*Cases to choose to not automate:*

1. Application user interface changes frequently
2. Application is unstable
3. No budget
4. Tight deadline
5. Localization testing (when a tester can decide whether or not translation makes sense and it’s appropriate)
6. Usability testing (a tester should decide how the application “feels”)
7. Visual layout testing
8. Exploratory testing, usability testing ( cases where human intelligence, cognitive skills and assessments are important)