Establishing a Measurement Program

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Outline

- Measurement Overview
- Generating Business Goals
- Matching Business Goals to Measurement Goals
- Goal Oriented Measurement
- Guidelines for Establishing a Measurement Program
- Discussion





Measurement Overview

Importance of Measurement

Create a corporate memory - baselines/models of current practices e.g., how much will a project cost, where am I spending my money?

Plan, track and control project development and evolution e.g., what should happen, is it happening?

Determine strengths and weaknesses of the current processes e.g., are certain types of errors commonplace?

Develop a **rationale** for adopting/refining decisions e.g., what techniques will minimize the problems, change the baselines?

Assess the impact of decisions

e.g., has a approach reduced cost and schedule, and improved quality, what is the return on investment for a new process?

Evaluate the quality of the process/product

e.g., what is the reliability of the product before delivery, after delivery?







What are the levels of sophistication of goals? Measurement Capability Maturity

Characterize

Describe and differentiate processes and products Build descriptive models and baselines

Understand

Explain associations/dependencies between processes and products Discover causal relationships *Analyze models*

Evaluate

Assess achievement of quality goals, impact of technology on products *Compare models*

Predict

Estimate expected product quality and process resource consumption *Build predictive models*

Motivate/Improve

Describe what we need to do to control and manage software Build prescriptive models



Software Measurement

What can we measure?

Resource Data:

Effort by activity, phase, type of personnel

Computer time

Calendar time

Change/Defect Data:

Changes and defects by various classification schemes

Process Data:

Process definition and conformance

Domain understanding

Product Data:

Product characteristics

logical, e.g., application domain, function

physical, e.g., size, structure

Usage and context information, e.g., design method used





Generating Business Goals

Business Goals to Measurement Goals through strategies

- Business Goals Goals applicable to an organization or part of an organization that is concerned with the business or mission of that organization; also called organizational goals, strategic goals *Example: Improve customer satisfaction*
- Strategies for
achieving goalsWrite a set of strategies for each goal
- Assumptions Decision factors that tends to be unclear and that might change (could be wrong)





Relationships among Goals

Hierarchy	top goal, easily articulated sub-goals for organization, inherited by the divisions, inherited by project and individuals
Complementary goals	Support the current goal
Competing goals	Conflict with the current goal
Indifferent goals	Don't affect the current goal
(Timeframe)	Long-term vs. short-term, point in time vs. period, dynamic vs. static, permanent vs. temporary



Essential Business Goal Types

Growth goals: acquire new projects with current core competencies areas; expand existing projects; evolve new competencies

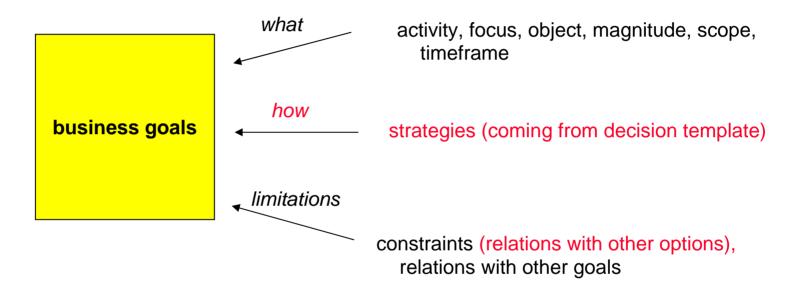
Success goals: deliver good products to customers; control costs; shrink schedule; Increase profits; getting corporate visibility [awards etc.], building core competency)

Maintain principle (internal) goals: (transparency, employee satisfaction, controlled risk, learning environment) → measure to assure no decrease

Specific focus goals: (make helpdesk more efficient, predict if proposal effort has a good ROI)



Important Elements of Goals







Business Goal Template Activity Reduce, increase, achieve, pursue, provide, Focus cost, profit, turnover, market share, prestige, customer satisfaction. people, market, a project, collection of projects, Object customer, services for the population x%, 1000K, y% more than last year, Magnitude (degree) 3 years, 1. January 2008, permanently, from ... to ..., **Timeframe** whole organization, business unit A, a person,... Scope (who, context) Constraints limited influence on certain factors, laws, mission (limitations) statement & basic principles, ... **Relation with other** other business goals, tradeoffs, hierarchy, ordering, goals





Example 1: Success Goal: Customer Satisfaction

Activity	Increase
Focus	Customer Satisfaction with respect to Product Quality
Object	Customer Satisfaction Index
Magnitude (degree)	by 10%
Timeframe	Per year for the next 5 years
Scope (who, context)	(5% by division A, 15% by division B)
Constraints (limitations)	basic principles, infrastructure (e.g., staff size, training), investment
Relations with other goals	Can conflict with development cost goals, schedule goals,



