designed to allow more precise stimulation of the intended target in the brain and may potentially result in reduced procedure time and fewer stimulation-induced side effects.



Search YouTube for “dbs surgery actual procedure”.

The Context Is a Blur



How to evolve a Context-Driven test plan by James Bach.

Understanding Context

“Whenever we’re trying to figure out what one thing means in relation to something else, we say we’re trying to understand its context.”

As a tester I’m trying to figure out what a product means in relation to its environment in terms of qualities, problems and risks.

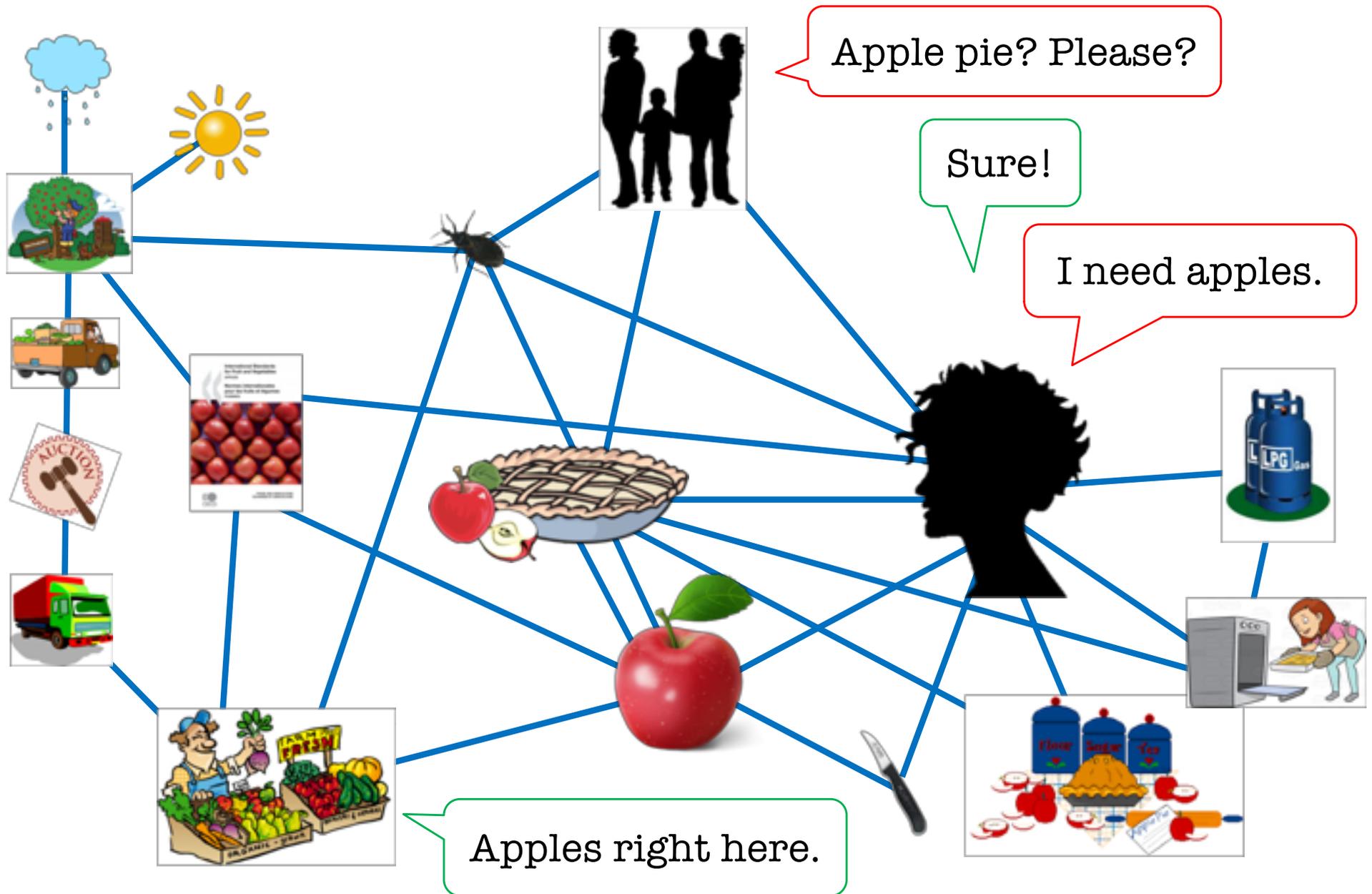


