AI Test Results from testers.ai

B-

The Amazon app, specifically its home page, exhibits a concerning number of defects. These range from network performance issues, indicated by 'Network Resolution Errors' and 'Redundant Requests due to Multiple Redirects,' to significant accessibility problems such as 'Missing Semantic Structure - Headings' and 'Missing Skip Navigation Link.' Furthermore, content-related bugs, like the 'Missing "Another Simple Favor" Promotional Banner,' suggest a lack of robust content verification processes. The presence of 'Potential Third-Party Tracking via Ad Pixels' could also raise privacy concerns.

Best Aspects

The app is likely still successfully serving its core purpose of e-commerce, despite the bugs.

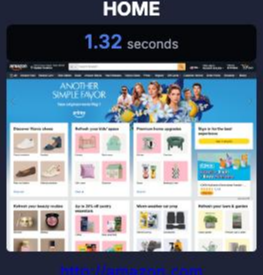
Areas for Improvement

The large number of accessibility issues and the content display inconsistencies significantly degrade the user experience and put the app at legal risk. Network performance issues also detract from its overall quality.

Quality Summary

HOME

1.32 seconds



http://amazon.com

Detailed Analysis

Diving deep into the Amazon app's home page reveals a medley of issues affecting performance, accessibility, and content integrity. Network snags are evident from 'Network Resolution Errors' and 'Redundant Requests due to Multiple Redirects,' potentially slowing down page load times and frustrating users. Accessibility is significantly compromised by 'Missing Semantic Structure - Headings,' 'Missing Skip Navigation Link,' and 'Missing Alt Text for Decorative Images,' hindering users with disabilities. Content display is inconsistent, as shown by 'Missing "Another Simple Favor" Promotional Banner' and other missing sections, creating a disjointed experience. The presence of 'Potential Third-Party Tracking via Ad Pixels' is a red flag for privacy compliance. These findings collectively paint a picture of an app needing immediate attention and strategic quality improvements.

Key Suggestions

- Conduct a thorough accessibility audit of the entire app, not just the home page, and fix all identified WCAG violations.
- Implement more robust content verification processes to prevent missing content issues.
- Optimize network requests to improve performance and reduce redundancy.
- Review and update the build process to include automated accessibility checks
- Review and address Privacy issues and compliance, specifically the presence of third-party tracking.

Priority Improvements

1. Implement a 'skip navigation' link to address 'Missing Skip Navigation Link' accessibility issue.
2. Add alt text to all decorative images to resolve 'Missing Alt Text for Decorative Images'.
3. Implement semantic structure using appropriate headings ('Missing Semantic Structure - Headings').
4. Optimize network requests to eliminate redirects ('Redundant Requests due to Multiple Redirects').
5. Investigate and eliminate 'Network Resolution Errors' to improve performance.
6. Ensure all promotional banners and sections ('Missing "Another Simple Favor" Promotional Banner', 'Missing "Discover Vionic shoes", "Refresh your kids' space", "Premium home upgrades", and "Sign in for the best experience" Sections') are consistently displayed by improving content verification.
7. Review and remove potentially unwanted third-party tracking ('Potential Third-Party Tracking via Ad Pixels')

Issues Found by AI Testers

HOME

Adeela — Mobile Responsive Tester

Missing "Another Simple Favor" Promotional Banner

Priority: 8/10 | Confidence: 9/10

general | content

Why is this a bug?
The prominent "Another Simple Favor" promotional banner, a key element on the desktop version, is completely absent in the mobile view. This represents a significant content discrepancy and may result in missed marketing opportunities.

Suggested Fix
Ensure the promotional banner is visible and appropriately scaled for mobile devices. Consider using a responsive design approach that adjusts the size and layout based on screen dimensions.

Why Fix This?
The banner promotes a new movie on Prime, and its absence from the mobile view diminishes the user's ability to discover and engage with new content, negatively impacting Prime video engagement. It may also represent a financial opportunity loss if the intention was for mobile users to see the ad.

Route To
Frontend Engineer

Sharon — API and Networking Tester

Redundant Requests due to Multiple Redirects

Priority: 7/10 | Confidence: 8/10

Performance | Network

Why is this a bug?
The network traffic shows a sequence of redirects: 'http://amazon.com/' → 'https://amazon.com/' → 'https://www.amazon.com/'. Each redirect adds latency and increases the time it takes to fetch the initial HTML document. This is a common but significant performance bottleneck.