Example 2: Success Goal: Reduce Cycle Time

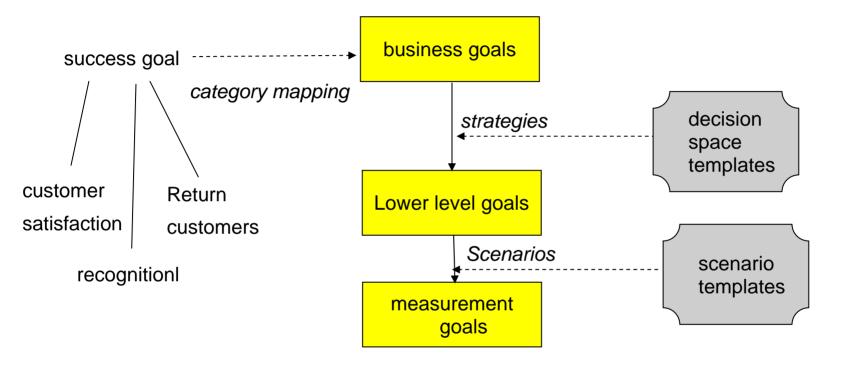
Activity	Reduce
Focus	Time to Delivery
Object	Calendar Time
Magnitude (degree)	by 20%
Timeframe	next three years
Scope (who, context)	(10% by division A, 30% by division B)
Constraints (limitations)	basic principles, infrastructure (e.g., staff size, training), investment

Relations with other goals

Can conflict with development cost goals, quality goals, ...

