Software product quality (SPQ) evaluation at young software companies from a developing country

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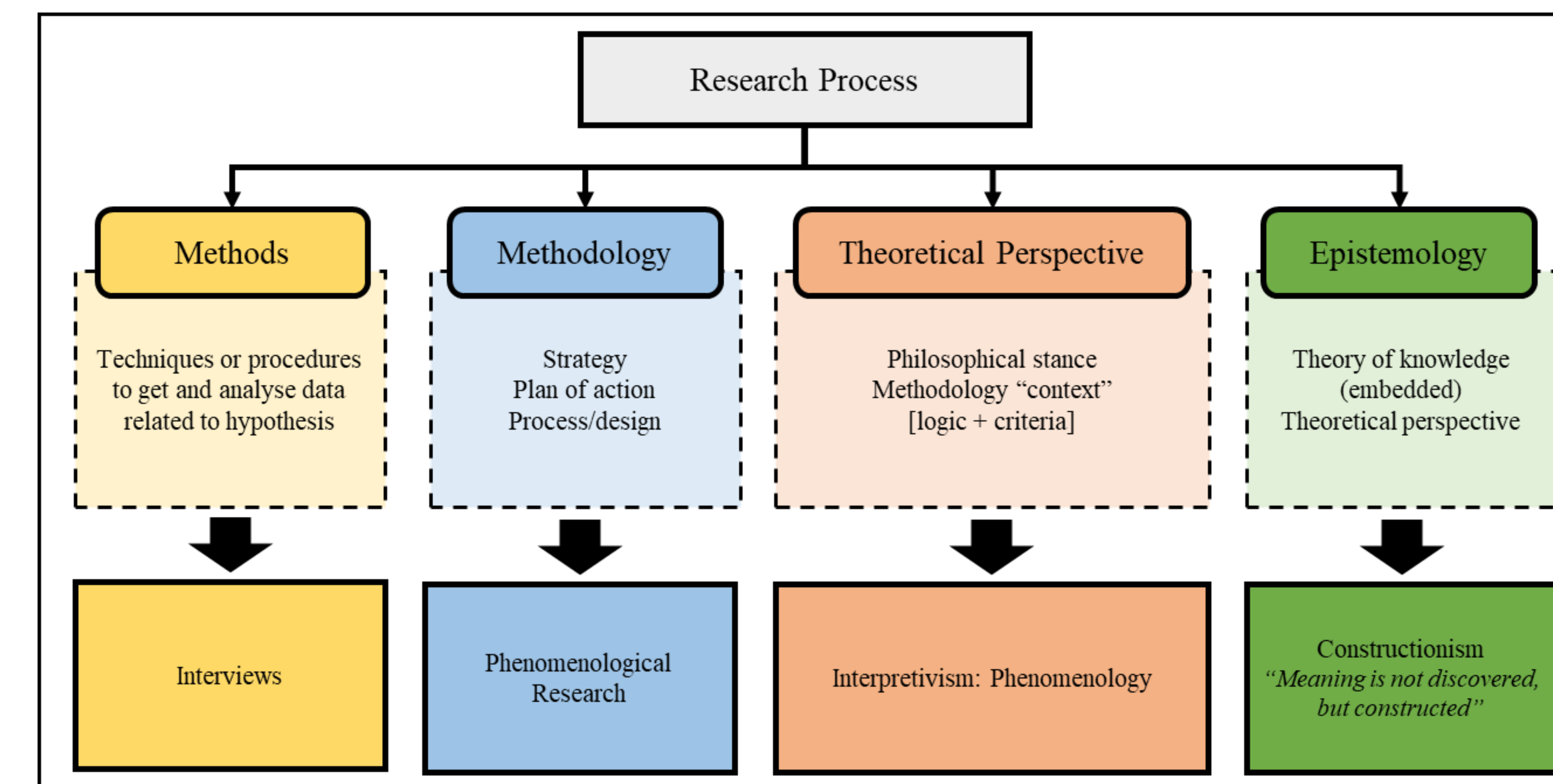## The issues with SPQ

