
Bugs For Sale

Encontro Brasileiro de Testes de Software
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1

“Sell” Bugs?

- What is selling of bugs?
 - Reporting them so people want to invest in them
 - Getting managers to assign and developers to fix them
- Why sell them?
 - We don't want bugs in the code
 - We don't like bugs in the code
 - We want appropriate attention to be paid

So good decisions can be made about them!

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2

Balancing Our Efforts

- Time spent:
 - Finding bugs
 - Investigating them
 - Reporting them
 - Working to get them fixed
- The more time on one, the less for the others

Selling

- Motivate the buyer
 - Make the bug clear
 - Make it interesting
- Overcome objections
 - Getting past their excuses for not fixing it
- Our best sales tool is the bug report
- Our next best tool is ourselves

What We're Selling

- Information about the bug
- Call to action

- Example of the microcode
 - Device recalls
 - Problems had been found
 - Problems had been reported
 - They hadn't been fixed
 - Too much focus on finding, not enough on selling

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5

Reporting Bugs

- It's not just about identifying bugs
- It's about presenting a bug so it's easily understood
- It's about presenting it in its strongest (honestly described) light
- It's about presenting it in a way that connects with the concerns of stakeholders with influence

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6

Some Reasons Why Someone Wants to Fix a Bug

- It is a breach of contract
- Management has said that they really want it fixed
- It looks really bad
- It will affect lots of people
- Getting to it is trivially easy
- A bug like it has embarrassed the company or a competitor
- It looks like an interesting puzzle
- You said you want this particular bug fixed, and the programmer likes you

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7

Some Reasons Why Someone Doesn't Want to Fix a Bug

- It is not in the contract
- Management doesn't care
- The report is difficult to understand
- It doesn't look too bad
- It will only affect a few people
- Getting to it is complicated
- It doesn't look interesting
- The programmer doesn't like you or trust you

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8

Make the Bug More Attractive

- Clear description
 - “Headline”
- Focus on one bug
- Clear reproduction steps
- Indication of severity
- Comparative importance

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9

Research the Bugs

- Uncorner the corner cases
- Look for more general cases
 - Functions
 - Values
 - Configurations
- Look for more severe symptoms
- Research literature for similar bugs

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10

Selling Ourselves

- Our credibility
 - Clear bug reports
 - Investigated appropriately
 - Honest assessments
 - Factual and unemotional
 - Choose our battles carefully and plan to win
- Solicit allies
 - Someone interested and has influence
 - Similar examples that had an impact

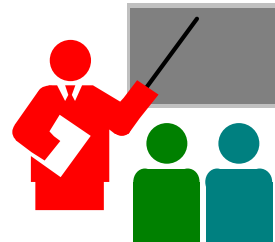
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11

Summary

- We need to “sell” our bugs
- Selling is about two things:
 - Motivating the buyer
 - Overcoming objections
- Write clear bug reports
- Know what we’re talking about
- Maintain our integrity and credibility



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12