

AI Test Results from testers.ai



Overall, the Accenture app's quality is hampered by performance bottlenecks and accessibility shortcomings. The presence of multiple network resolution failures and unoptimized images directly impacts the user experience. The pervasive accessibility issues, including missing alt text, unclear focus states, and inadequate color contrast, raise serious concerns about inclusivity. While the outdated copyright year and resource loading errors in the console are less critical, they contribute to a perception of neglect. The potential third-party tracking is another matter that can impact user perception of quality.

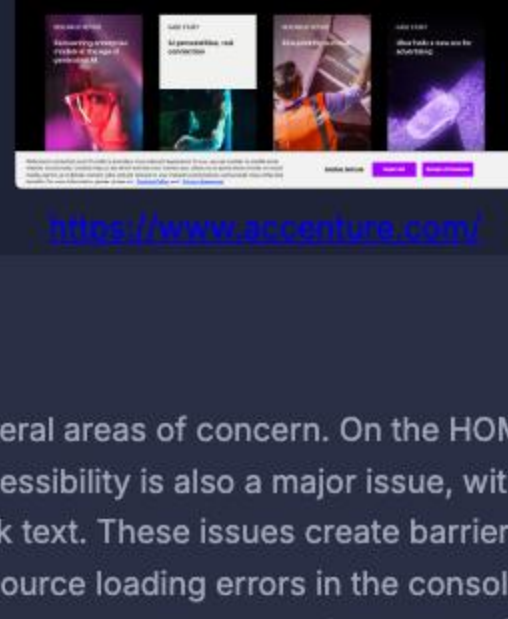
Best Aspects

The app has the foundation to provide value but accessibility is lacking and should be addressed. The app contains content.

Areas for Improvement

The worst aspects are the combination of performance issues and accessibility violations, making the HOME page difficult to use and creating barriers for users with disabilities.

Quality Summary



<https://www.accenture.com>

Detailed Analysis

The Accenture app's quality assessment reveals several areas of concern. On the HOME page, performance suffers from multiple network resolution failures and unoptimized image sizes. Accessibility is also a major issue, with missing alt text for images, unclear visual focus states, inadequate color contrast, and ambiguous link text. These issues create barriers for users with disabilities. In addition, potential third-party tracking raises privacy concerns, and resource loading errors in the console suggest underlying technical problems. The Cookie Consent Banner overlap on mobile degrades usability. The outdated copyright year reflects neglect.

Key Suggestions

- Prioritize image optimization to reduce loading times, especially for images from dynamicmedia.accenture.com.
- Conduct a thorough accessibility audit and fix all WCAG violations, focusing on alt text, color contrast, and focus states.
- Implement a robust error-handling mechanism to prevent and address resource loading errors in the console.
- Review and update the outdated copyright year to maintain a professional appearance.

Priority Improvements

1. Optimize image sizes and formats for the HOME page and research reports and case studies, addressing the 'Unoptimized Image Sizes' and 'Missing Alt Text for Images within Case Studies' bugs.
2. Implement appropriate alt text for all images, including those in Case Studies, addressing the 'Missing Alt Text for Images' bug.
3. Improve text contrast and provide clear visual focus states to address WCAG accessibility requirements related to color contrast and keyboard navigation.
4. Resolve multiple network resolution failures to improve overall page load performance addressing the 'Multiple Network Resolution Failures' bug.
5. Review and remediate Resource Loading Errors in Console to prevent Security Misconfiguration
6. Correct the outdated copyright year.

Issues Found by AI Testers



HOME



Adeela
Mobile Responsive Tester

Cookie Consent Banner Overlap on Mobile
Priority: 9/10 Confidence: 9/10

general WCAG Layout

Why is this a bug?

The cookie consent banner at the bottom of the screen overlaps and obscures the main content of the page on the mobile view. This prevents users from accessing or viewing the intended content, severely impacting usability and accessibility. Users are forced to interact with the cookie consent before they can view the page, creating an immediate negative experience. This likely violates accessibility guidelines as it blocks content from view.

