# Motivation — Who Benefits?

- Improving software quality means improving quality of life for:

- **Customers:** Less frustration using the product — less churn

- **Technical Support:** Fewer tickets to handle

- **Developer Developer Developers:** Less bugs — distractions, more time for features, deep focus to do hard tasks

- **QA:** Can find deeper issues before shipping

- **Managers:** Increased velocity - more output, fewer developers needed

# The Limits of Testing
## TDD or not TDD