(Procolombia, 2016)

- **64%** of software companies do not apply quality models and measures, which probably represents a difficulty in competitive and positioning capacities in the national and international markets (Procolombia, 2016; Fedesoft, 2016; Garzas *et al.*, 2013; Pelaez *et al.*, 2012)
- **32% exports** of Colombian software products and services were to countries such as the US, Spain, Ecuador, Mexico, Chile, and Peru (Fedesoft, 2016)
- **Adoption of new and more effective measures** are determinant for the productivity and competitiveness of software development companies (Pelaez *et al.*, 2011)
- Some studies suggest that **software quality evaluation** should be based directly on evidence about the **product** and **not on process** evidence (Rodriguez *et al.*, 2016; Soley and Curtis, 2013; Maibaum and Wassyng, 2008)

Research process

High quality software makes billions
Poor quality software breeds disasters
To create it you must know what it is
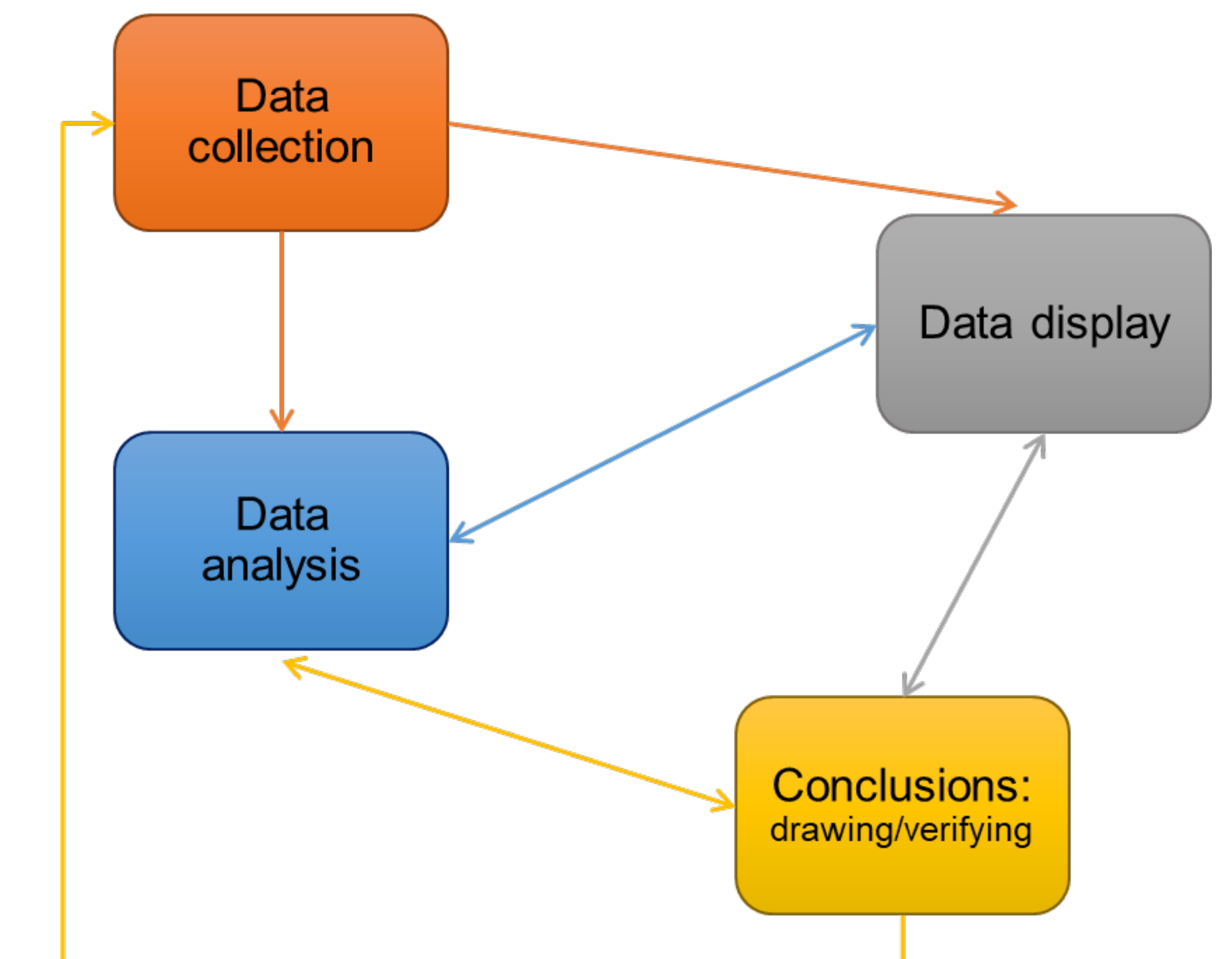*And you must be precise*