Suggested Fix

Reposition the cookie consent banner in the mobile view to avoid overlapping the main content. Consider placing it at the top of the screen, using a less intrusive design (e.g., a smaller banner or a floating button), or implementing a responsive design that adjusts the banner's placement based on screen size.

Why Fix This?

Failing to address the cookie consent banner overlap will result in a poor user experience, reduced content accessibility, and potential violations of privacy and accessibility standards. This also risks the user abandoning the site immediately.

Route To

Frontend Engineer



Sharon
API and Networking Tester

Unoptimized Image Sizes from dynamicmedia.accenture.com
Priority: 7/10 Confidence: 8/10

Performance Resource Optimization

Why is this a bug?

Requests to dynamicmedia.accenture.com for images like 'https://dynamicmedia.accenture.com/is/image/A.com-Careers-Module-Image-1?qt=85&ts=1744381016122&\$1024-PNG&qtl=25&dpr=off' and 'https://dynamicmedia.accenture.com/is/content?ts=1744381016133&dpr=off' are made without specific size constraints, except for the \$1024-PNG parameter in the first URL which suggests a maximum width. Not defining exact image dimensions can lead to the delivery of unnecessarily large images, especially on smaller screens or devices. These images seem to be of high quality but also high file size.

Suggested Fix

Implement responsive images using the 'c-pictures' element or 'srcset' attribute in tags. Specify different image sizes for various screen resolutions and pixel densities to avoid delivering large images to smaller devices. Review use of dynamicmedia to be sure this is the best system for image delivery.

Why Fix This?

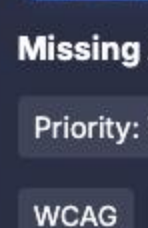
Reduces bandwidth consumption, improves page load times, and enhances the user experience, especially on mobile devices or users with limited bandwidth.

Route To

Frontend Engineer

Relevant Network Call

https://dynamicmedia.accenture.com/is/image/accnture/A1-A.com-Careers-Module-Image-1?qt=85&ts=1744381016122&Png66&qtl=25&dpr=off, https://dynamicmedia.accenture.com/is/content/accnture/Ad6c92eMediEa-1?ts=1744381016133&dpr=off



Isabella
Usability Tester

Missing Alt Text for Images
Priority: 7/10 Confidence: 9/10

WCAG accessibility

Why is this a bug?

Images are crucial for conveying information, and without alt text, screen reader users will miss the contextual meaning. This violates WCAG 1.1.1 (Non-Text Content).

Suggested Fix

Add descriptive alt text to all images on the page, including decorative images that may require empty alt attributes.

Why Fix This?

Ensures that all users, including those using screen readers, can access and understand the content presented in images, promoting inclusivity and equal access.

Route To

Frontend Engineer

Relevant Network Call

None



Pete
Privacy and Security Tester

Missing Clear Consent Mechanism for Data Collection
Priority: 5/10 Confidence: 6/10

GDPR User Consent Management

Data Collection Transparency

Why is this a bug?

Based on the provided data, there's no readily apparent consent mechanism (e.g., cookie banner) for data collection activities. Although Accenture likely has a privacy policy, the absence of a visible consent request raises concerns about GDPR compliance. The current time is 2025-04-12, GDPR has been in effect for several years, requiring explicit consent. It is also not clear what user data is being collected and processed.

Suggested Fix

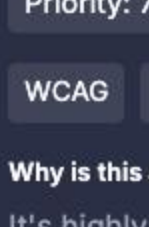
Implement a clear and user-friendly consent mechanism (e.g., cookie banner) to obtain explicit consent for data collection activities. Ensure the mechanism provides sufficient information about the types of data collected, the purposes of processing, and the user's right to withdraw consent.

Why Fix This?

GDPR mandates explicit consent for processing personal data. Failure to obtain valid consent can lead to penalties and legal challenges. Improves user trust.

Route To

Frontend Developer, Privacy Engineer



Alejandro
Accessibility Tester

Missing Focus Indicator Style
Priority: 7/10 Confidence: 7/10

WCAG Keyboard Navigation

Why is this a bug?