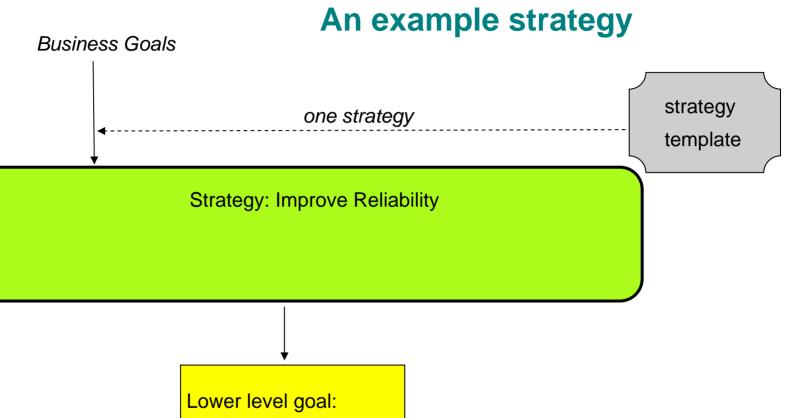


Mapping Business Goals on Strategies and Measurement Goals







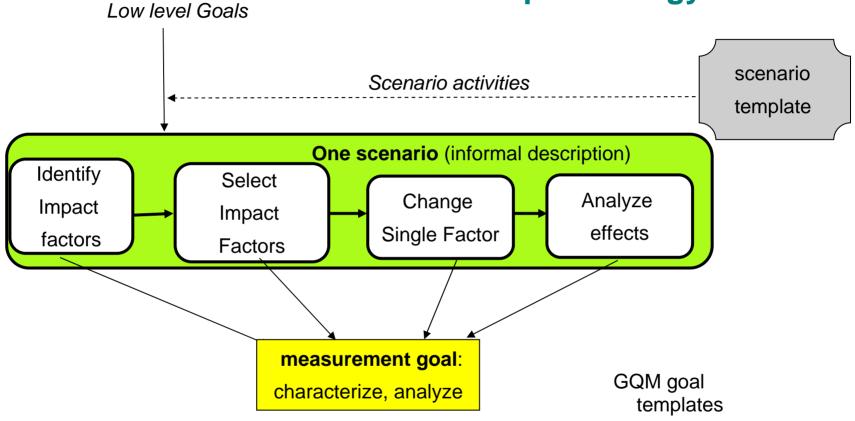


Improve System Test





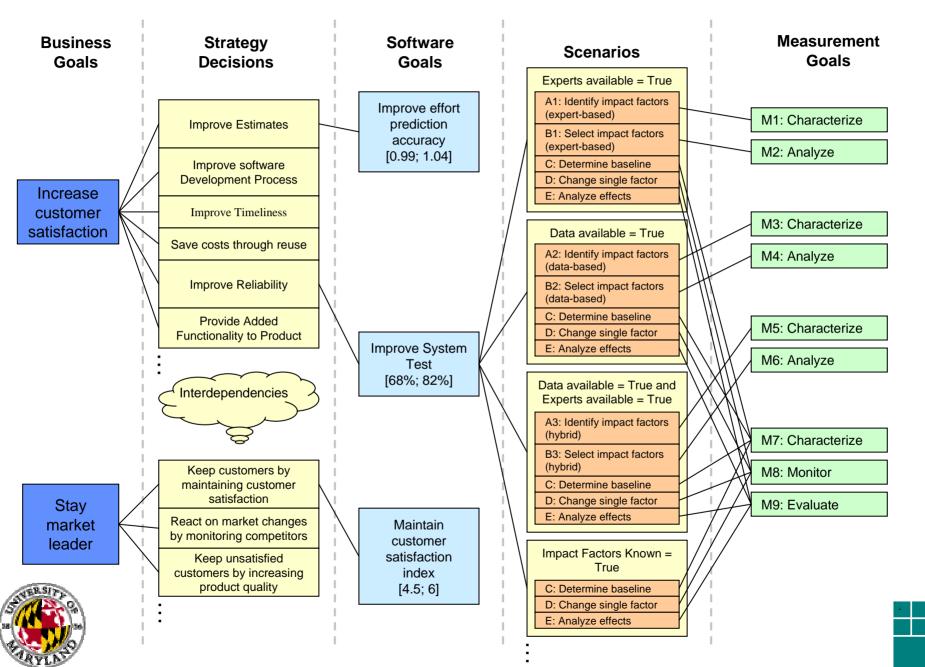
An example strategy

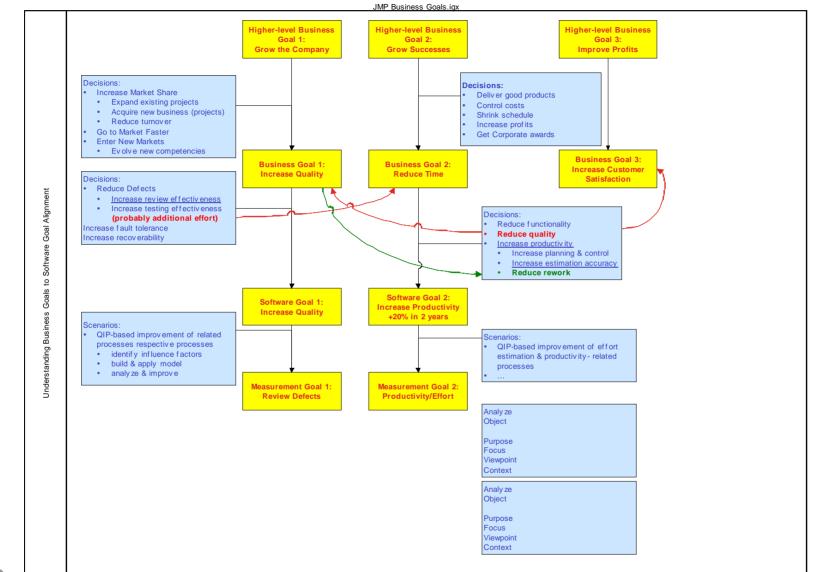






Business Goals to Software Goals to Measurement Goals









Matching Business Goals to Software Goals

Software Measurement Needs

What is needed to support and sustain the activity?

Where is goal and data definition and analysis support needed? Definition of corporate goals Mapping of corporate goals onto software goals Mapping of software goals onto measurement goals Mapping of goals onto models Mapping of models onto existing data Interpretation of data based upon goals Presentation of data to various stakeholders

How is the measurement process embedded in the organization?

Organization Structure

Integrate many projects into a single measurement framework e.g., Experience Factory, SEPG/Measurement group.

Data Collection

By project aggregate up to central group By central group





Problems Establishing a Software Measurement Program

Defining the right goals

Tying corporate goals to software goals Inheriting software goals from corporate goals Identifying the context and temporal aspects of goal definition and achievement

Collecting the right data

The tension between individual project needs and corporate needs with respect to measures taken

Maximizing benefits while minimizing costs of data collection and analysis

Taking maximum advantage of existing data

Defining and Sustaining the measurement process

Creating the right organizational structure

Getting feedback to projects in a timely fashion

Maintaining commitment within all organizational levels





Attacking the Problems

Building an Effective Software Measurement Program is difficult

It requires support for

- Defining and integrating an organization's top level corporate goals with its software goals
- Mapping the software goals onto data, maximizing the use of existing data where possible
- Evolving the goals and data collected as the organization matures Storing and retrieving goals, data, and interpretations in context from an experience base

It involves decision making, observation, experience, facilitation, collaboration, analysis and synthesis about goals, contexts, and assumptions

Most organizations fall short of putting together a successful program



Defining The Right Goals Goal Derivation Concepts

Goals

Needs of a particular stakeholder set for prescribing information Business Goals – goals the organization wishes to accomplish in general, Software Goals – goals related to the software process or product directly Measurement Goals – goals that can be made operational

Strategies

A hierarchical set of possible approaches for achieving the goal

Scenarios Templates

A set of steps that achieve the selected strategy

Assumptions

Estimated unknowns that can affect the interpretation of the data

Context Factors

Environment variables that change the kind of models and data that can be used

Scenario Instances

Scenario templates defined for specific assumptions and context variables





Building Measurement Scenarios

Select the right goals:

Identify the relationship between corporate and software **goals**, the **scenarios**, **assumptions**, **context factors**,

Business goal: Reduce product time to market

Assumption: Software is on the critical path to product delivery - thus shortening software development time is a reasonable approach

- <u>Related Software Strategies</u>: Reduce software functionality, shorten cycle time of software activities, trade-off software characteristics for schedule,...
 - Context Factor: Is this a one time/project goal or a long term corporate goal, meant to be sustained? This affects the resources to be allocated, ...

