

EXTERNALIZE



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Highlight who will be affected by the bug and explain how the bug will affect them.

Add information beyond test results:

- Comparisons with competitors
- Predicted criticisms from the press
- Usability weaknesses
- Lost value because it's too hard to achieve a benefit that programmers don't think is so important
- Predicted support costs
- Other implications for sales, support, legal, etc.

Externalize is one of the steps presented in RIMGEN, a bug investigation framework taught in the BBST Bug Advocacy course.

<https://bbst.courses/>