(Chambers & Associates, 2017)

How do Colombian software development companies evaluate software product quality?
- Classify software developers' experiences
- Identify characteristics and measures used in practice
- Develop an artefact that will be an empirical deep understanding on SPQ
- Propose a SPQ model for software development enterprises (SME)
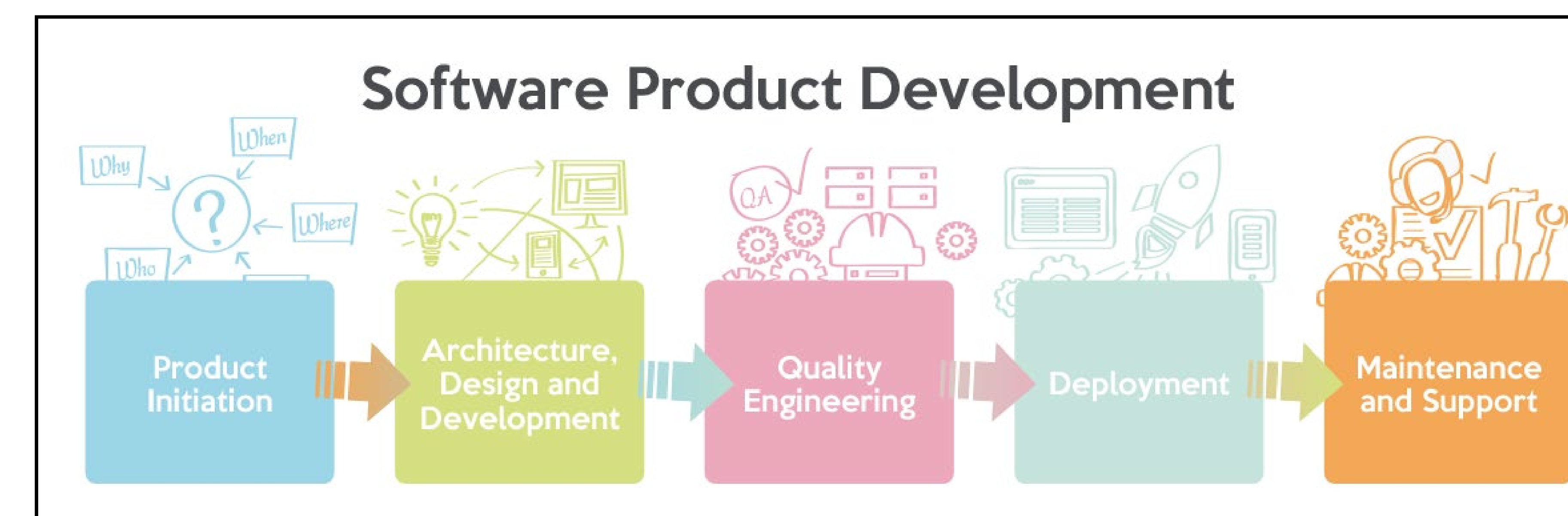