It's highly probable that default focus indicators are suppressed by CSS styles without providing an adequate replacement. This violates WCAG 2.4.7 (Focus Visible) because users navigating with a keyboard may not be able to determine which element has focus. Many modern websites forget to do this correctly.

Suggested Fix

Ensure that all focusable elements (links, buttons, form fields) have a visible focus indicator (e.g., a border, outline, or background color change) that meets WCAG contrast requirements when they receive focus. Use CSS to style the :focus state.

Why Fix This?

Visible focus indicators are crucial for keyboard users to navigate and interact with the page effectively.

Route To

Frontend Engineer

AI Generated Functional Test Results

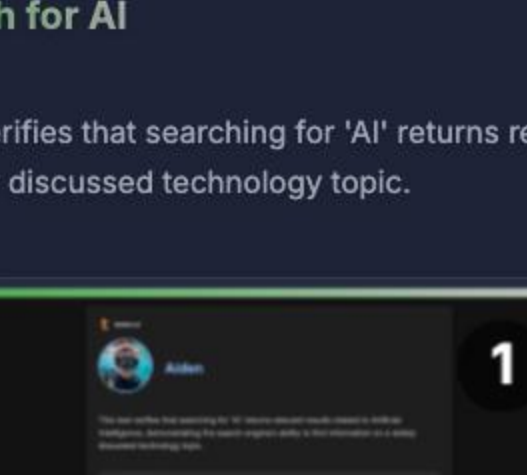
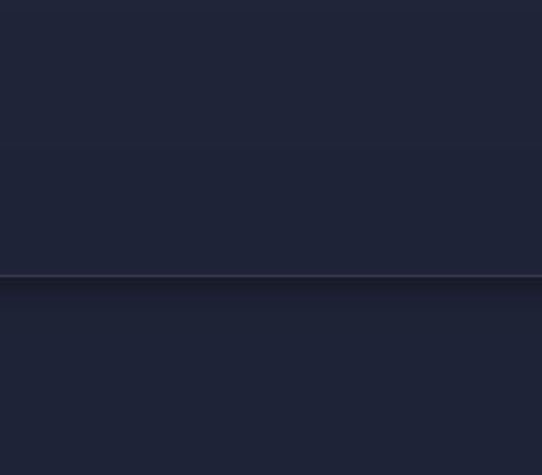
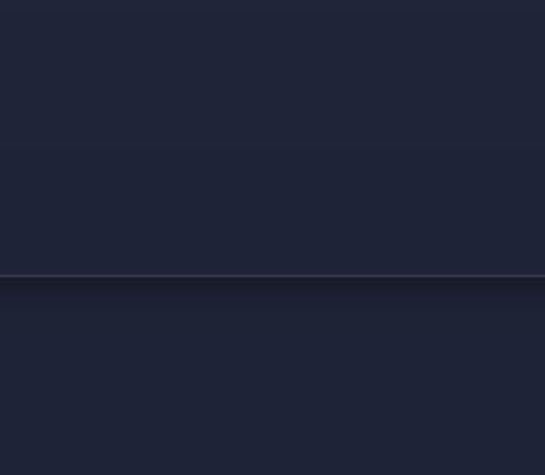
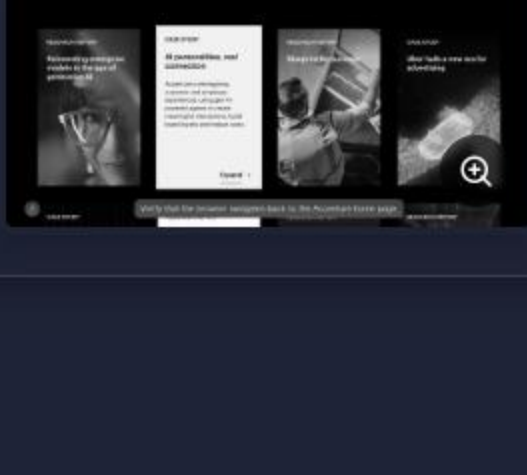
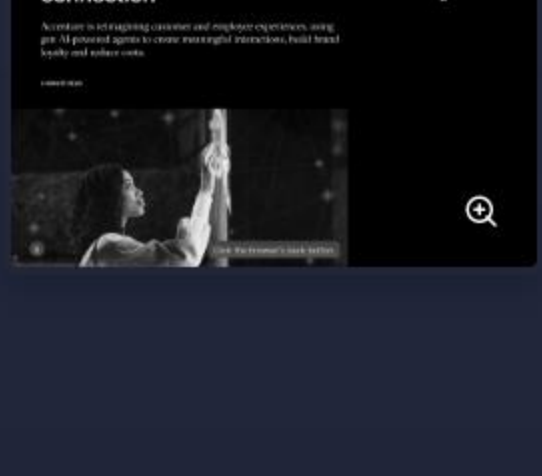
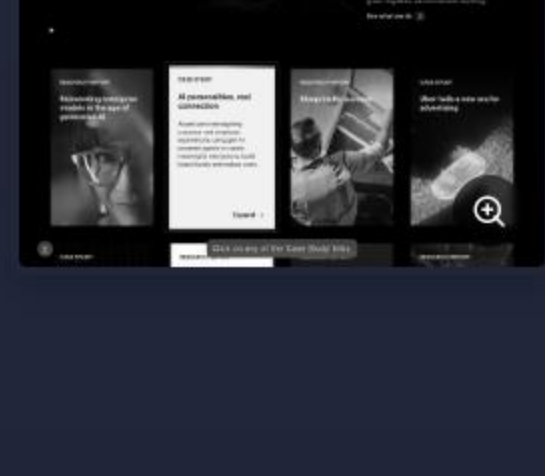
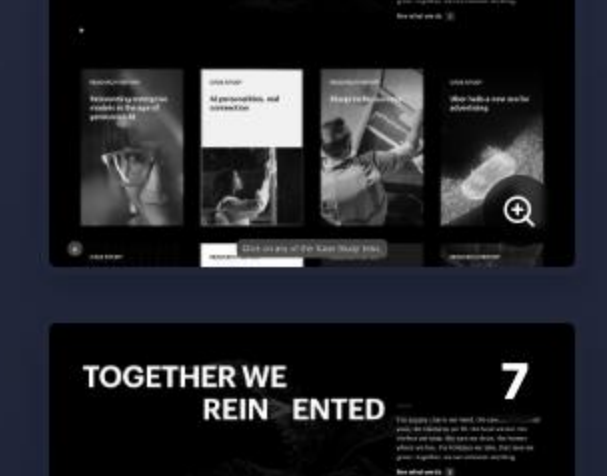
Start Page: HOME



