

*Shift Left for Good Results since 2007:
Master the Basics, Boost with Automation & AI*



We Love Bug 2026 (WLB26)

Experience Sharing AI-Augmented in Software Testing

We believe Quality isn't Phase. It's an Engineering discipline.

Sharing Experiences by

Prathan (Noom) Dansakulcharoenkit | Co-Founder and Principal Software Quality Consultant

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We Love Bug Co., Ltd.

Bank of Thailand | June 04, 2026, 15:00 - 17:00

From Quality Assurance to Quality Engineering

We Love Bug was built by **software testers** and **software engineers** - and that change practitioner DNA changes everything.

Since 2006, we have led software quality practices in Thailand, evolving from a practitioner community into a **quality partner and specialized consultancy**, 2019 trusted by organizations in banking, manufacturing, system integration, tech start-up and enterprise software.

We believe good testing starts with good fundamentals.

We believe Quality isn't Phase. It's an Engineering discipline.

Before automation. Before AI.

That's why we prioritize defect prevention through forward-thinking practices like - **Test-First Development, Acceptance Test Driven Development (ATDD), Test-Driven Development (TDD)** and **Continuous Integration (CI)** - because finding defects late is expensive;

Preventing defects before implementing is the goal.

From that foundation, we go further. **Master the Basics. Boost with Automation & AI.**

Policy - Strategy - Plan - Practices - Experiences - Automation - AI in Software Testing
- practitioner-led, not methodology templated.



Why work with We Love Bug?

Defect Prevention First

We embed quality before Day 1 of the project/release - not as a gate at the end. Shift-Left Testing and Test-First Development are our default.

Strategy to Execution

Test Strategy, Test Management, Test Plan, and hands-on execution - all under one roof.

People Development

We grow your internal BA, SA, Developer, Software Tester, QA, Product Owner, Scrum Master through structured training, workshops and coaching - not just project delivery

Agile Testing Experience

Over 10 years partnering with Janet Gregory & Lisa Crispin to integrate quality throughout the software development life cycle. We adapt to all software development styles.

Automation That Scales

Automation Test Execution both functional and non-functional tests built for long-term maintainability, not quick wins. Ownership by the Whole Team, not only software tester or QA

