



Most of the testing is done by following functions and features.

But Business wants to know whether the product helps the users to achieve their goals.

Business DOES NOT want to know about "passing" and "failing" "test cases".

- Business wants to know about:
- What users can and cannot do?
 - How they might be impacted?
 - How it will impact the Business?

Testing must look for the problems that matter!

Discover your testing personas ->



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