

Can we actually co-own quality?

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Agenda

01

How quality gets shared, and how that fails

03

Defining "good"? It depends.

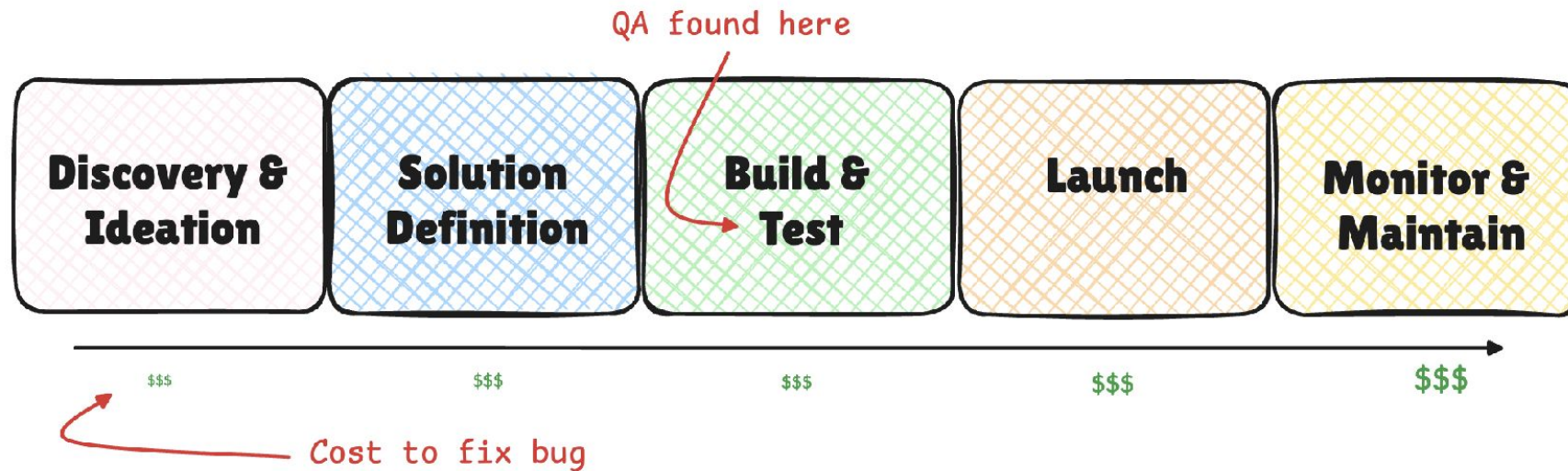
02

 QACI

04

What else gets in the way

Wherefore art thou, QA?



Tragedy...



SBURG

.....



Everything, everywhere, all at once



Question:

Who's on a team that already shares quality?

Ways we share quality

Built into the role

Product · Engineering ·
Design · Support · Data

Traditional QA/QE work

Find edge cases · Track
quality signals · Test



"Everyone owns quality. Nobody knows what that means."

– Anne-Marie Charrett

Four ways this goes wrong



The checklist doesn't discriminate



Fewer people catch the gaps at the seams



Ownership diffuses, accountability follows



The checklist becomes the goal itself

Shared ownership of quality fails
when the checklist moves and
the judgment doesn't.

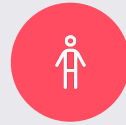


Q · A · C · I



Q — Quality Practice

The **activity**.



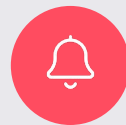
A — Accountable

One person.



C — Contributors

People who **do the work**



I — Informed

People who need to **know the outcome** but aren't working on it.

Quacky, Together



Same Practice, Different Stakes

 Test plan: marketing landing page

 Test plan: login flow

 Release readiness: payments flow

 Release readiness: internal admin page

 Bug triage: internal reporting dashboard

 Bug triage: checkout

 Incident review: customer-facing outage

 Incident review: internal tool outage

Paper vs. Practice



Naming the Spidey-Sense



The Quiet Reasons

Test enough to stay sharp.
Coach enough to multiply.

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