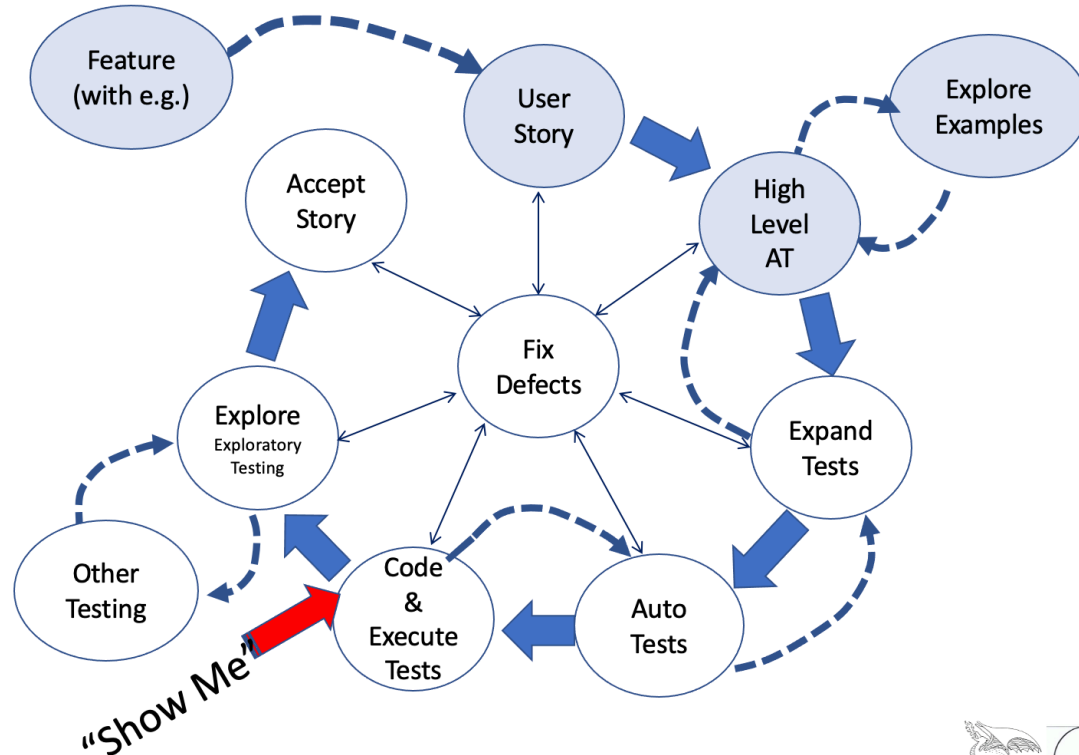
AI-Augmented Testing

From AI-Powered test design to autonomous execution - we bring practical AI into your test activities workflow.

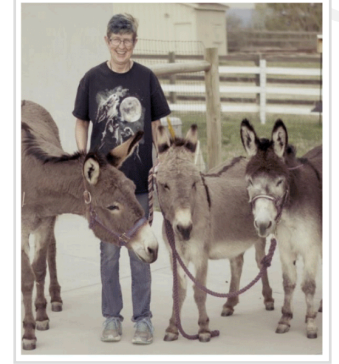
We Are Preventing Defects before Implement with

Acceptance Test Driven Development (ATDD)

ATDD –
more detail



Janet Gregory



Lisa Crispin

Working on agile teams since about 2000

Co-Author Books
Agile Testing; 2009
More Agile Testing: 2014
Agile Testing Condensed 2019

Co-Create
Agile Testing Fellowship

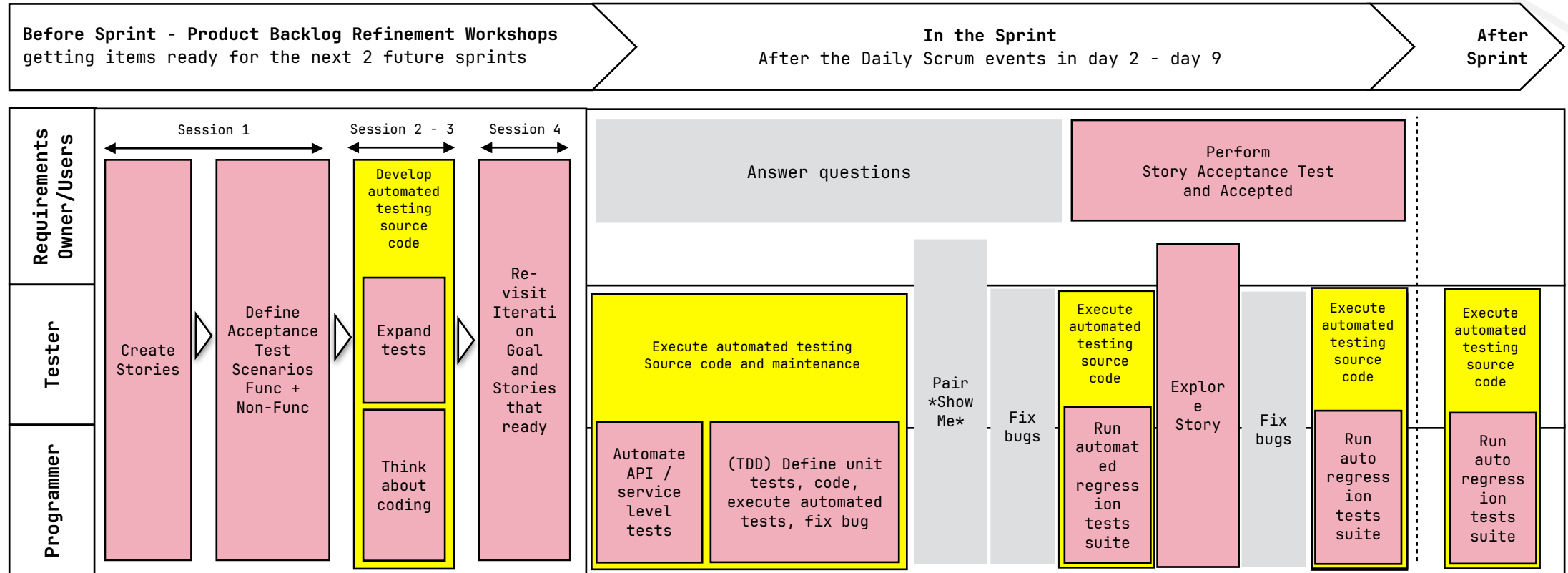


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We Are Preventing Defects before Implement in Any SDLC with

