A Testers Hierarchy of Needs

From 'just a job' to self-actualization...

Who am I? Stephen Janaway



- 12 years experience in software testing.
- Software testing, team leading, test management.
- Fascinated by mobile devices and the web.
- Have worked for companies such as Ericsson, Motorola and Nokia.
- Test Manager @ the Net-a-Porter Group.



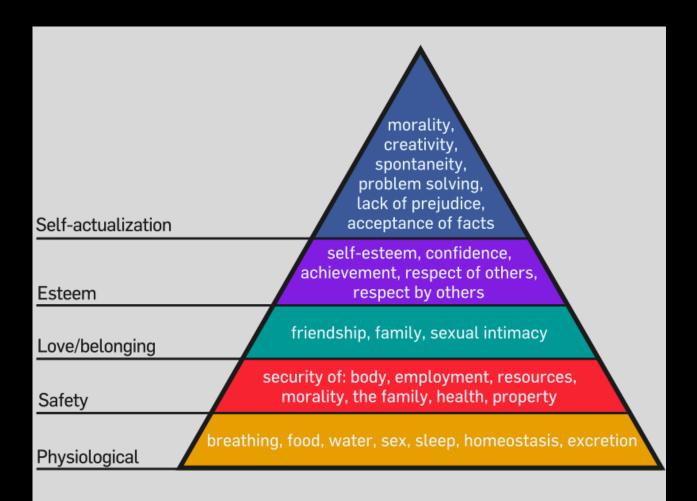
Abraham Harold Maslow



The needs of humans, in their most basic form

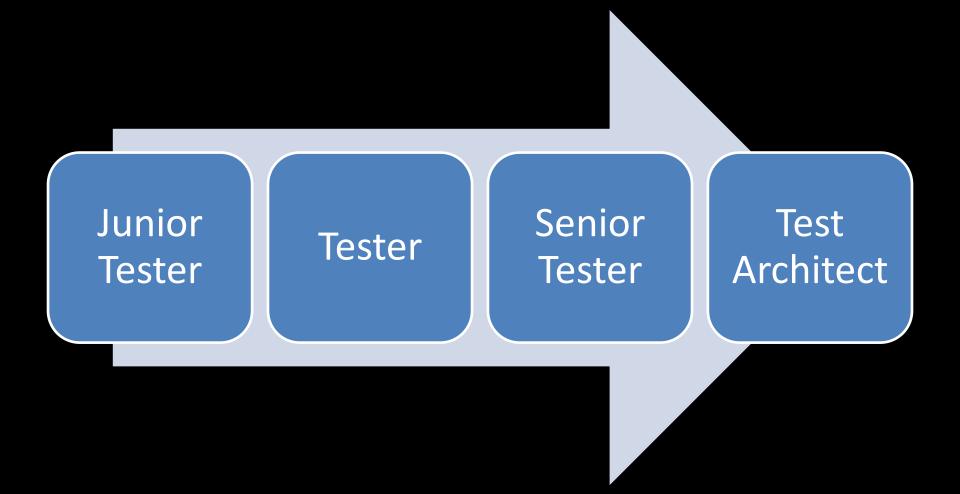
Humanistic theories of self-actualization

Qualities of self-actualizing people



Meta-motivation

Consider a Typical Career Path



And Another

Junior Tester

Senior Test Lead

Test Team Leader

Test Manager

But what if we forgot about roles and job descriptions?

Building Blocks



Testing is just a job. 'Anyone can do the testing'
No respect or support from management

Learning

Testing is mandated and a test team exists. But testers are mostly seen as an annoyance.

Safety

Acceptance

Testing is just a job. 'Anyone can do the testing'
No respect or support from management

Physiological

Respect

Testers are seen as a key part of the team. Testing is taken seriously and testers are consulted

Testing is mandated and a test team exists.
But testers are mostly seen as an annoyance.

Safety

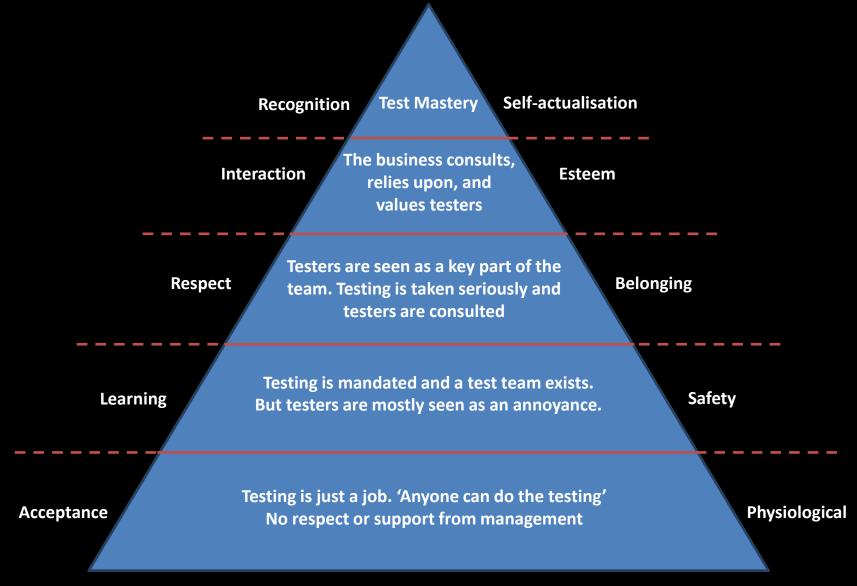
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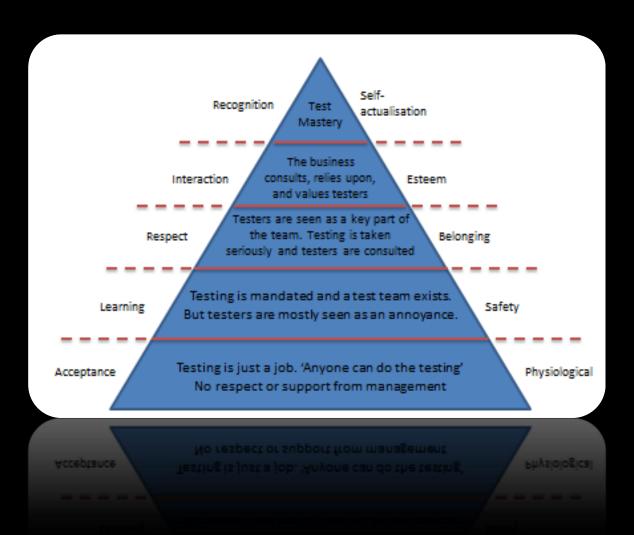
The business consults, Interaction **Esteem** relies upon, and values testers Testers are seen as a key part of the **Belonging** Respect team. Testing is taken seriously and testers are consulted Testing is mandated and a test team exists. Learning Safety But testers are mostly seen as an annoyance. Testing is just a job. 'Anyone can do the testing' **Physiological Acceptance** No respect or support from management



"What a man can be, he must be."

What affects your movement between levels?

Where are you?



Questions?

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