

1. *What role should measurement play in a good testing strategy?*

I believe that measurement plays an important role in evaluating the effectiveness of a good testing strategy by collecting and analyzing several key metrics like performance, functionality, etc., finding the relation between data points, and correlating cause and effect that can help in decision making and determining if changes need to be made to that strategy, which accordingly improves that quality and efficiency of the testing strategy which also improves the quality of the software.

2. *If you were involved in a development group that already had used a testing strategy for its products, what is the best way to decide how that strategy can be improved?*

I think the best way to decide how a testing strategy can be improved is by using testing metrics (like product, process, and project related metrics) to identify the target audience, understand the specific type and amount of improvement required, and make correct decisions for the corrective actions to be taken. So, I believe we will need to identify, analyze, and understand the specific metric that is to be measured (like the number of test scripts to be daily executed or number of bugs found outside a test set), then explain the need for each metric to the testing team and educating them about the data points need to be captured for processing the metric, then lastly develop a report with effective conclusion that identifies the improvement needed based on the analysis of the defined metrics and distribute that report to the stakeholders to take their feedback and apply such improvement once they approve it.