

PRACTICE OF PROBING · POP4

Insightful Management

Go beyond activity metrics. Use quality measures and system signals to understand, decide and manage risk.

For Project managers | Eliminate rework, enhance capacity | Assisted by doSmartQA with Zoe

Why now

> **More tests are not necessarily a good sign. What is needed is high-potency probes.**

What goes wrong

- Delivery is fast and continuous, so quality can no longer be judged once, at the end.
- Measures of activity and volume are not enough to judge risk.
- AI can increase test volume with ease, while real risk builds unseen.

What POP4 does

POP4 builds a probing discipline in your project managers, so they judge risk with measures that indicate outcomes, read quality continuously from system signals, and communicate quality health clearly.

The shift

From

- Reports that say what happened
- Quality judged once, at the end
- Coverage and volume mistaken for confidence
- Status updates that hide real risk

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To

- Measures that indicate outcomes
- Quality read continuously
- Risk sensed early through system signals
- Clear, honest communication of quality health

How the engagement works

A consulting and advisory engagement in four strands, assisted throughout by the doSmartQA with Zoe platform.

1 · DIAGNOSTICS

See where you stand

Interviews and a survey with your project managers, plus analysis of status reports, quality metrics, defect data and recent release decisions.

A Diagnostic report, with suggestions and a plan of engagement.

2 · STRUCTURED LEARNING

Masterclass

One 90-minute session with a HyBIST expert: the role of AI and the shift to probing, signals not just numbers, evidence over volume, and communicating quality health.

Applied to your own projects.

3 · IMMERSIVE COACHING

Habits, daily

Two weeks of short daily nudges, each a habit to practise on real work with Zoe.

Probing becomes routine, not an event.

4 · EXPERT-LED IMPLEMENTATION

Make it stick

Weekly consulting sessions to coach, advise on process and track the agreed measures.

Embedded in your team's rituals.

Included: a one-year subscription to doSmartQA with Zoe, your Smart Assurance co-pilot (**Embrace** plan), to assist you on your probing journey, during the engagement and beyond.

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With Zoe at every step

Zoe is your Smart Assurance co-pilot in doSmartQA: one companion, with a different role at each step, for a full year.

DiagnosticZone

Zoe as assessor

- Assesses whether you are finding the right issues, in the right areas, at the right time
- Examines whether your measures help you see problems early

ProbingZone

Zoe as intelligent assistant

- Assesses the evidence behind release confidence
- Analyses probe coverage and defect escapes

PlayZone · PracticeZone · SkillZone

Zoe as coach

- Builds the habit of reading signals, not just numbers, and the skills behind it
- Turns insightful reporting into daily practice

At a glance

FOR	LENGTH	MASTERCLASS	DAILY NUDGES	CONSULTING	PLATFORM
Project managers	Minimum 6 weeks. Scoped with you.	1 × 90-minute expert session	About two weeks	Weekly, to the end of the engagement	**Embrace** plan One year included

What you receive

- A Diagnostic report with baseline and engagement plan
- An expert-led Masterclass: one 90-minute session
- Two weeks of daily habit nudges
- Weekly expert consulting and advisory
- A closing review against the baseline
- A one-year **Embrace** plan subscription to doSmartQA with Zoe, the Smart Assurance co-pilot

Part of the Practice of Probing suite

Each POP targets a critical point in the lifecycle. Together they make probing an enterprise capability.

POP1	POP2	POP3	POP4	POP5
Requirement Clarity Product Owner, Business Analyst	Clarity in AI-Native Development Developer	Smart Assurance QA practitioner	Insightful Management Project manager	Capacity Improvement Senior manager

Start with a Diagnostic
Find out what your metrics are really telling you, and what they are missing.

Talk to us

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