

# AI Test Results from testers.ai



The 'HOME' page presents a mixed bag. While it seems functional at a basic level, there are several areas of concern related to accessibility (missing alt text, ARIA attributes, and skip navigation link) indicates a lack of focus on inclusive design. The presence of outdated third-party scripts, like Termly, also introduces potential security vulnerabilities and compliance issues. The incorrect copyright year and reordered cookie consent options, while seemingly minor, contribute to a perception of sloppiness and neglect. This lack of attention to detail impacts the user experience and undermines the app's overall trustworthiness. Resolving these issues is crucial for improving the app's quality and ensuring a positive user experience.

### Best Aspects

The fact that none of these bugs are complete showstoppers that prevent the app from being used is a positive sign.

### Areas for Improvement

The high volume of accessibility and security related issues found on the 'HOME' page are concerning.

## Quality Summary



View On [NewFronts.com](#)

### Detailed Analysis

From a quality perspective, the 'Newfront' app's 'HOME' page is currently underperforming. The sheer volume of bugs, especially those related to accessibility (missing alt text, ARIA attributes, and skip navigation link) indicates a lack of focus on inclusive design. The presence of outdated third-party scripts, like Termly, also introduces potential security vulnerabilities and compliance issues. The incorrect copyright year and reordered cookie consent options, while seemingly minor, contribute to a perception of sloppiness and neglect. This lack of attention to detail impacts the user experience and undermines the app's overall trustworthiness. Resolving these issues is crucial for improving the app's quality and ensuring a positive user experience.

### Key Suggestions

- Conduct a thorough accessibility audit of the entire application and address all identified issues.
- Establish a process for regularly updating third-party dependencies to mitigate security risks.
- Implement automated checks for common accessibility and security issues to prevent regressions.
- Ensure the copyright year is dynamically updated to avoid manual updates.
- Review and standardize cookie consent options across the application.

### Priority Improvements

1. Update the Termly CMP script to the latest version and verify proper AutoBlocker configuration to address security and GDPR concerns.
2. Implement missing alt text for all images to improve accessibility for visually impaired users.
3. Add a skip navigation link to enhance website accessibility for users with disabilities.
4. Implement missing ARIA attributes for dynamic content updates to enhance screen reader compatibility
5. Fix the incorrect copyright year to maintain accuracy and professionalism.

## Issues Found by AI Testers

**Adeela**  
Mobile Responsive Tester

**Missing Top Navigation Elements on Mobile**

Priority: 8/10 Confidence: 9/10

general accessibility

**Why is this a bug?**  
The top navigation links (Business Insurance, Total Rewards, Technology, About, Insights) and the 'Talk to a Specialist' button are present in the large screen view but are completely missing in the mobile view. Users cannot access these navigation options, which severely impacts usability.

**Suggested Fix**  
Implement a responsive navigation pattern (e.g., hamburger menu) to ensure that all navigation links are accessible on mobile devices.

**Why Fix This?**  
Users cannot navigate the site effectively without access to the main navigation links, leading to a poor user experience and potentially lost business.

**Route To**  
Frontend Engineer

**Relevant Network Call**  
None

**Isabella**  
Usability Tester

**Missing Alt Text for Images**

Priority: 7/10 Confidence: 8/10

WCAG accessibility

**Why is this a bug?**  
The webpage lacks alt text for images, which is crucial for screen reader users to understand the content of the images. This violates WCAG guidelines for accessibility.

**Suggested Fix**  
Implement descriptive alt text for all meaningful images on the page. If an image is purely decorative, use an empty alt attribute (alt="").

**Why Fix This?**  
Providing alt text improves accessibility for users with visual impairments, ensuring they can understand the content and purpose of images on the page. This is a WCAG requirement.

**Route To**  
Frontend Engineer

**Jason**  
AI Tester

**Termly ResourceBlocker not first script on page**

Priority: 4/10 Confidence: 5/10

performance

**Why is this a bug?**  
Termly states in the console log that their ResourceBlocker script should be the first on the page. Not being first can lead to unapproved content not being blocked.