Acceptance Test Driven Development (ATDD)



Acceptance Test Scenarios = Acceptance Functional Tests + Non-Functional Tests

Automated Regression Tests Suite = Automated Functional Testing + Automated Non-Functional Testing

1 session = 2 hours

Lastest update July 2020 by Prathan Dansakulcharoenkit

Original Source: Agile Testing for the Whole Team Workshop by Janet Gregory and Lisa Crispin



Disclaimer

All content is grounded in data, facts, and lived experience gathered through hands-on engagements with clients, teams, and organisations – from 2013, when Agile first took root in Thailand, through 2026, as AI reshapes how we build, test, and deliver software.

This session reflects what we have observed, tried, failed at, and proven in practice over 2 years (April 2024 – May 2026).

All information is current as of the presentation date. As AI evolves daily, details, tools, and findings referenced here may change over time.

Presented by Siam Chamnankit Co., Ltd. · Shu Ha Ri Co., Ltd. · We Love Bug Co., Ltd.



Opening

The mirror moment

First question:

How many of you already use AI in your daily work?

Next question:

How many have a defined goal, a process and a governance policy for it?

“50% of organizations using AI have no define success criteria”

World Quality Report 2025



100 Minutes. Five keys topics to share our experience

01 Why Manual Testing is No Longer Enough and What AI Changes

02 The 4 Foundations = People + Process + Tools + Governance

03 Human-in-the-Loop – AI Assists, Human Decide

04 Risks and Governance You Must Mitigate Before Starting

05 2 Years of Real Experience – Facts, Lessons and First 90 Days



How we started and what the results we got

The Hypothesis & Experiment #01 - #03

We started with tools.
We subscribed to AI platforms
before defining what problems
we were solving.

Result:

- Low adoption
- Low ROI
- frustrated teams.

The Hypothesis & Experiment #04 - #10

We restarted with people and
process.
Defined use cases first, then
selected tools then built
governance.

Result:

- Measurable outcomes with in 90 days

The Result

AI adoption is a change management challenge – not a procurement decision.

Based on WLB internal experiments in 6 months, 2024 with and Software Tester Level 1, 1-3 years and Software Engineer Level 1, 1-2 years in software engineering



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Why Manual Testing is No Longer Enough

↓ 75%

Reduction in testing time
With AI-powered
automation

↑ 60%

Improvement in test
coverage vs. manual-only
approach

→ 80%

of enterprises will
embedded AI testing tools
by 2027

The root cause:

Shorter delivery cycles + growing complexity = Manual testing becomes the bottleneck that slow both quality and business agility



6 Keys AI Types Active in Analysis, Design and Coding

Generative

Generate stories/use cases with acceptance tests & specs from high-level requirements

WLB: Using, Studying & Improving

Code Gen

Auto-generate production code & unit test source code; developer reviews & approves all outputs

WLB: Using, Studying & Improving

Predictive

Predict defect-prone modules & complexity hotspots during design & architecture review

WLB: Experiment (Try & Error)

Recommender

Suggest design patterns, refactoring strategies & library choices aligned to project context

WLB: Experiment (Try & Error)

Diagnostic ML

Analyst production & tests source code for code smells, technical debt & dependency risks early in development

WLB: Experiment (Try & Error)

Agentic

Orchestrate multi-step source code review & analysis workflows - **always Human-in-the-Loop governed**

WLB: Experiment (Try & Error)

Based on first-hand experience – WLB Principal Software Engineer, 20+ years and Software Engineer Level 1, 1-2 years in software engineering as of May 2026



6 Keys AI Types Active in Testing

Generative

Test case and test scenario generation from requirements (functional and non-functional)

WLB: Using, Studying & Improving

Predictive

Predict high-risk areas for test prioritization

WLB: Using, Studying & Improving

Code Gen

Auto-generate automation test execution source code & production-likely test data; human reviews and decisions

WLB: Using, Studying & Improving

Anomaly Detection

Flag flaky tests and unexpected behaviours at scale

WLB: Experiment (Try & Error)

Diagnostic ML

Root-cause analysis of failures and defect clusters

WLB: Experiment (Try & Error)

