"Quality Assurance"

A developer's approach

What's is it?

Techopedia

Software quality assurance (SQA) is a process that ensures that developed software meets and complies with defined or standardized quality specifications. SQA is an ongoing process within the software development life cycle (SDLC) that routinely checks the developed software to ensure it meets desired quality measures.

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A process/effort that ensures that processes are followed, that the processes have us doing the right things, the right way, and when they fail to be used or fail to perform as expected we have a way to correct, adjust, or escalate the matter until it is resolved to everyone's satisfaction. Everything else "QA" is some effort to implement/support the above

Quality {Control,Assurance}

Quality Assurance

Makes sure you are doing the right things, the right way.

Quality Control

Makes sure the results of what you've done are what you expected.

So...?

Tests Automation

Tests against known/expected behaviours.

We need to go deeper

When coding

When (UI,UX)-ing

When stressing

"What if...?"

Be creative, think outside the box