Is test automation always a good approach?

I saw many projects that are repeating the same mistake. They are doing test automation without a clear goal and detailed plan.

Test automation brings many benefits to the project, but that's not always the case. We need to analyze the software we are testing and identify what type of test automation will be beneficial in our context. If we have a clear goal of test automation there is a huge chance that we will achieve it, but without a clear goal we will definitely miss it.

In this presentation I will share my experience from different projects and try to answer on following questions:

* What should we test manually and what should we cover with automated tests?
* Different types of test automation and what are pros and cons for each of them?
* What are the key factors that determine success of test automation?