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

We Love Bug 2026 (WLB26)

Y2026 Software Testing Roadmap for QA Engineer & Whole-team

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Session Overview

25 Minutes. Five Questions That Matter.

01	02	03	04	05
The Crisis	**The Breaking Point**	**The Roadmap**	**The Impact**	**One Decision**
The quality gap widening right now	Why 2026 forces a rethink	Three capability tracks for 2026 QA Engineers	What this means for your business	A concrete action you can take this week

*All content is AI-generated and human-reviewed, leveraging data, facts, and insights collected **through our hands-on experience and collaborations with clients, individuals, and organizations** since 2013—the dawn of Agile Software Development in Thailand—through 2026, as AI integrates into the Software Development Life Cycle. Presented by Siam Chamnankit Co., Ltd. , Shu Ha Ri Co., Ltd. & We Love Bug Co., Ltd.*

The Quality Crisis No One Is Talking About

↑ Faster

Release velocity

Software ships faster than ever but defect escape rates are not improving at the same pace.

x 10

Code volume multiplier

AI is writing code at scale. The question of who is responsible for software quality has no clear answer yet.

2013

Most team's current playbook

The majority of QA teams in 2026 are operating on processes designed nearly a decade ago.

These three forces are converging and they are redefining what "quality" requires from your organization.

Why 2026 Forces a Rethink of QA

01 AI-Generated Code

Code volume is exploding. Manual testing cannot scale, and keeping test automation strictly within QA prevents us from matching the velocity of AI-assisted development.

02 Shift-Left Testing + DevOps

Software quality must be a whole-team responsibility embedded from day one and sustained daily, not a gating function or bottleneck at the end of the delivery pipeline.

03 Talent Obsolescence

QA Engineers who rely solely on manual testing or isolated automation scripts are becoming an operational risk, rather than contributors to our velocity.

As - Is →	To-Be
Manual test execution and/or Semi-automation test execution →	**Fully automation regression test execution +** exploratory manual test execution
Defect finding only →	**Whole-team approach + finding defect before Implement**
No AI relationship →	**AI-Augmented in software testing + ROI**
Value rarely visible →	**Measured Value/ROI/KPIs - always visible**

2006 QA Engineer: Three Capability Tracks

Track 01

Master the Basics

Non-negotiable floor

To establish an unshakeable operational floor, we train our engineers to prioritize business risk and translate technical defects into economic impact, ensuring every quality initiative directly protects our bottom line and brand reputation.

Track 02

Automation Fluency

Competitive baseline in 2026

To secure our competitive advantage, we are eliminating delivery bottlenecks by shifting quality assurance upstream into the daily development cycle. Making API testing a standard capability enables us to unlock true continuous delivery—drastically accelerating our time-to-market without compounding headcount.

Track 03

AI-Augmented Quality

Differentiator now → Baseline by 2027

To capitalize on the AI era and secure an immediate market differentiator, we leverage machine learning to hyper-accelerate test generation while enforcing strict human-in-the-loop governance to capture extreme velocity without sacrificing safety or quality judgment.

The roadmap is not about replacing QA with AI - It's about engineers who can leverage AI while maintaining quality judgment.

What This Means for The Leaders

Your Concern	Roadmap Connection
Time-to-Market *(Release Velocity)*	Broad automation coverage accelerates delivery cycles allowing you to release at market speed with absolute confidence.
Financial Efficiency *(Cost of Defects)*	Shifting quality upstream eliminates technical debt early, radically reducing downstream remediation costs.
Talent Sustainability *(Talent Retention)*	A transparent, future-proof career roadmap elevates engineering engagement and dramatically mitigates attrition risks.
AI Governance & Safety *(AI Governance)*	Modern quality assurance provides the vital governance framework required to safely audit and validate AI-generated code.
Operational & Brand Risk *(Risk Exposure)*	Any gap in modern quality capabilities directly correlates to undetected defects reaching production and impacting customers.

If you QA team is not on this roadmap, who is responsible for quality when developers use AI to generate code at 10x speed?

One Decision You Can Make This Week

Assess your current QA team & Whole-team against the three tracks.

You do not need a transformation program to start. **You need an honest capability gap assessment then a 90-days capability building actionable plan.**

Step 01

Map current team

Where does each QA Engineer & Whole-team sit today across Foundation, Automation, and AI tracks?

Step 02

Identify the gap

Which track has the widest gap? That is your highest-risk area and your first priority.

Step 03

Build a 90-days plan

One focused initiative per quarter. Measure progress. Adjust. Repeat.

Software quality is neither a department nor a role. It is a core organizational capability that your company either intentionally builds or critically lacks.

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

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