The Product Ecology Method

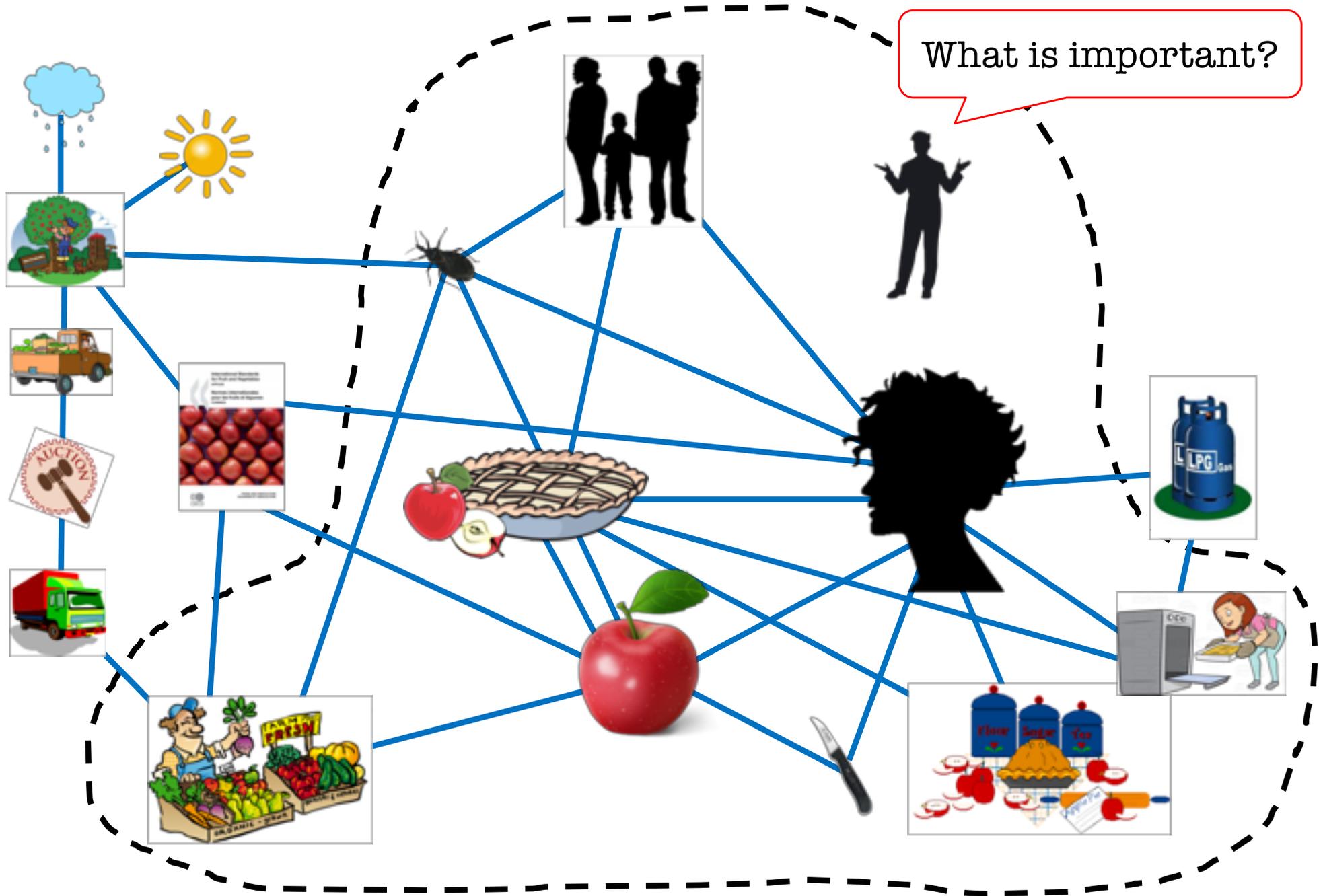
To make the context clear I

- analyze the environment of the product from different perspectives
- make the invisible visible

A Product Ecology of Apple Pie



Boundary of the Product Ecosystem



Heuristics

- Problems, Solutions
- Producer, Market, Consumer
- Product, People, Process

- Qualities

- Value Chain
- Supply Chain
- Product Life-cycle
- User Scenarios

- Focus, De-focus

A Lighting System for Car Parks

Design a lighting system for car parks that consumes less energy than current systems.

Don't compromise on comfort feelings and safety.

ROI \leq 2 years.