<u>Select Software Sub-strategy:</u> perform activities more efficiently, overlap activities, identify new time saving activities,

Selected Software Scenario: Perform activities more efficiently: what is the current calendar time of activities, which are using up the most schedule (where are the biggest opportunities for improvement), ...



Building Measurement Scenarios: Example 1

Choose the right scenarios instances:

Select the right measurement goals based upon what can you assume about the environment's maturity with respect to measurement

Perform activities more efficiently: what is the current calendar time of activities, which are using up the most schedule (where are the biggest opportunities for improvement), ...

Context Factor A: Baseline data exists at the activity level

Assumption: The selected set of projects that form the baseline is relevant to the current situation

Scenario Instance 1:

- 1. Build a schedule baseline by activity,
- 2. Identify activities that use a major calendar time,
- 3. Identify opportunities for improvement
- 4. Apply (Test) out the opportunities for improvement and record the effect on schedule





Building Measurement Scenarios: Example 2

Choose the right scenarios:

Select the right measurement goals based upon what can you assume about the environment's maturity with respect to measurement

Perform activities more efficiently: what is the current calendar time of activities, which are using up the most schedule (where are the biggest opportunities for improvement), ...

Context Factor B: No data exists

Scenario Instance 2:

- Propose explicit hypotheses about baselines, problems, and opportunities for improvement based upon available expertise
 Assumption: The guesses at the baselines are reasonable and will be updated with real baselines when available
- 2. Apply (Test) out the opportunities for improvement and record the effect on schedule





Building Measurement Scenarios

The results from the previous steps provide the information needed for measurement goals (GQM structure)

Analyze **representative projects** in order to **characterize** them with respect to **time & effort for each activity** from the point of view of **the Corporation**

Analyze **baseline data** in order to **evaluate** them with respect to **schedule shrinkage opportunities** from the point of view of **the Corporation**

Analyze **pilot project** in order to **evaluate** it with respect to **the effect** of a schedule shrinkage activity from the point of view of the Corporation

Select the right models, metrics, data given the data available What data exists? What is the basis for normalizing? Can the data be mapped onto the goals being generated



NASA Metrics Selection & Analysis Project

NASA Program Goal

"Advance software engineering practices to effectively meet the scientific and technological objectives of NASA"

Key objective - establish an agency-wide metrics program (for HQ, Centers, and Projects)

Measurement Challenges and Opportunities

Build experience base for hierarchy of project goals, aggregated to headquarters Develop link for project goals to headquarters goals

Develop scenarios that work effectively in different project contexts

Recognize the variation in project contexts and provide consistent goals using different models and data, e.g., variation in CMM levels among projects

