

# Software testing in the conceptual age

Understanding an application's narrative  
(Stories of Users) key to effective testing

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# Stories are important

- For understanding our world and the perceptions of others

# Stories of Users

- Our knowledge of stories of users is key to understanding how people derive value from our applications

# Stories and the conceptual age

- Stories are a primary communication vehicle of the conceptual age

# Conceptual age, what's that?

- Seismic shift from knowledge to high concept/high touch work

# L-directed vs r-directed thinking

- Global shift analogous to change in left-brained (l-directed) to right-brained (r-directed) thinking

# High concept

- Ability to create, detect, craft, and combine

# High touch

- Ability to empathize, understand, to find and elicit, and stretch

# Six senses of conceptual age

1. Not just function but also design
2. Not just argument but also story
3. Not just focus but also symphony
4. Not just logic but also empathy
5. Not just seriousness but also play
6. Not just accumulation but also meaning

# Software testing in conceptual age

<b>Software Factory</b>	<b>Context-driven</b>
Function	Design
Argument	Story
Focus	Symphony
Logic	Empathy
Seriousness	Play
Accumulation	Meaning

# Design and empathy

- Mastery of design, empathy, and other soft aptitudes is now the main way for individuals and firms to stand out in a crowded marketplace

# Design

- Utility enhanced by significance

# Empathy

- Ability to imagine yourself in someone's position and intuit their feelings

# Stories of users

- Stories of users make up the narrative of an application

# How to use stories to test effectively

- Know your user
- Know the narrative of your application
- Use stories to guide your testing
- Use tools to capture results, track time, and make notes
- Become of student of your discipline and your age

Thank you