Aidan
Demo_Tests

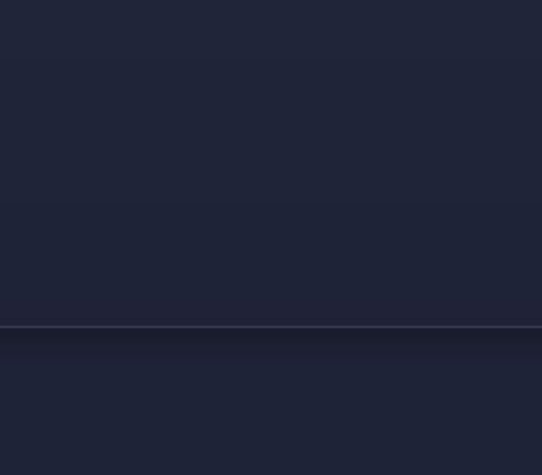
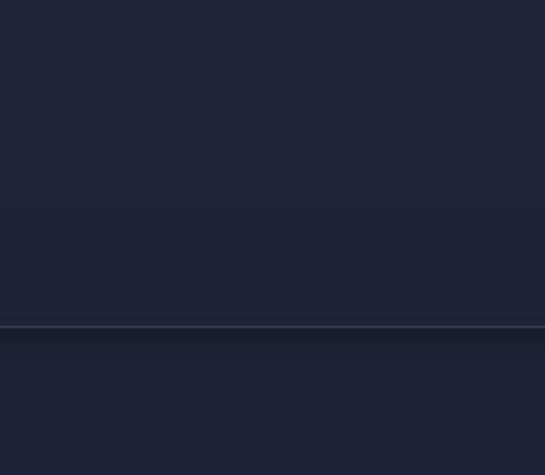
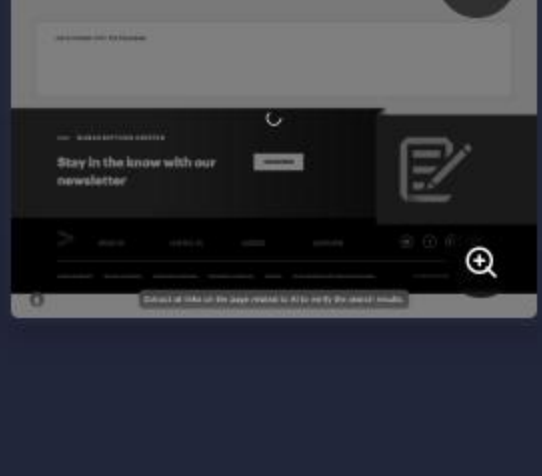
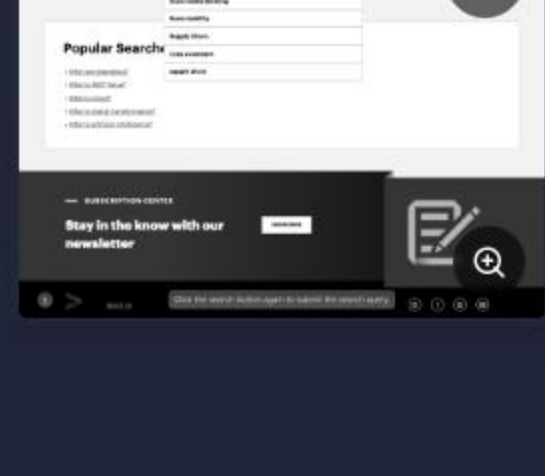
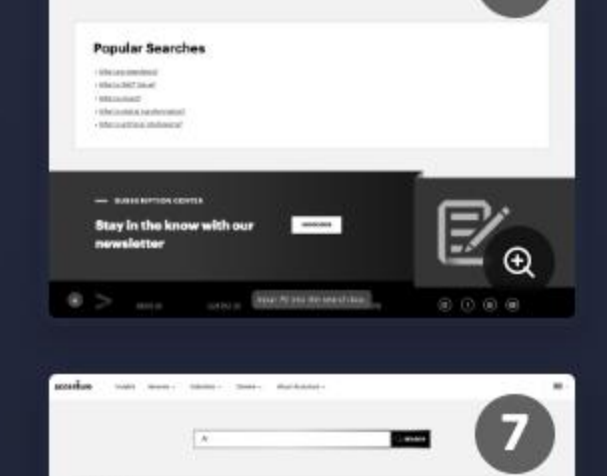
✔ Click on a Case Study link then navigate back using browser back button

This test clicks on a case study link on the home page and then uses the browser's back button to return to the home page. This tests the navigation flow and the functionality of the back button. The expected result is that the user is returned to the correct state of the home page.