Suggested Fix
Implement a server-side redirect directly to 'https://www.amazon.com/' from 'http://amazon.com/' to avoid the intermediate redirect. Alternatively, ensure that the initial request to 'http://amazon.com/' is properly configured on the DNS level to immediately resolve to the HTTPS version. Browser-side, using HSTS might minimize this for returning users, but it doesn't solve the initial load issue.

Why Fix This?
Reducing the number of redirects will decrease the initial page load time, improving the user experience and potentially reducing server load.

Route To
Backend/DevOps Engineer

Relevant Network Call

```
http://amazon.com/, https://amazon.com/, https://www.amazon.com/
```

Jason — AI Tester

Network Resolution Errors

Priority: 7/10 | Confidence: 8/10

network | performance

Why is this a bug?
The console repeatedly reports 'Failed to load resource: net::ERR_NAME_NOT_RESOLVED', indicating the webpage is unable to resolve the domain names of the resources it's trying to load. This leads to broken functionality or incomplete content.

Suggested Fix
Investigate DNS configuration, ensure resource URLs are correct and accessible, and implement error handling to gracefully manage resource loading failures. Consider using a content delivery network (CDN) for improved resource availability and performance.

Why Fix This?
Failure to load resources can degrade the user experience, lead to broken functionality, and potentially impact revenue if the resources are critical for operation or advertisement.

Route To
Frontend Engineer/DevOps Engineer

Adeela — Mobile Responsive Tester

Missing "Discover Vionic shoes", "Refresh your kids' space", "Premium home upgrades", and "Sign in for the best experience" Sections

Priority: 7/10 | Confidence: 9/10

general | content

Why is this a bug?
The mobile version is missing multiple product category sections, including "Discover Vionic shoes", "Refresh your kids' space", "Premium home upgrades", and "Sign in for the best experience". The lack of these sections disrupts the browsing experience and limits the user's access to a range of product categories prominently featured on the desktop version.

Suggested Fix
Implement a responsive design strategy that conditionally displays these sections or rearranges their layout for mobile devices, ensuring that users have access to key product categories and the sign-in prompt.

Why Fix This?
The absence of these sections severely impacts product discovery and potentially hinders user engagement, leading to a reduction in sales and user satisfaction. The user experience is far less diverse.

Route To
Frontend Engineer

Jason — AI Tester

Tracking Pixel Errors

Priority: 6/10 | Confidence: 7/10

tracking | ads | network

Why is this a bug?
The console shows 'Error firing pixels' for Amazon's ad system, which suggests that tracking pixels are not being sent correctly. The Gateway_right-2_desktop and Gateway_right-7_desktop names also suggest this is ad related. While the errors themselves are somewhat generic, the sheer length and complexity of the URL's raises concerns, as well as the fact this endpoint is failing. These errors could stem from network issues, incorrect pixel implementation, or issues with the ad server itself.

Suggested Fix
Verify the tracking pixel implementation is correct, ensure the ad server is accessible, and implement error handling to retry pixel firing or log errors for further investigation. Contact Amazon's ad support to troubleshoot any server-side issues.

Why Fix This?
Failure to fire tracking pixels can impact ad revenue, prevent accurate performance measurement, and disrupt data collection for audience targeting and campaign optimization.

Route To
Marketing/Analytics Engineer

Pete — Privacy and Security Tester

Potential Third-Party Tracking via Ad Pixels

Priority: 7/10 | Confidence: 7/10

GDPR | Third-Party Tracking

Why is this a bug?
The presence of network requests to `aes.us-east.ono.axp.amazon-adsystem.com` (Amazon ad system) combined with console errors 'Error firing pixels' indicate potential third-party tracking. The URLs contain encoded data that might be used to track user behavior across the web. The 'Error firing pixels' suggest a problem with these trackers, possibly indicating a configuration issue or a problem with consent management, which is concerning. The request URLs include a large amount of encoded data which is a characteristic of tracking requests.

Suggested Fix
Investigate the purpose of these ad pixel requests and the data being transmitted. Ensure that user consent is properly obtained and managed before firing these pixels. Review third-party tracking policies and ensure compliance with GDPR and other privacy regulations. Implement a robust consent management system. Ensure proper error handling for failed pixel firings that does not negatively impact user privacy or leak data.

Why Fix This?
Failure to properly manage third-party tracking can lead to GDPR violations, loss of user trust, and potential legal repercussions.

