As a practitioner in the technology industry, meeting deadlines is always the top priority in my work. Based on my experience, business opportunities are time-sensitive. The first product usually has a significant advantage in market competition, even when a better product is launched right after it. For example, ChatGPT rapidly took over the market when it was first launched. People became obsessed with it, consumer behavior stuck with it, and it easily became an iconic product. After that, subsequent products had a hard time competing with ChatGPT as consumer habits had already been established.

The same principle applies to software development. Project and delivery schedules are critical for a product in the ever-changing market. Deadlines are solid and objective, meaning the same thing for everybody. On the other hand, quality is more subjective. People could have different opinions on the quality of the same product, depending on their perspective and expectations. In project consideration, it is preferable to build a product with the consensus of most stakeholders. Focusing on meeting deadlines is thus more reasonable to fulfill expectations when compared to prioritizing quality.

To be more specific, let’s consider an example of how a project is executed: project managers set up project scope with prioritization, tasks are broken down into hourly efforts, features with lower priority are moved to later phases of deliverables, and a launch plan is constructed based on stakeholder agreement. This process is effective in ensuring that the product output follows a planned timeline, and quality control is taken care of by software testing.

What if the project team chooses quality over schedule? Let’s say the project team decided to launch the product only when the quality standard gets perfect. The project team invested most of their effort in quality testing and implemented a comprehensive testing plan with enhanced standards for launchable products. This could result in either a human resources gap or a timeline extension. Both scenarios increase the budget, negatively affecting the overall project value.

In conclusion, meeting deadlines is more important to me as the overall project value is counting on it. Timing is critical for business and will always be my priority in project tasks handling.