**Suggested Fix**  
Ensure that the Termly ResourceBlocker is the first script to load on the page.

**Why Fix This?**  
Ensure unapproved content is blocked.

**Route To**  
Frontend Engineer

**Alejandro**  
Accessibility Tester

**Missing Skip Navigation Link**

Priority: 7/10 Confidence: 8/10

WCAG navigation

**Why is this a bug?**  
The page lacks a 'skip navigation' link. This is a standard accessibility feature that allows users to bypass the main navigation and jump directly to the main content. Without this, keyboard users and screen reader users have to tab through all navigation items on every page, which is a significant usability issue.

**Suggested Fix**  
Implement a 'skip navigation' link that appears as the first focusable element on the page and directs the user to the main content area.

**Why Fix This?**  
Improves keyboard navigation and screen reader usability, aligning with WCAG 2.4.1 (Bypass Blocks).

**Route To**  
Frontend Engineer

## AI Generated Functional Test Results

Start Page: HOME

**Aiden**  
Demo\_Tests

✓ Click 'Talk to an Expert' button in main image and verify page title

This test verifies that clicking the 'Talk to an Expert' button in the main image navigates to a page with a specific title, ensuring the button is correctly linked and the destination page is as expected. This is a core interaction that should work as expected.

✓ Click 'Technology' menu item and verify redirection

Verifies that clicking the 'Technology' menu item navigates the user to the expected technology page.

✓ Navigate from Business Insurance to Technology and then About

This test ensures the main navigation links in the header are functional. It starts from the 'Business Insurance' dropdown, then clicks on 'Technology', and finally 'About', checking that the appropriate pages load successfully. This is important for user experience as it allows users to quickly and easily access key sections of the website.

## User Persona Feedback Summary

HOME

To showcase Newfront as a modern insurance brokerage firm that uses technology to improve client experience and provide comprehensive insurance solutions.

**Overall Score**

★★★★★

The website is visually appealing and presents a strong message about innovation in the insurance industry. The navigation is clear, but more detailed case studies or client testimonials would be beneficial. Also more of a focus on emotional appeal.

**Visual Design**

★★★★★

The color scheme is modern and professional. The images are engaging and diverse, but perhaps include a bit more 'human' feel.

**Usability**

★★★★★

Navigation is generally intuitive, but some sections could be organized more logically.

**Content Quality**

★★★★★

The content is informative but sometimes lacks specifics. More case studies or examples would be helpful.

### Individual User Persona Feedback

**Priya Patel, 32**

Persona: Priya is the CFO of a fast-growing tech startup. She's responsible for managing the company's finances, including insurance and benefits programs. She's looking for innovative solutions to attract and retain top talent.

**Overall Rating**

★★★★★

*I'm impressed by the focus on technology and data-driven insights. I'd like to see more specific examples of how Newfront has helped other tech startups like mine.*

**Actions Performed**

- Explore Total Rewards options
- Read insights on benefits trends

**Suggestions**

- Add case studies specific to tech companies.
- Offer a free trial or demo of the Total Rewards Navigator.
- Provide clear pricing information.

**David Chen, 55**

Persona: David is the CEO of a mid-sized manufacturing company. He's concerned about managing risk and ensuring compliance. He is seeking a reliable partner to handle their business insurance needs.

**Overall Rating**

★★★★★

*The site looks professional, but I'm skeptical about the 'breakthrough technology' claims. I need concrete evidence that Newfront can deliver better results than my current broker.*

**Actions Performed**

- Explore business insurance products
- Learn about global insurance solutions

**Suggestions**

- Add manufacturing-specific case studies.
- Provide details on data security protocols.
- Quantify the cost savings from their technology.

**Aisha Johnson, 28**

Persona: Aisha is a tech-savvy HR manager at a digital health startup. She's responsible for implementing new technologies to streamline HR processes and improve employee experience. She's looking for a platform that integrates seamlessly with their existing systems.

**Overall Rating**

★★★★★

*I'm really excited about the potential of Newfront's technology platform! The focus on AI and predictive analytics is exactly what we need to make better decisions. I want to dive deeper into the integrations and product roadmap.*

**Actions Performed**

- Explore the Technology Overview
- Investigate the Product Pipeline

**Suggestions**

- Showcase API integration options for HR systems.
- Publish a detailed product roadmap with expected release dates.
- Include customer testimonials specifically about the technology.

Print Report

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