Route To
Privacy Engineer/Security Engineer/Frontend Engineer

Relevant Network Call


```
https://aes.us-east.ono.axp.amazon-adsystem.com/x/px?t=btr&bi=v1_CGrnR1E7rMmx7wuZWMV0-T3qcUlCc4cEkJh9nmHSr5Pmd4Rdn60iWMwX5QhoshqXoaoqxpEHg1vuqDGNPz9RDFcb_0_jLqiJThFUPhogEgX7Rd8h4WcqxqQ0DxS-brT4G9DUaEmg75JMQB56xg2DFhodaxFbUJ0tXw0-BPxlBU3Zk7bw1AhkBwbmbse3af10XilNLoCNwiU2Qm920I0QIvMIi8601scgBRbQ06k0kQkW8IRhkfaqQ0M6gEX-z19BQmbxPODDuBR1z1QbL8lz0A_hQCCKhSDDFfOU1YntUtd2bxGtw5Ov0j3OJwXbJI2S6MkZ1e5vY_3zpsTFBOexDtxW1sh2ZRctqJIn9_pSKsJi1VRFU2mUtjqBwL4qWnzkSyVQjGeqoGAlhxn3UZmwdEFVY6ulruliYMskYHlQjihcDrlMmwVVLE5LyLh_IlAOHoeLecnaudC9X3RTSSjKgYYzB2nZoEmRUyR1WKQn_IKhOl52msb1lFyVMBYHV9X1zKoJt1kMUHlh1mb6o1uh7RTlfg9pUgE0ARrSDU2RFbnZZQyOFiB-5H0RSz6uGkngV_Uhuc4q0F7S_YlxmKdw2qHe2dvuqYH_&c=%7B%22measurementMethod%22%3A%22btr_client%22%7D
```


Isabella — Usability Tester

Ambiguous Link Description for Keyboard Navigation

Priority: 7/10 | Confidence: 8/10

WCAG | Accessibility

Why is this a bug?
The navigation links labeled 'Search', 'Cart', 'Home', and 'Orders' include keyboard shortcut hints (e.g., 'alt + /' for Search). While intended to be helpful, these hints are included within the link text itself, making it difficult for screen reader users to understand the link's purpose clearly. Screen readers might read out the entire text string including the shortcut, which is not ideal. This violates WCAG 2.4.6: Headings and Labels (Level AA), as the labels for interactive elements are not concise and straightforward.

Suggested Fix
Implement the keyboard shortcuts using 'aria-keyshortcuts' attribute or provide the shortcut information separately, outside the primary link text. Ensure the link text clearly describes the link's destination without the additional shortcut information inline.

Why Fix This?
Fixing this ensures screen reader users can quickly understand the purpose of each navigation link, improving overall site accessibility and WCAG compliance.

Route To
Frontend Engineer / Accessibility Specialist

Aisha — Tester for Missing Aspects

Missing Semantic Structure - Headings

Priority: 7/10 | Confidence: 8/10

WCAG | Accessibility

Why is this a bug?
The page may be lacking proper heading structure (h1, h2, h3, etc.). Screen reader users rely on headings to navigate content effectively. Without a proper semantic structure, users cannot quickly understand the page's organization, violating WCAG 2.4.6 (Headings and Labels).

Suggested Fix
Review the page's content and ensure the use of heading tags (h1-h6) to create a logical and hierarchical structure. The h1 should describe the main topic of the page. Subsequent headings should represent subtopics.

Why Fix This?
Improves page navigation for screen reader users and allows search engines to understand the content better, improving SEO.

Route To
Frontend Engineer

Relevant Network Call

```
N/A
```

Alejandro — Accessibility Tester

Missing Skip Navigation Link

Priority: 7/10 | Confidence: 8/10

WCAG | Keyboard Navigation

Why is this a bug?
The page lacks a skip navigation link at the beginning of the document. This is crucial for users who navigate using a keyboard or screen reader as it allows them to bypass the repetitive navigation menu and jump directly to the main content. Without this, users have to tab through dozens of links before reaching the main content area, which can be time-consuming and frustrating.

Suggested Fix
Implement a skip navigation link as the first focusable element on the page. This link should be visually hidden until it receives focus, then it should become visible. It should link directly to the main content area of the page, using an anchor tag with a corresponding ID on the target content section.

Why Fix This?
Improves keyboard navigation and screen reader accessibility by allowing users to quickly skip the navigation menu and access the main content.