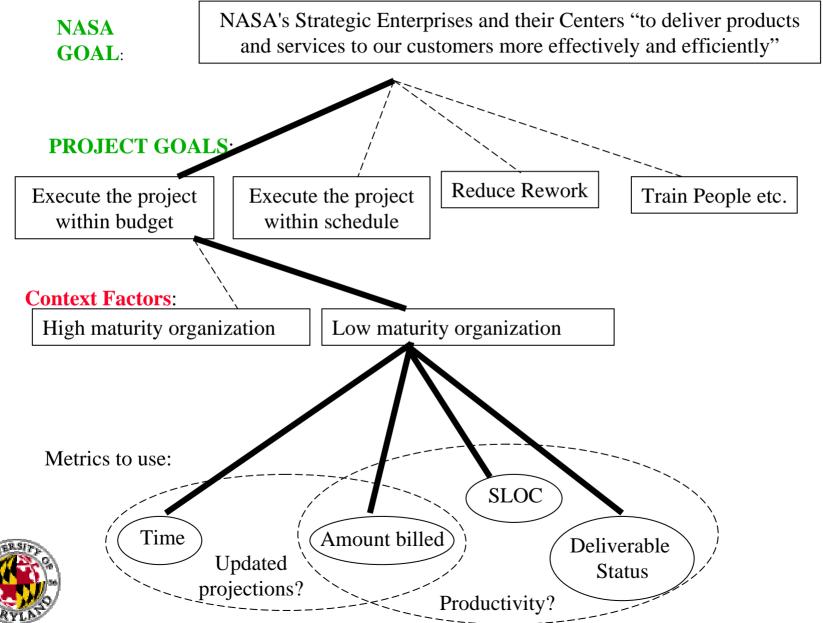
Make intelligent aggregations

Provide guidance and support in deploying the methodology across the projects

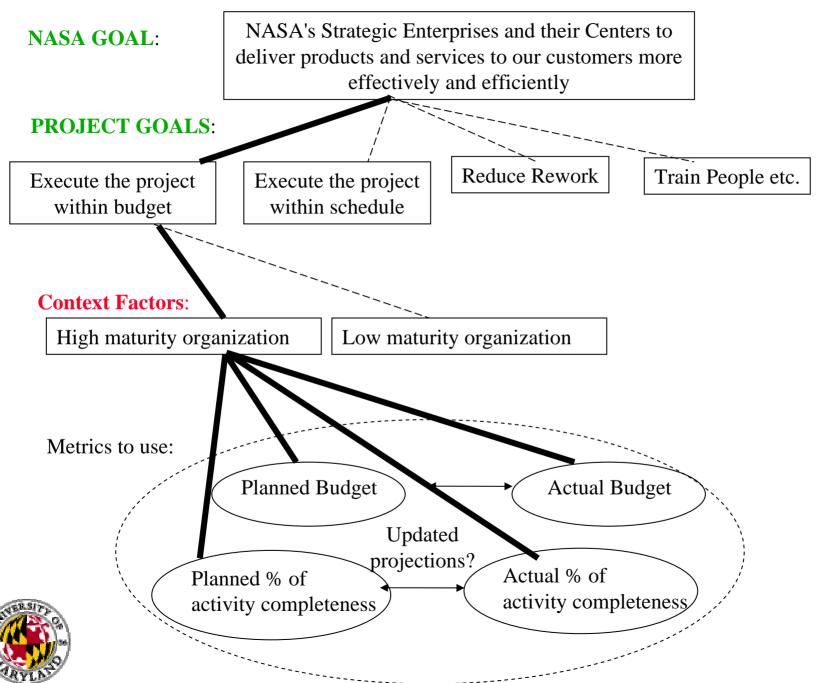
Develop analysis technique for grouping projects into common "types" based on project characteristics



Decision tree "Execute the project within budget, "low maturity context"



Decision tree "Execute the project within budget, "High maturity context":



Summary of Key Components for building a software measurement program

An **experience base** of goals and scenarios that allow for the measurement program to be tailored to specific context variables and assumptions and is based upon experiences with various organizations

A method that takes into account the need for

a goal hierarchy that allows goal choices for the needs of a particular organization and stakeholders

dependency of goals on one another, i.e., temporal relationships

scenarios for identifying clusters, recognizing which types of clusters are needed depending upon environmental constraints

mapping goals into existing data sets to maximize information while minimizing data collection

the inheritance of data across multiple goals, i.e., mapping the data required from one set of goals onto others

An expert to help set up the measurement program in a the particular organization, including the generation of the goals, measures, data, and analysis



The Goal Oriented Measurement

Software Measurement

Who are the stakeholders?

There are a variety of stakeholders at multiple levels

e.g., Manager, Customer, User, Organization, Developer

What does each want to know?

Determines what we measure

But these points of view need to be integrated and linked and interpreted for each viewpoint based on common data

How are the appropriate metrics determined?

There are measurement methods to support metric definition and interpretation

e.g., Goal/Question/Metric Paradigm (GQM), Practical Software Measurement (PSM), Balanced Scorecard (BSC), ...



Measurement Infrastructure

Measurement is not just the collection of data/metrics

calendar time number of open problems number of defects found in inspections cyclomatic complexity machine time lines of code/module total lines of code severity of failures total effort total number of defects lines of code/staff month number of failures during system test

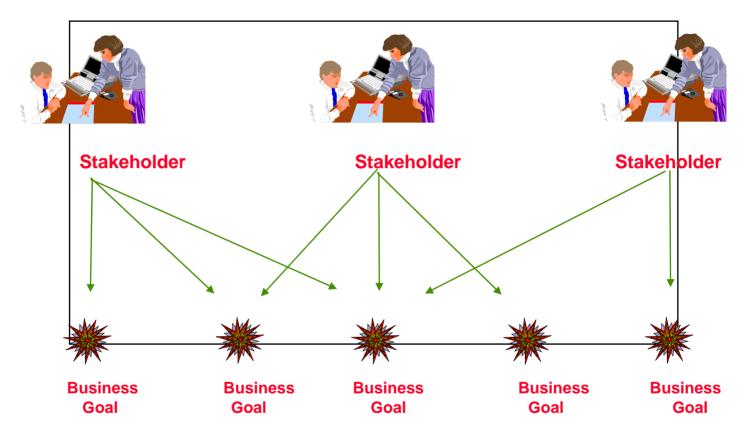
Measurement must be driven by goals and models