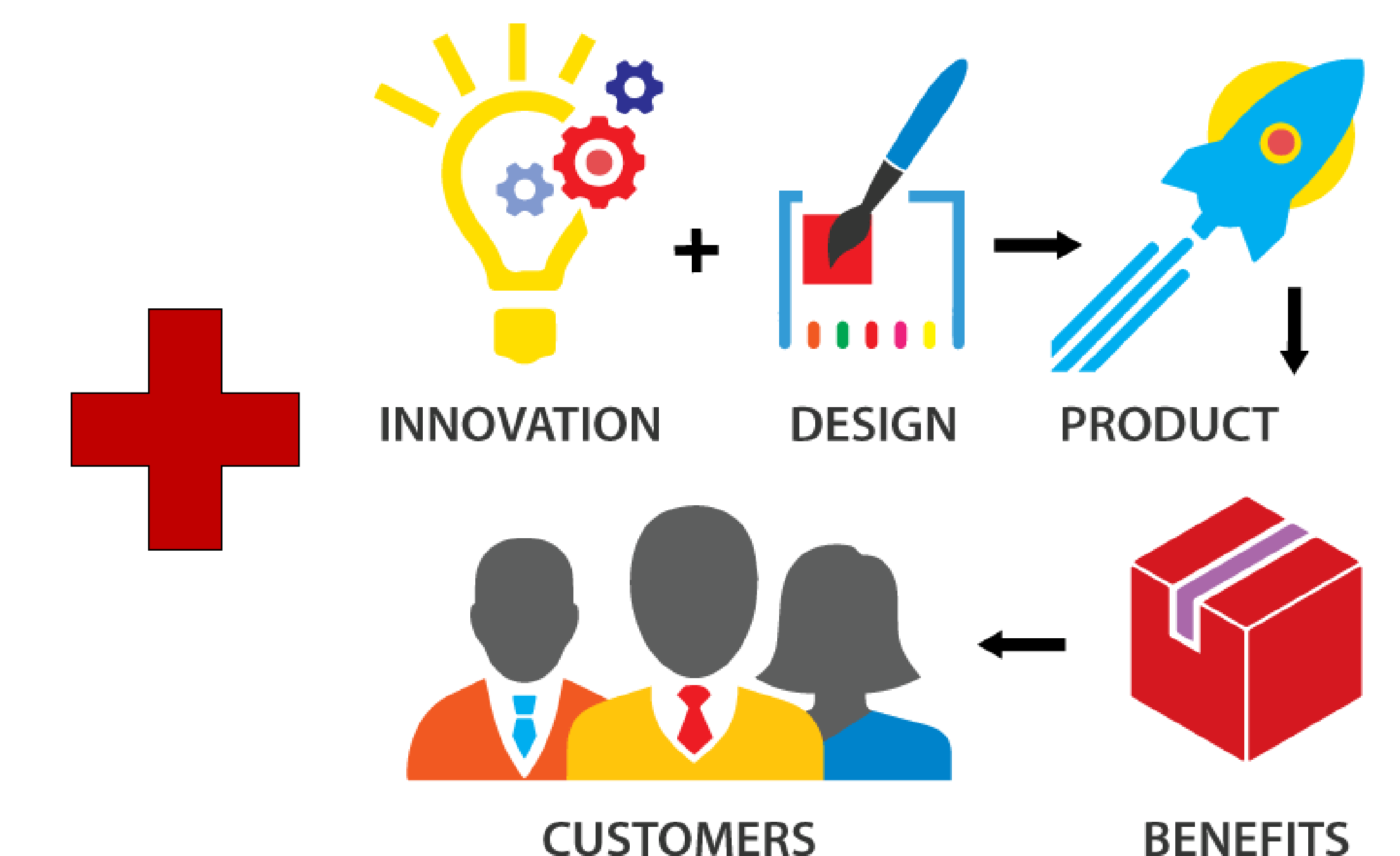## Research Design & Analysis

Adapted from Crotty, 1998; Creswell, 2007

Adapted from Bazeley, 2013; Miles, Huberman & Saldana, 2014

Findings

(JWH Global, 2019). Retrieved from
http://www.jwhglobal.com/index.php/about/product-development-maintenance/

(blueSequence, 2019). Retrieved from
http://www.bluesequence.com/services/product.html

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