GS GOLD STANDARD WEB

OUR QUALITY STANDARD

# Gold Standard QA

Most software ships when it looks like it works. Ours ships when it's **proven to**. Gold Standard QA is the standard every product we build has to pass before a customer ever sees it: the code, real use, the purchase, the experience and the results.

| 99%+ | 90%+ | 0 | 0 | 100% |
|---|---|---|---|---|
| of the code must be run by automated tests | of bugs we plant on purpose must be caught | known security holes allowed in shipped code | dead buttons, broken links or failed forms | of purchase steps proven before release |

## 1 THE CODE WORKS, AND STAYS SAFE

- **Every-change gate.** No change is saved until type checks, quality and security rules, and the full test suite all pass. Zero warnings allowed.
- **Scenario testing.** Each promise the software makes ("never lose your data") is checked against thousands of generated situations.
- **Bug planting.** We plant thousands of small bugs on purpose. The tests must catch at least 90%, which proves the tests are sound.
- **Vulnerability and secret scans.** Every library is checked against security advisories, and every file for leaked keys. Shipped code must have none.
- **Coverage floor.** At least 99% of the code must be run by tests. A change that lowers the number is refused.
- **Attack and timing tests.** We play a hostile user, and we test two things happening at the same moment: the bugs ordinary tests can't see.
- **Permission proof.** Every access check is removed, one at a time, to prove a test fails without it.
- **Independent review and live proof.** A reviewer who didn't write the code tries to break it, and nothing is done until it worked on a real test site.

## + IT WORKS THE FIRST TIME

- **Click-through test.** Every button is pressed, every link followed and every form sent, on desktop and phone. A dead button stops the release.
- **Purchase test.** In a safe test mode we buy the product and confirm the account unlocks, the receipt arrives, and a declined card, a cancel and a refund all behave.
- **Customer paths.** The main jobs a customer does are run from start to finish, with the result checked at each step.
- **Confused-customer pass.** A reviewer uses it like a first-time customer: wrong order, back button, double press, half-filled form.

## 2 THE EXPERIENCE IS CLEAR

- **Plain-words review.** Every screen, email and help page is checked for plain language and whether it answers the reader's question.
- **Audience walkthroughs.** Each product is walked through as its real users, on desktop and phone.
- **Accessibility and speed.** Screen readers, contrast, keyboard use and load time, with minimums that must be met.

## 3 THE RESULTS ARE MEASURED

- **Offer and checkout review.** A clear offer, a plain price, real proof, no surprise steps and no tricks.
- **Real numbers.** Visits, sign-ups and purchases are tracked, and changes are tested one at a time.
- **Improvement review.** A regular review of our processes and tools, looking for anything that makes the product better.

### IF A CHECK FAILS

The release stops. Not for a deadline, and not for a small one. Every minimum is a fixed number that only ever goes up.

### WHO DOES THE TESTING

The builder never checks its own work. Release testing is a separate, independent run that has never seen how the product was built.

### WHAT YOU GET

Every release has a written QA report: each check, its result, what was found and what was fixed. Ask for it.

**If a check fails, the release stops.** That's the standard.

goldstandardweb.com/qa