for the processes and products, projects, organization





Measurement Infrastructure

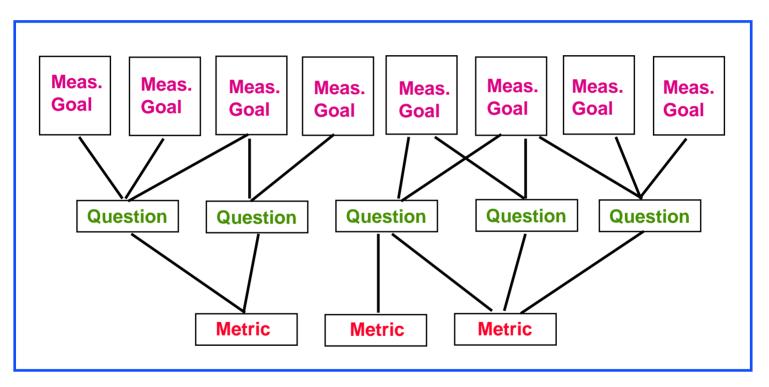


- Internal and external stakeholders have their own goals
- Well defined goals enable business success





Measurement Infrastructure Goal Based Measurement



- Each metric supports multiple goals
- Questions focus metric selection and in-process analysis





Measurement Infrastructure

Goal/Question/Metric Approach

A mechanism for defining and interpreting operational, measurable goals

It uses four parameters:

a model of an **object of study**,

e.g., a process, product, or any other experience model

a model of one or more focuses,

e.g., models that view the object of study for particular characteristics

a point of view,

e.g., the perspective of the stakeholder needing the information

a purpose,

e.g., how the results will be used

to generate a **GQM model**



relative to a particular context (environment)

Goal/Question/Metric Approach Goal Generation Template

Goals may be defined for any object, for a variety of reasons, with respect to various models of quality, from various points of view, relative to a particular environment.

Analyze some

(object of study: process, product, other experience model)

to

(purpose: characterize, evaluate, predict, motivate, improve)

with respect to

(focus: cost, correctness, defect removal, changes, reliability, user friendliness,...)

from the point of view of

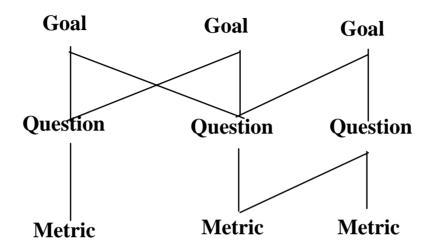
(stakeholder: user, customer, manager, developer, corporation,...)

in the following **context**

(problem factors, people factors, resource factors, process factors,...)



Goal/Question/Metric Approach Relating goals to Metrics



A Goal links two models: a model of the object of interest and a model of the focus and develops an integrated GQM model

Goal: Analyze the final product to <u>characterize</u> it with respect to the various defect classes from the point of view of the <u>organization</u>
Question: What is the error distribution by phase of entry?
Metric: Number of Requirements Errors, Number of Design Errors, ...



Goal/Question/Metric Approach Relating goals to Metrics

• Business Goal

- Understand problem areas in the software business

A Measurement Goal

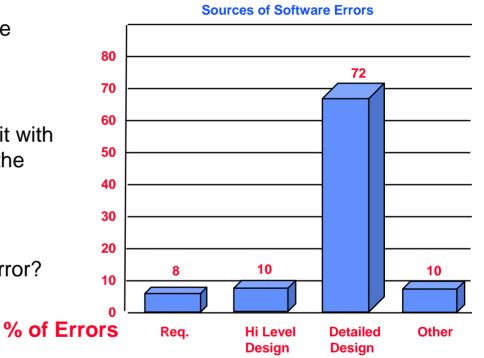
- Analyze the final product to characterize it with respect to the various defect classes from the point of view of the organization

Question

- What is the error distribution by type of error?

• Metrics

- Number of Requirements Errors, Number of Design Errors, ...



Type of Error



Goal/Question/Metric Approach Relating goals to Metrics

Develop a set of corporate, division and project **business goals and associated measurement goals** for productivity and quality.

Generate questions (based upon models) that define those goals as completely as possible in a quantifiable way.

Specify the **measures** needed to be collected to answer those questions and track process and product conformance to the goals.

Develop mechanisms for data collection.

Collect, validate and analyze the data in real time to provide feedback to projects for corrective action.

Analyze the data in a postmortem fashion to assess conformance to the goals and make recommendations for future improvements.



Goal/Question/Metric Approach Process Goal: Example

Consider the following situation:

An organization has decided that its customers are reporting too many failures and that most of these problems should have been caught during system test.

It is considering adopting a new system test process (a risk and expense) and wants to try the new system test process on several projects to determine if it is doable and more effective than what it has been doing

The organization has data on the number of faults identified by the system test process and released to the field for various products. It uses a waterfall type life cycle process, ...

To make an informed decision it must define the new test process, determine if it is being followed, characterize how well the process is identifying faults, and compare it to what they were doing before



Goal/Question/Metric Approach Process Goal: Example

System Test Process Evaluation Goal:

Analyze the <u>system test process</u> for the purpose of <u>evaluation</u> with respect to <u>defect slippage</u> from the point of view of the <u>corporation</u>.