Market

Producer

Consumer

People

Problem

People

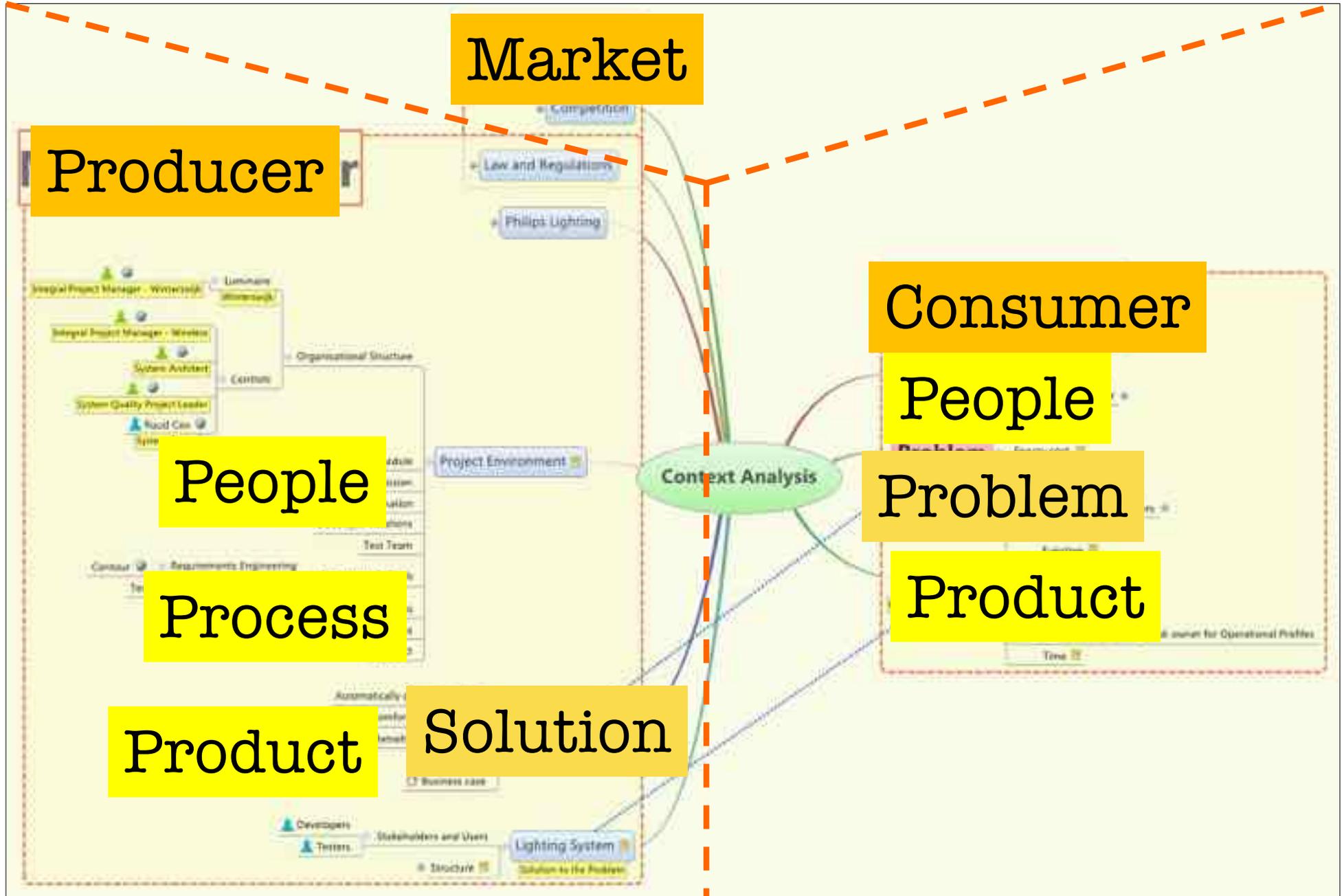
Process

Product

Product

Solution

Context Analysis



Things I Do to Gather Factors