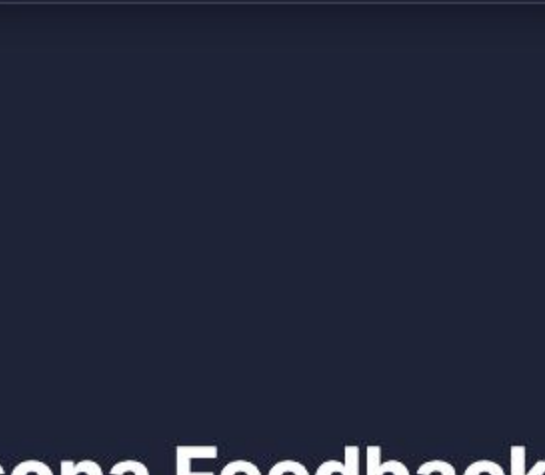
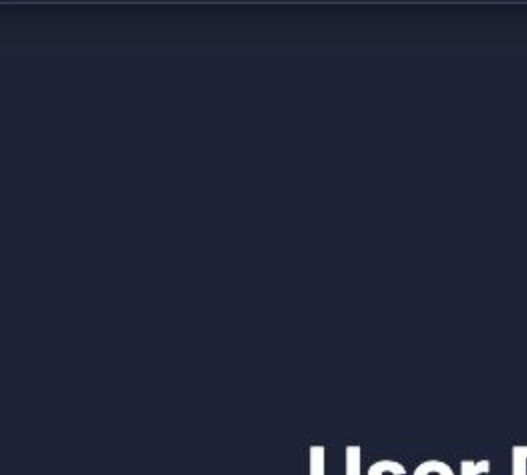
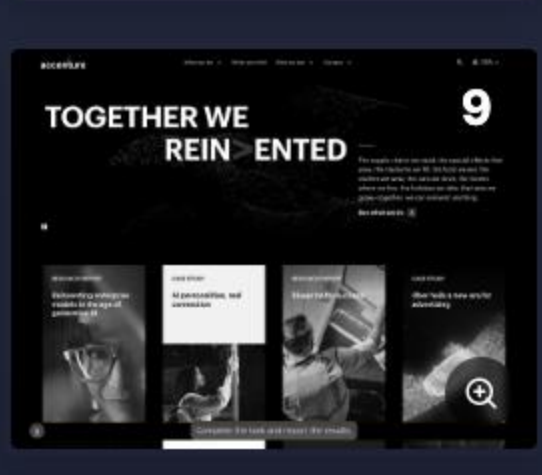
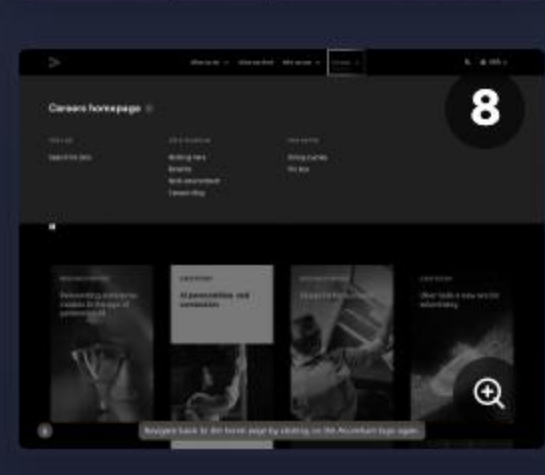
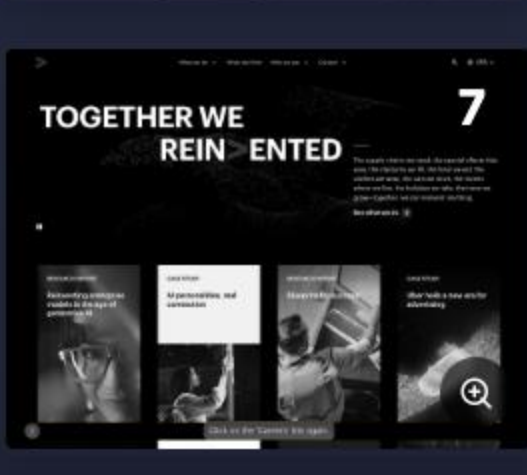
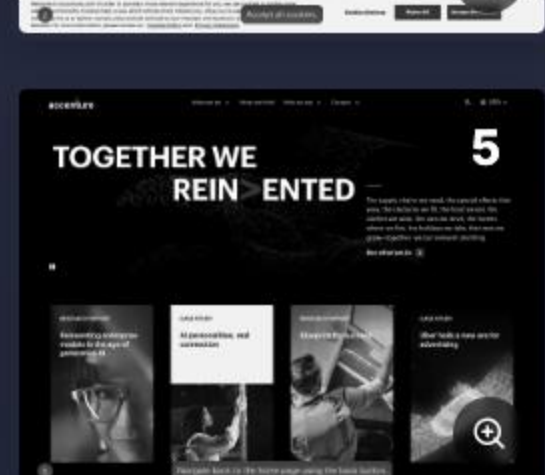
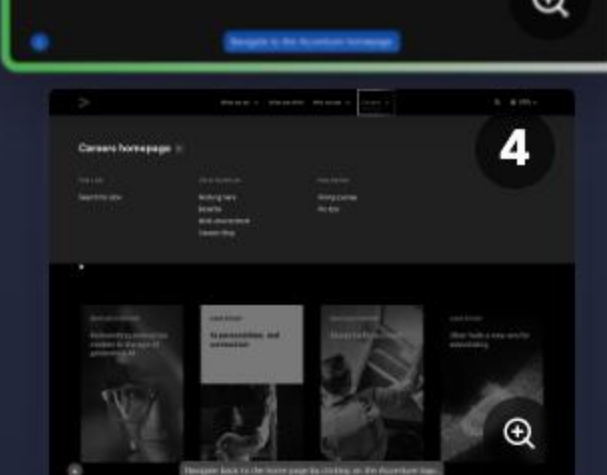
✔ Search for AI