Agentic

Autonomous test execution - **always Human-in-the-Loop governed**

WLB: Experiment (Try & Error)

Based on first-hand experience – WLB Principal Software Engineer, 20+ years, Principal Software Quality Engineer, 20+ years, Software Engineer Level 1, 1-2 years and Software Tester Level 1, 1-3 years in software engineering as of May 2026



The Agentic SDLC Is Already Here

3-5x

Productivity improvement
in early antic SDLC
implementation

60%

Reduction in team size
needed to deliver the
same outcome and output

24h

“The 24-hour sprint” –
agents generate, test and
package code overnight

“The team that sleeps still ships,”

Agent run requirements validation, code generation, testing and packaging while your team is offline. Manual testing cannot complete with a system that never stops

We Love Bug will pilot this approach on mutually agreed project, starting in August 2026, and if there is an opportunity to share the experience, we will consolidate and present all findings and outcomes.

Source: McKinsey – “Rewiring Software Delivery for the Agentic Era” (May 2026)



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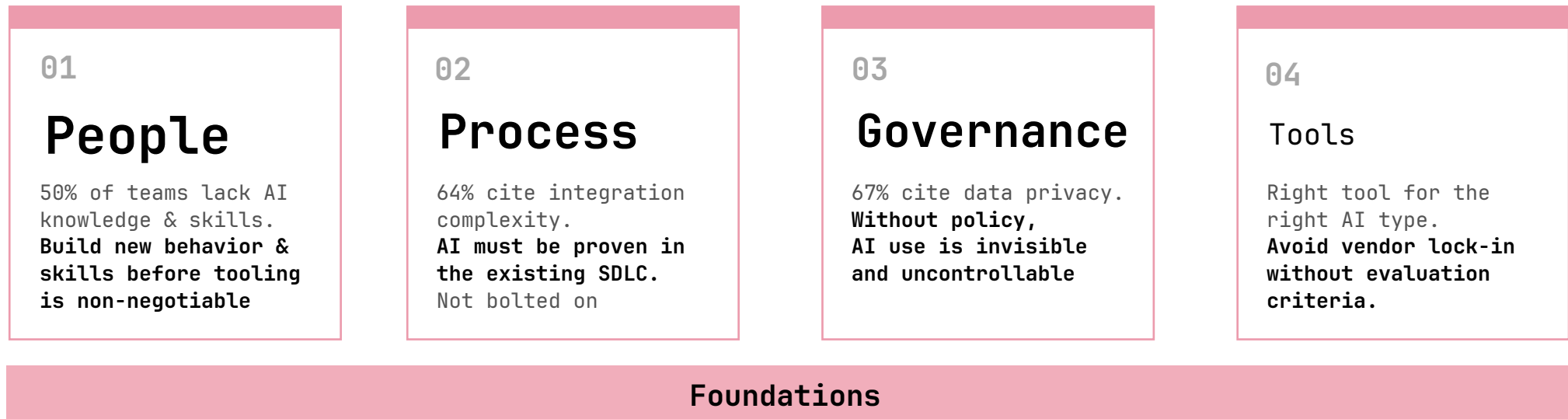
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The 4 Foundations



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Key Topic 03 - AI augmented Humans. AI Does not replace humans.

Human-in-the-Loop (HITL)

For Developer

Github Copilot suggests

Developer reviews, adds, edits and approves.

Code quality is the developer's accountability.

Risk: Over-reliance on AI suggestions introduces subtle logic errors that pass code review

For Software Tester

AI design and generate test cases.

Software tester validates, adds, edits and approves.

Test coverage is the whole team's accountability.

Risk: AI-generated tests miss business context that only domain experts understand.

ISO/IEC 42001 and EU AI Act both mandate HITL as

a foundational governance control - Not Optional



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5 Risks You Must Mitigate Before Starting

01 False Confidence

AI output looks correct but contains hidden errors. 60% of organizations cite hallucination as a blocker.

02 Data Privacy

67% cite privacy as their top concern. Data fed to AI models may contain Personally Identifiable Information (PII) and Intellectual Property (IP)

03 Algorithmic Bias

All trained on incomplete data produces biased outputs/results that miss entire business domain, user segments and regulator.

04 Expectation Gap

Research confirms a systematic mismatch between expected and actual AI benefits. Average productivity gain only 19%

05 Governance Void

Without policy, AI use is invisible and unaccountable. No Policy = no way to audit or correct misuse.