System Test Process Model:

<u>Goal</u>: Generate a set of tests consistent with the complexity and importance of each requirement.

<u>Procedure</u>: (1) Enumerate the requirements, (2) Rate importance by marketing, (3) Rate complexity by system tester, (4) ...

System Test Process Definition Goal:

Analyze the <u>software product requirements</u> for the purpose of <u>characterizing</u> them with respect to <u>a set of tests consistent with the</u> <u>complexity and importance of each requirement</u> from the point of view of the <u>tester and marketer</u> respectively.





Goal/Question/Metric Approach Defect Slippage Model

Analyze the <u>system test process</u> for the purpose of <u>evaluation</u> with respect to <u>defect slippage</u> from the point of view of the <u>corporation</u>.

Defect Slippage Model:

Let **Fc** = the ratio of faults found in system test to the faults found after system test on this project.

Let **Fs** = the ratio of faults found in system test to the faults found after system test in the set of projects used as a basis for comparison.

Let **QF** = **Fc/Fs** = the relationship of system test on this project to faults as compared to the average the appropriate basis set.





Goal/Question/Metric Approach Simple Interpretation of Defect Slippage Model

if QF > 1 then

method better than history

check process conformance

if process conformance poor

improve process or process conformance

check domain conformance

if domain conformance poor

improve object or domain training

if QF = 1 then

method equivalent to history

if cost lower than normal then method cost effective check process conformance

if QF < 1 then

check process conformance if process conformance good check domain conformance if domain conformance good method poor for this class of project





Guidelines for Building a Measurement Program

Establishing A Measurement Program Guidelines from the SEL

The most important rule is to

Understand that software measurement is a means to an end, not an end in itself

Three key reasons for Measurement Understanding the Business

Baseline models and relationships Key characteristics

Managing Software Projects

Planning and estimating Tracking actuals versus estimates Validating models

Guiding Improvement



Understanding Assessing Packaging



Establishing A Measurement Program Guidelines from the SEL

Understanding the Business

The most important reason for measurement is to understand your business

How much are we spending on software development? Where do we allocate and use resources throughout the life cycle? How much effort do we expend specifically on testing software? What types of errors and changes are typical on our projects? How long will it take me to finish testing this software? Is reliability a function of testing time? Should I impose stronger testing standards?

So we need to build baseline models and relationships as a basis for all forms of understanding



. . .

Establishing A Measurement Program Guidelines from the SEL

Managing Software Projects

Planning and estimating Build models of relationships for key variables

Tracking actuals versus estimates Track your progress in real time and compare to your baselines

Validating models

Learn how and when your models are changing so you can modify them

Focus on applying results rather than collecting data





ESTABLISHING A MEASUREMENT PROGRAM Guidelines from the SEL Guiding Process Improvement

The three basic steps are: Understanding Assessing Packaging

Understanding and characterizing helps you understand where you are

Assessing involves learning what works and what doesn't

Packaging involves making what you have learned a part of your business



ESTABLISHING A MEASUREMENT PROGRAM Guidelines from the SEL Key Issue for Setting Up a Program

Understand the goals prioritize

Understand how to apply measurement multiple customers for the results

Set expectations for change measurement introduces change

Plan to achieve an early success show the investment is worth while

Focus locally gain should be to local organization

Start small let the scope evolve based upon success





ESTABLISHING A MEASUREMENT PROGRAM Guidelines from the SEL

Key Issue for Setting Up a Program

Organize the analysts separately from the developer their goals and processes are different

Make sure the measures apply to the goals don't collect data for data's sake

Keep the number of measures to a minimum there is a real cost associated with measurement

Avoid over-reporting measurement data make the results as crisp and clear as possible

Budget for the cost of the measurement program include all costs in planning and tailor it to fit the goals and budget

Plan to spend at least 3X as much on data analysis and use as on data collection the real payoff is in the analysis and use





ESTABLISHING A MEASUREMENT PROGRAM Guidelines from the SEL

Costs in a Mature Program

The cost of **data collection** should not add more than 1 to 2 percent to the software development or maintenance budget

includes completing forms, participating in interviews, attending training sessions and helping characterize project development

The **data processing** element of the measurement program may cost 3 percent of the total development budget

includes collecting, archiving, validating, and maintaining the measurement data

The cost of the **analysis** element of the measurement program may cost 5 percent of the total project budget

includes design of studies, information analysis, project interaction, packaging





ESTABLISHING A MEASUREMENT PROGRAM Guidelines from the SEL

Experience-Based Guidelines

Data collection should not be the dominant element of process improvement; application of measures is the goal

The focus of a measurement program must be self improvement, not external comparison

Measurement data are fallible, inconsistent, and incomplete

The capability to quantify a process or product with measurement data is limited by the abilities of the analysis

Personnel treat measurement as an annoyance, not a significant threat

Automation of measurement has limits





Questions

Back-Up Slides

Defining the measurements to evaluate the new test method

Process Goal Example Test Method Process Conformance

Characterize the test method experience of the test team.