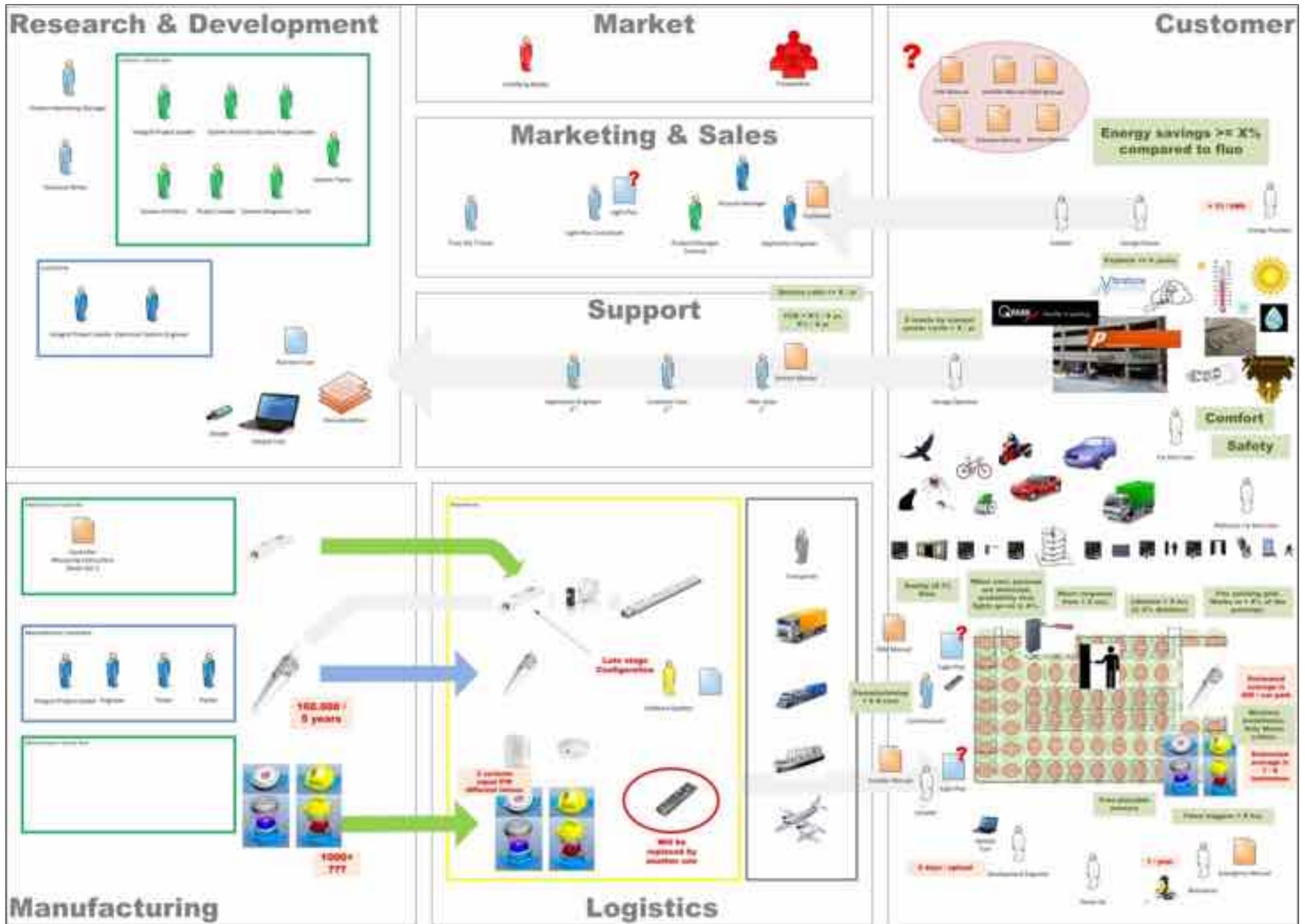
- Study artifacts
- Interview domain experts
- Explore existing products
- Hang out at the coffee machine
- Site visits
- ...