This test verifies that searching for 'AI' returns relevant results related to Artificial Intelligence, demonstrating the search engine's ability to find information on a widely discussed technology topic.



✔ Navigate to Careers page then back home and check for errors

This test navigates to the careers page and then navigates back to the home page, checking for any JavaScript errors that might occur during the process. The expected result is that the page functions correctly and no errors are thrown.



User Persona Feedback Summary



HOME

The webpage serves as the homepage for Accenture, a global professional services company. It aims to showcase the company's capabilities, industries served, thought leadership, and career opportunities, ultimately attracting potential clients, investors, and employees.

Overall Score	Visual Design	Usability	Content Quality
★★★★☆	★★★★☆	★★★★☆	★★★★☆
The website has a modern design and presents a wide range of information effectively. However, it could be more focused and easier to navigate for specific user needs. The overall experience is positive, but improvements can be made to enhance usability and content relevance for different user personas.	The visual design is strong and professional, but it could benefit from more dynamic elements and interactive features to engage users further.	The website's navigation can be confusing at times, with many different options and pathways. Improving the search functionality and providing clearer calls to action would enhance usability.	The content is informative and comprehensive, but it could be more tailored to specific user interests and needs. Providing more targeted content recommendations would improve relevance.

Individual User Persona Feedback



Rajesh Patel, 45

Persona:Rajesh is a Chief Technology Officer (CTO) at a mid-sized manufacturing company. He's responsible for overseeing the company's IT infrastructure and digital transformation initiatives. He is also an alumni of MIT.

Overall Rating
★★★★☆

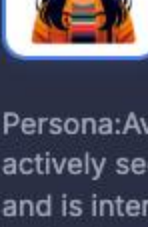
As a CTO, I'm always on the lookout for cutting-edge technologies and solutions to enhance our business. I found a wealth of information on Accenture's website. It's visually appealing and easy to navigate, making it a valuable resource for staying informed about industry trends and potential partners.

Actions Performed

- Explore cloud services
- Search for cybersecurity solutions

Suggestions

- Add more interactive tools and resources
- Improve the search functionality
- Provide more personalized content recommendations



Ava Rodriguez, 24

Persona:Ava is a recent college graduate with a degree in marketing. She is actively seeking entry-level positions in the marketing or advertising industry and is interested in companies with a strong focus on innovation and technology.

Overall Rating
★★★★☆

Okay, so the website looks really cool and professional, but I'm a little overwhelmed. I'm trying to find out if Accenture is a good place to start my career, but there's so much information. I like the focus on new tech, but I wish it was easier to see what it's like to actually work there.

Actions Performed

- Explore career opportunities
- Research the company's culture and values

Suggestions

- Showcase employee testimonials
- Create a virtual office tour
- Simplify the career section navigation
- Highlight company values and culture

Print Report