(subjective rating per person)

- 0 none
- 1 have read the manuals
- 2 have had a training course
- 3 have had experience in a laboratory environment
- 4 have used on a project before
- 5 have used on several projects before

How many requirements are there?

(enumerate them)

What is the importance of each requirement?

(Subjective rating 0 - 5 by marketing and testers)

- 0 not important, could be left out
- 1 not too important, may affect some users
- 2 mildly important, will affect some users
- 3 important, should affect most users
- 4 extremely important, part of the essence of the system
- 5 critical, without this the system is useless



Process Goal Example Test Method Process Conformance

What is the complexity of testing each requirement?

(subjective rating 0 - 5 by tester)

- 0 doesn't need to be tested
- 1 easy to test, one test should do it
- 2 reasonably easy to test, only a few ad hoc tests are needed
- 3 not easy to test, requires carefully made up test suite
- 4 very difficult to test, requires a lot of thought to make up a good test suite
- 5 extremely difficult to test, requires a large, complex test suite

What is the distribution of tests over requirements?

(number of tests/requirement)

Is the number of tests/requirement consistent with its complexity and importance?

- 0 there are no tests for this requirement
- 1 there are several tests but not nearly enough
- 2 # of tests reasonable but insufficient for the importance/complexity
- 3 # tests are sufficient for the complexity and importance





Process Goal Example Object of Test Domain Understanding

Understanding of the Domain and Requirements

How familiar is the domain?

(subject rating 0 - 5 for each tester)

- 0 domain new to me
- 1 have had a course in the subject domain
- 2 have built or tested one system in this domain
- 3 have built and tested at least one system in this product line
- 4 have built and tested several systems in this domain
- 5 have tested and built several systems in this product line

How understandable are the requirements for this project? (subjective rating 0 - 5 for each requirement)

- 0 not understandable at all
- 1 requirement ambiguous or not sure what it means
- 2 not sure of the full ramifications
- 3 reasonably clear requirement
- 4 requirement is perfectly clear
- 5 have successfully tested this type of requirement before



Process Goal Example Object of Test Domain Understanding Quality of the Test Cases

How precisely are the tests (inputs, results) known in advance? (subjective rating 0 - 5)

- 0 there were no tests for this requirement
- 1 will make the inputs up at terminal
- 2 know the inputs but not the results
- 3 know the inputs and the range of the results
- 4 know the inputs and the results
- 5 have simulation results for the test cases

How confident are you that the result is correct?

(subjective rating 0 - 5)

- 0 there are no results
- 1 the results are incorrect
- 2 not sure the results are correct
- 3 think they are correct
- 4 reasonably sure they are correct
- 5 positive they are correct





Process Goal Example

Goal Focus: Cost of Use

What is the total cost of testing?

OR

(depending upon the level of granularity required)

What is the staff time to make a test?

What is the staff time to run a test and check the result?

What is the staff time to isolate the fault?

What is the staff time to design and implement a fix?

What is the staff time to retest?



What is the machine time used?



Process Goal Example Goal Focus: <u>Simple Defect Slippage Model</u>

Simple defect slippage model questions:

What is the number of faults failures discovered during system test, acceptance test and one month, six months, one year after system release on this project?

What is the number of faults failures discovered during system test, acceptance test and one month, six months, one year after system release on the set of projects classified as similar?

What is the ratio of faults in system test on this project to faults found from system test on?

What is the ratio of faults in system test on the set of similar projects to faults found from system test on?



What is the ratio of system test performance on this project to system test performance on the set of similar projects?



Process Goal Example

Data Sources: System test tables

System test table 1: Nature of requirements (Filled out after baselining of requirements)												
Req. #	ŧ	How understand	nt?	How important?								
R1	२१ 5					3						
System test table 2: Nature of tests (Filled out after test plan)												
Req. #of		How well are tests known?	Difficulty	Evaluation subj. stat		Are # of tests consistent with diff. & import?	Rating					
R1	5	3	2	3	3/50	4	4					
System test table 3: Results of the tests (Filled out after tests run)												
Test #		ailure? es : No	How conf are you ir		esults?	# of Faults found						
T1	X	_	3			1	-					



Process Goal Example Defect/Change Report Form

For each fault, record: Description of fault Date isolated Date fixed Time to fix # of components changed # of components that had to be examined # of components that were examined

Classifications:

Error origin

Error domain

Detection time

Omission/commission



Software aspect Failure severity

Process Goal Example Data Presentations

Slippage model data:

QEs REs, RPEs Es, Ea, Eo Histograms of: Number of faults found in each phase The number of requirements vs. subjective ratings of how understandable the requirement is importance of requirement difficulty of testing the requirement

Example:

Number of Requirements											
_	0	1		2	3	4	5				
RESIDENCE ST	Subjective rating of how understandable the requirement is										

