1. *If your main quality focus is on monitoring and improving your process, are there any critical quality attributes that will fall through the cracks?*

I believe one of the critical quality attributes that may fall through the cracks is usability. An improved process does not mean it is intuitive, simple, and concise. Sometimes those improvements affect the usability attribute where users find it difficult and confusing to understand or use the improved product. I think Facebook is a perfect example for me to use, as they claim that they frequently improve their product, however, I personally think that by each "improvement" they make like adding video ads or frequently changing the layout, it usually comes with a bug or defect like you cannot exit the video or cannot find a certain feature which will eventually push users away from their platform because of how the usability factor got affected with the improved process. I also think the efficiency attribute gets affected, especially from the time and human resource aspects. The more focused a process is on monitoring and improving, the higher costs it requires and more time it consumes, however, this investment is offset by increased end-quality.

2. *Which plays a more important role in managing software quality: product metrics or process metrics? Why?*

I think neither is more or less important because having the right process is necessary to create the right software and achieve success with an existing software, but on the other hand, there is no greater waste than a software created with great process and efficiency that nobody wants or waiting for. However, I would say that product metrics could be more important at the early stages of the software to ensure that you are building the right product for the right people, while process metrics could be more important on a long enough time scale where you will need to better serve your current customers and find new ones. That is, I believe both are equally important, but it depends on the time scale of the software to decide which factor is more important.