Route To
Front-end Engineer

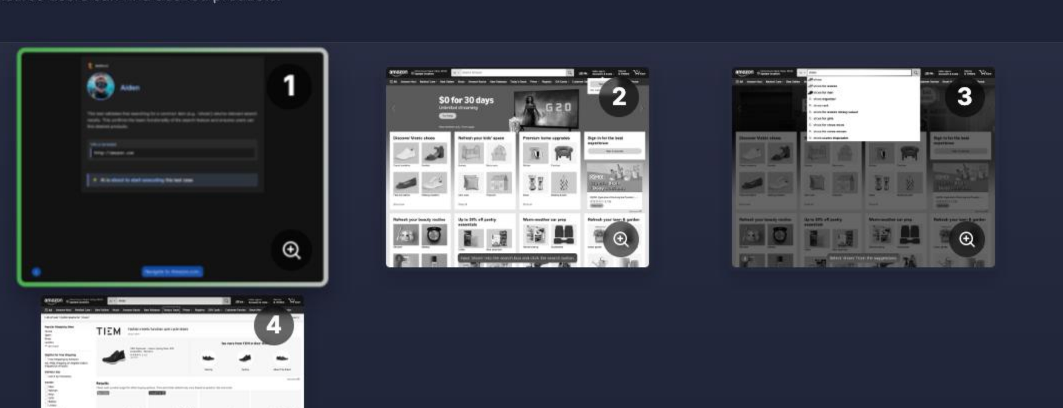
AI Generated Functional Test Results

Start Page: HOME

Aiden
Demo_Tests

✓ Search for a common item and verify relevant results are displayed.

This test validates that searching for a common item (e.g., 'shoes') returns relevant search results. This confirms the basic functionality of the search feature and ensures users can find desired products.



✓ Navigate to New Releases and verify page load.

This test checks the navigability and loading of the 'New Releases' page. It ensures that the link to 'New Releases' functions correctly and that the page loads as expected, preventing navigational issues for users.

✓ Add Item to Cart From Search Results

This test verifies a user can add an item to their shopping cart directly from the search results page. Streamlines the purchasing process.

User Persona Feedback Summary

HOME

The primary purpose of the webpage is to serve as the homepage for Amazon.com, providing a central hub for users to search for and purchase products, access various Amazon services, and discover deals and promotions.

Overall Score

★★★★☆

The Amazon homepage offers a vast array of products and services, with a visually appealing design and generally good usability. However, the sheer volume of content can be overwhelming, and navigation can be improved. Personalization is a strong point, but more intuitive accessibility features are needed.

Visual Design

★★★★☆

Visually, the site is appealing, with a good balance of images and text. However, the number of products on the screen sometimes feels overwhelming.

Usability

★★★☆☆

The site is generally easy to use, with a prominent search bar and clear calls to action. However, the number of options and promotions can make it difficult to find specific products or services.

Content Quality

★★★★☆

The content is comprehensive and diverse, covering a wide range of products and services. Personalization features enhance the relevance of the content to individual users.

Individual User Persona Feedback

Emily Chen, 28

Persona:Emily is a marketing professional living in a bustling city. She's career-driven, always on the lookout for the latest trends, and values efficiency in her daily life. She enjoys online shopping and is a frequent user of e-commerce platforms.

Overall Rating

★★★★☆

As a busy professional, I appreciate the convenience and variety of products on Amazon. The personalized recommendations are a nice touch, but the sheer volume of options can be overwhelming.

Actions Performed
- Search for the latest fashion trends
- Browse beauty products and customer reviews

Suggestions
- Offer more personalized recommendations.
- Improve the filtering options to make it easier to find specific items.
- Ensure that customer reviews are genuine and unbiased.
- Provide better customer service and support.

David Miller, 35

Persona:David is a software engineer who enjoys staying up-to-date with the latest technology and gadgets. He values detailed product specifications and customer reviews before making a purchase.

Overall Rating

★★★☆☆

Amazon is great for finding almost anything. I love the breadth of products, but I wish the search and filter options were more precise to quickly narrow down to the exact product I'm seeking.

Actions Performed
- Search for the latest gadgets
- Read product specifications and customer reviews

Suggestions
- Enhance search filtering for technical specifications.
- Improve product comparison with detailed side-by-side specs.
- Increase the verification of customer reviews to reduce fake ones.
- Reduce the intrusiveness of ads to improve the browsing experience.

Print Report

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