[An Example of a Product Ecology for Testers](#) by Ruud Cox.

Heuristics

Value Chain

A value chain is a set of activities that a company operating in a specific industry performs in order to deliver a valuable product or service for the market.

Supply Chain

Supply chain activities involve the transformation of natural resources, raw materials, and components into a finished product that is delivered to the end customer. Supply chains link value chains.

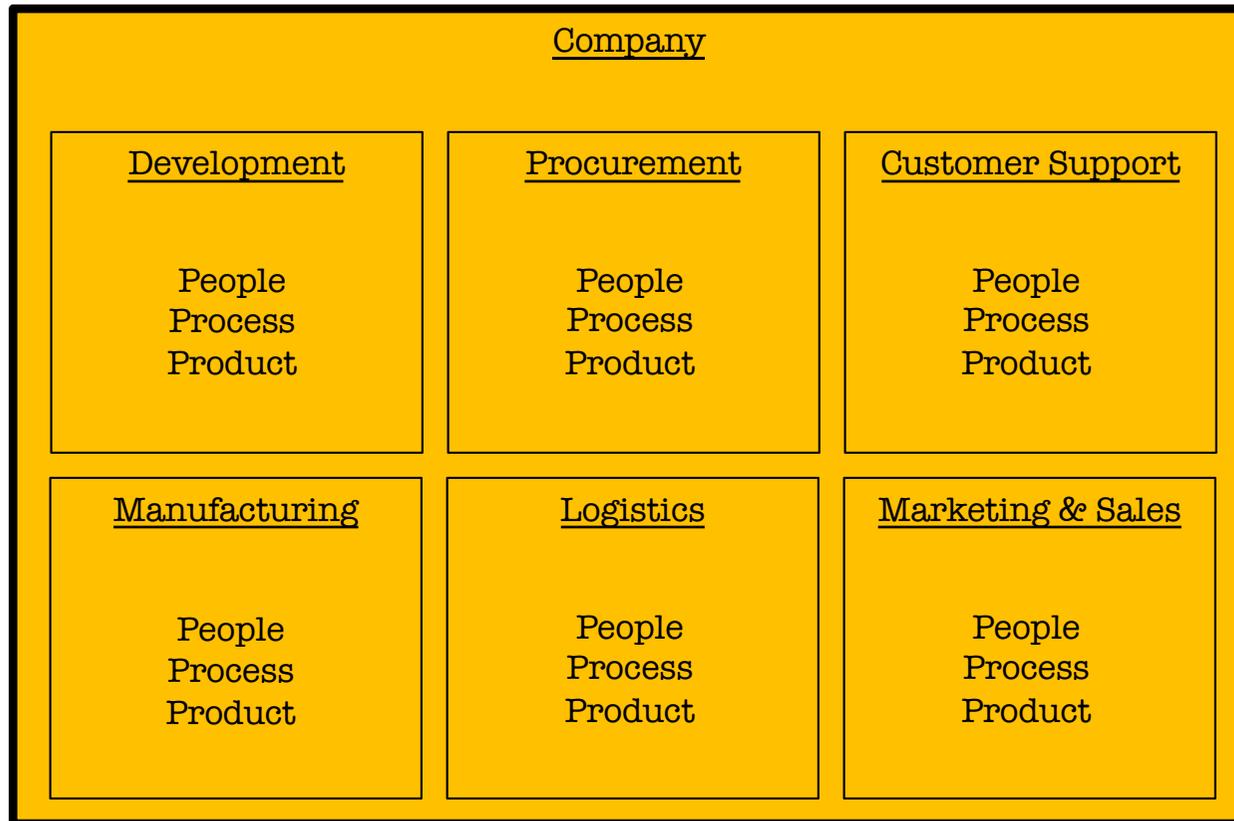
Product Life-cycle

A view of a product that addresses all phases of its existence to include system conception, design and development, production and/or construction, distribution, operation, maintenance and support, retirement, phase-out and disposal.

User Scenarios

Describe a person's interaction with the product.

Value Chain



A value chain is a set of activities that a company operating in a specific industry performs in order to deliver a valuable product or service for the market.