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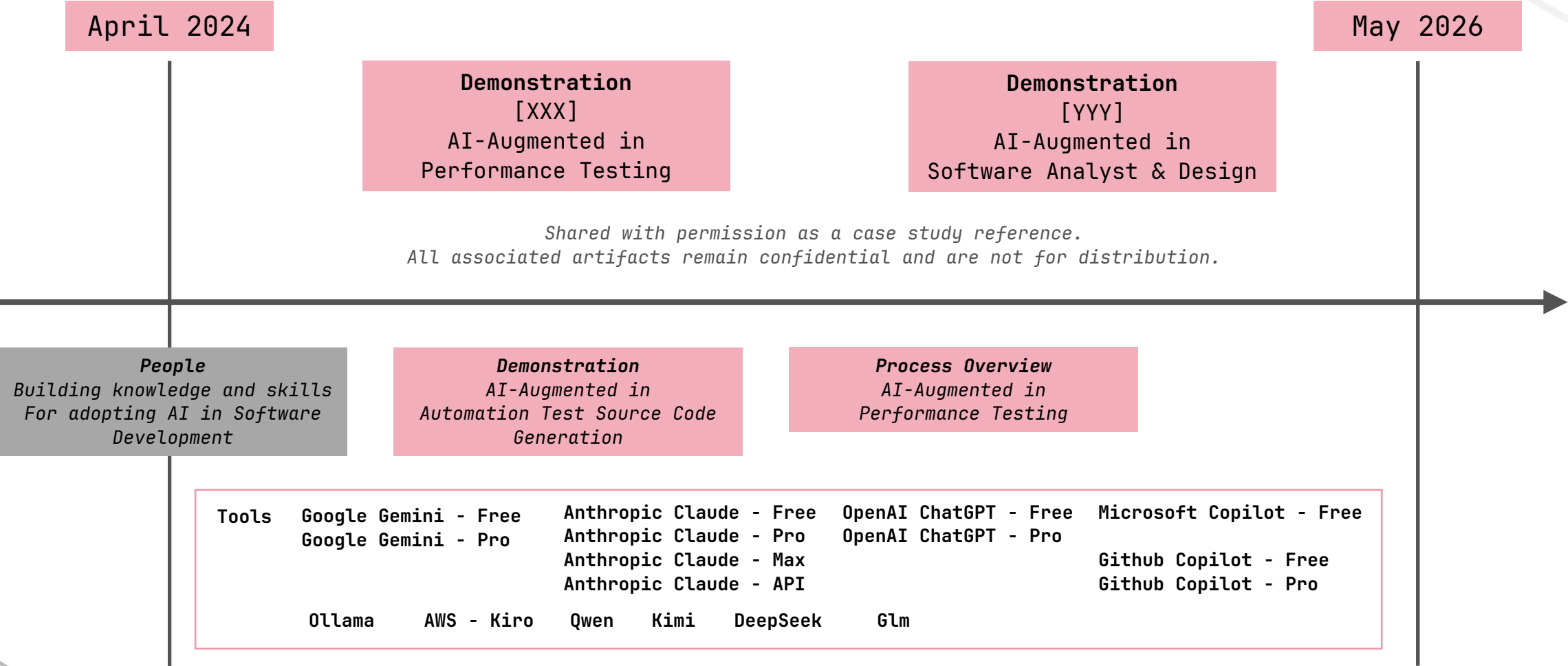
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We have observed, tried, failed and learned in 2 years



AI-Assisted Code Review: 45,000 LOC in 3 hours

Without AI

16 - 24 working hours

Manual reading and review

Estimated 55 LOC/minute average throughput

LOC: Line of Code

With AI

~ 3 working hours

Human-guided AI-assisted review

Completed same actionable outcome and output

What was evaluated, AI-assisted workflow commands:

/init

Project structure &
architecture pattern

/explore

Coding standards &
conventions

/code-review

Smell, debt &
dependencies

/improve-arch

Codebase architecture
improvement

/grill-with-docs

Validation vs standard
& test coverage

Always Human-in-the-Loop governed

Based on first-hand experience – WLB Principal Software Engineer, 20+ years in software engineering as of May 2026





We build quality into your organization. Not just your testing process.

Prathan (Noom) Dansakulcharoenkit

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