Research & Development



Market



Marketing & Sales



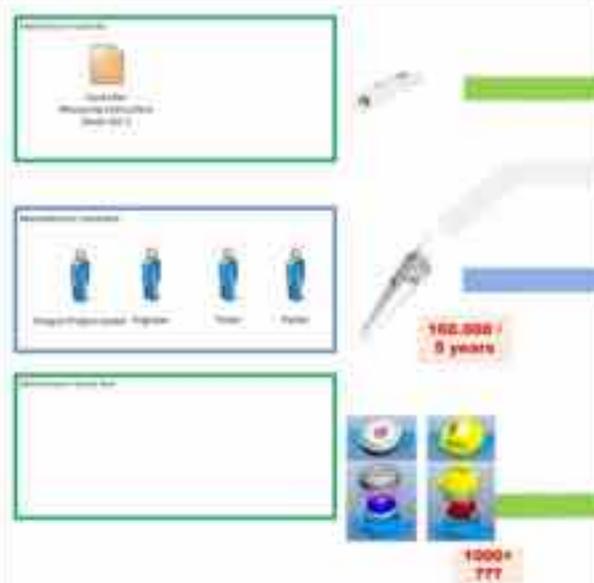
Support



Customer



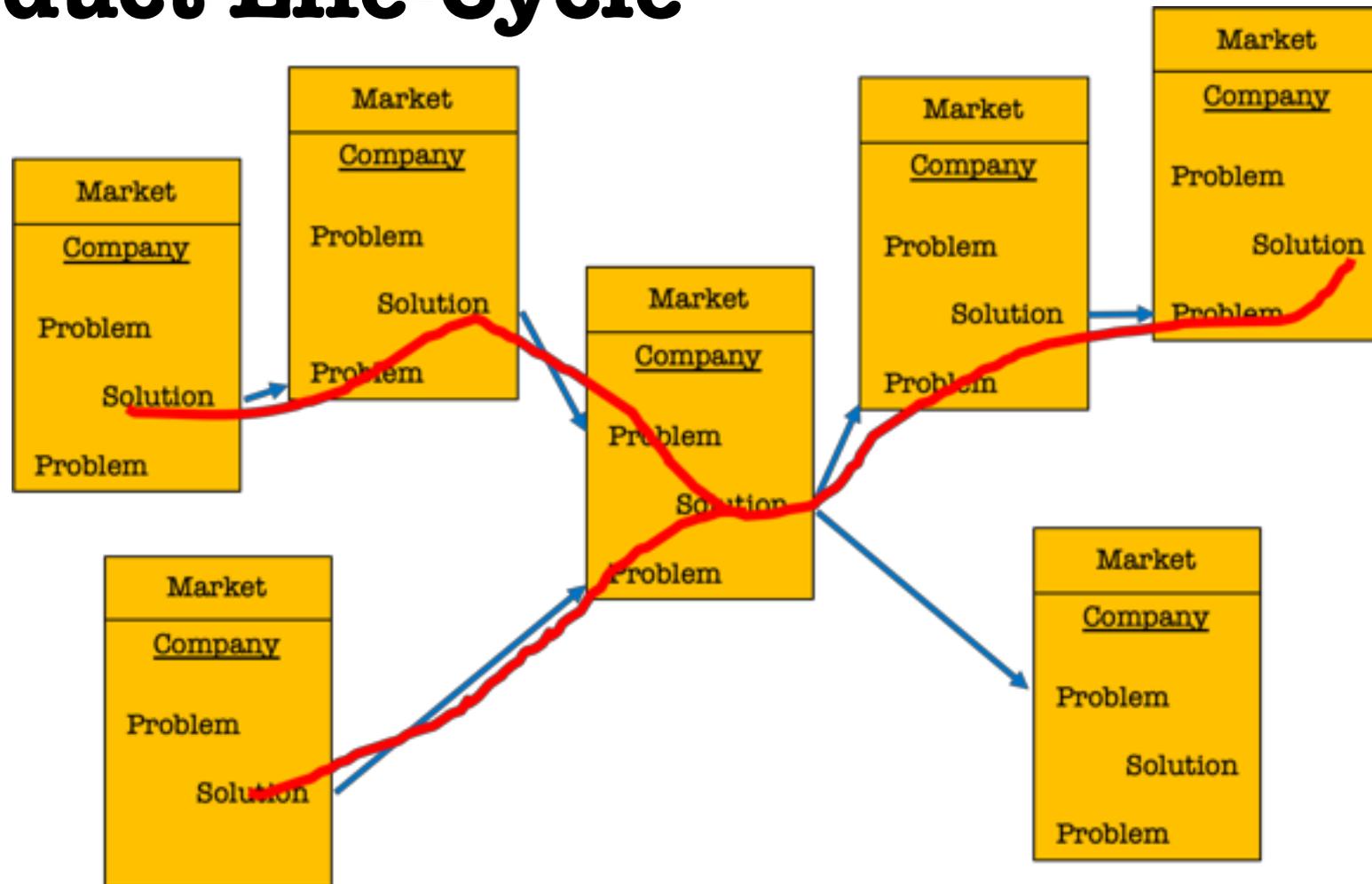
Manufacturing



Logistics

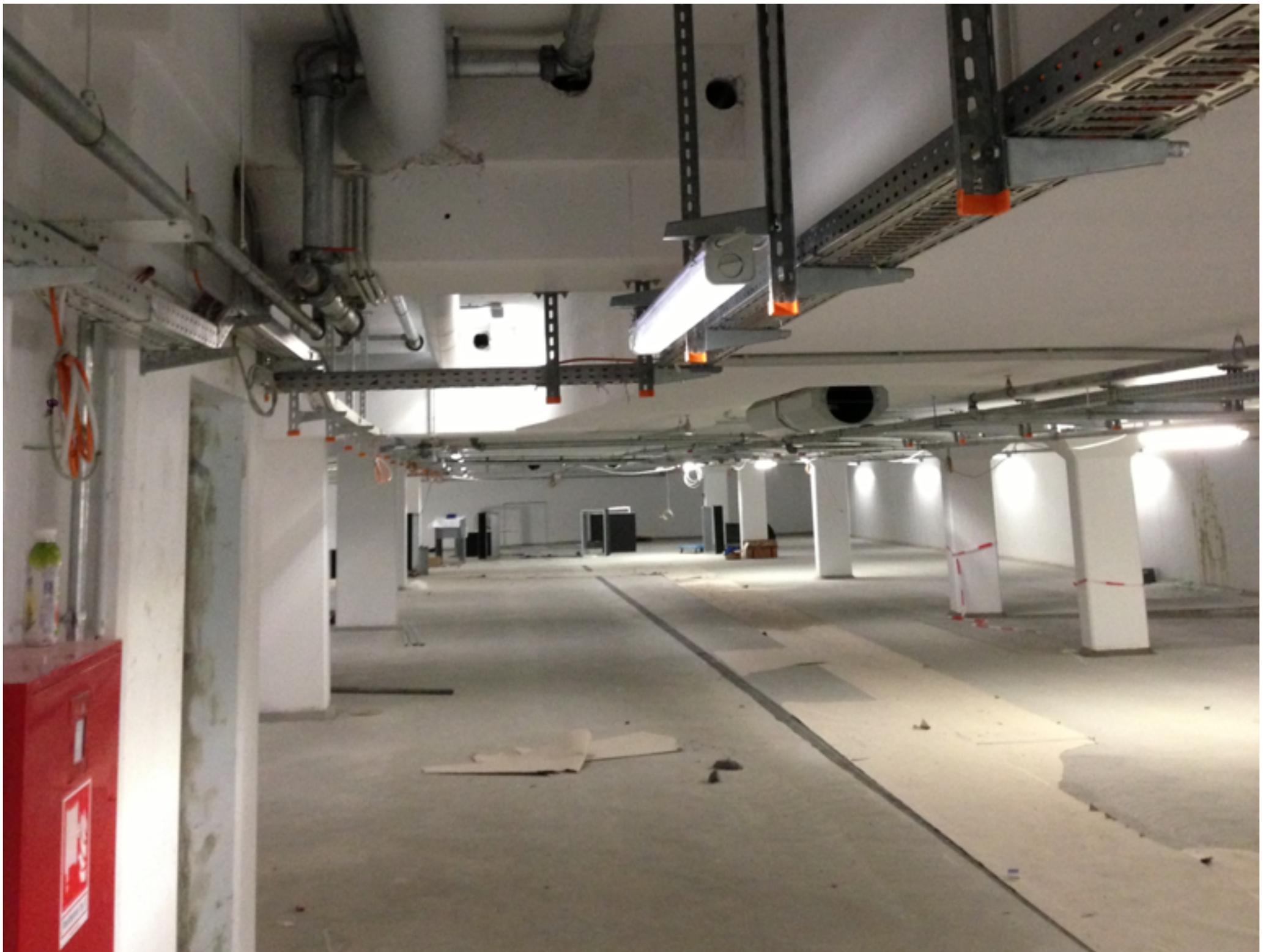


Product Life-Cycle



A view of a product that addresses all phases of its existence to include system conception, design and development, production and/or construction, distribution, operation, maintenance and support, retirement, phase-out and disposal.





The Product Ecology Method

To make the context clear I

- analyze the environment of the product from different perspectives **applying heuristics to identify important factors which have a relationship with the product in terms of qualities, problems and risks**
- make the invisible visible **creating different visual models in different situations**

How to Start

Develop the skill to identify factors and relationships

by applying these heuristics

- Problems, Solutions
- Producer, Market, Consumer
- Product, People, Process

Create some diagrams.

Thank You

James Bach

<http://satisfice.com/>

Michael Bolton

<http://www.developsense.com/>

Joris Meerts

<https://patternsofproof.wordpress.com/>

Thank You!

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