

AI Test Results from testers.ai

B

The HOME page of Optimizely presents a mixed bag. On one hand, there are no reported performance problems which is great, but on the other hand, there's a noticeable number of accessibility issues, including missing labels for form elements, inadequate focus states, and low text contrast. Additionally, the presence of a potential third-party tracking script (zaius-min.js) raises some GDPR concerns. Some general quality issues like an incorrect copyright year and a grammatical error, indicate a need for more thorough content review. The missing mobile navigation is also a very visible responsive issue.

Best Aspects

No critical performance issues were reported for the HOME page, suggesting a solid underlying technical foundation.

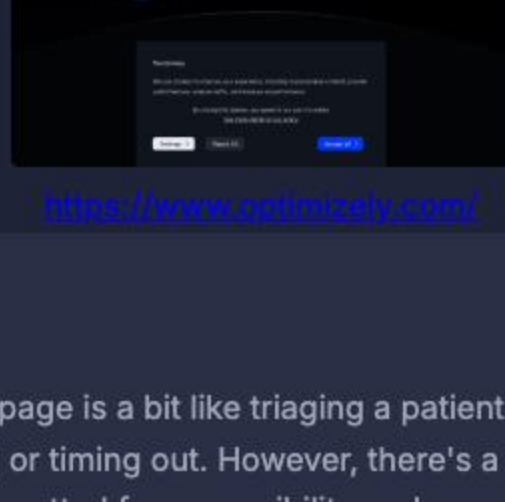
Areas for Improvement

The abundance of accessibility issues and the presence of potential third-party tracking pose significant concerns for usability, legal compliance, and user privacy.

Quality Summary

HOME

1.22 seconds



<https://www.optimizely.com>

Detailed Analysis

From my perspective, assessing Optimizely's HOME page is a bit like triaging a patient. The good news is that there aren't any critical performance failures reported; the app isn't crashing or timing out. However, there's a constellation of smaller issues that, taken together, paint a picture of an application that hasn't been fully vetted for accessibility and general quality. Accessibility problems like missing labels, low contrast, and unclear link purposes directly impact usability for users with disabilities. The presence of 'zaius-min.js' is a GDPR concern that can become a legal and PR issue if not well managed. While the copyright and grammatical errors are minor, they erode user confidence. Finally the missing mobile navigation on mobile affects all mobile users.

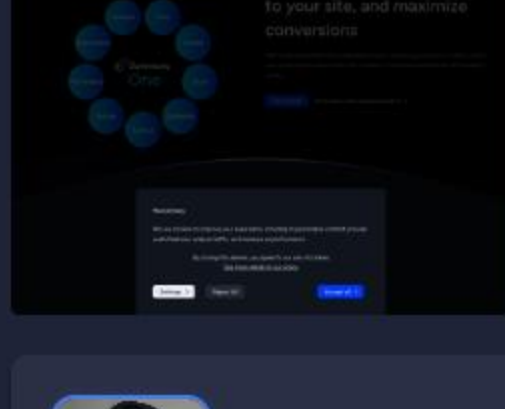
Key Suggestions

- Conduct a thorough accessibility audit of the entire application.
- Implement automated accessibility testing as part of the CI/CD pipeline.
- Review all third-party scripts for GDPR compliance.
- Establish a style guide to enforce consistent design patterns and accessibility standards.
- Proofread all content for grammatical errors and outdated information.
- Test all pages in various browsers and on multiple devices

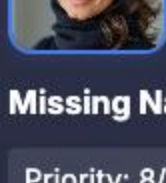
Priority Improvements

1. Implement proper labels for all form elements to meet WCAG guidelines.
2. Ensure all interactive elements have clear and visible focus states to improve keyboard navigation accessibility.
3. Increase text contrast on elements with low contrast ratios to meet WCAG standards.
4. Investigate and address the GDPR implications of the zaius-min.js script, either by removing it or ensuring compliance.
5. Add the missing Navigation Menu on Mobile View
6. Correct the copyright year to the current year.
7. Fix the grammatical error in the marketing content.

Issues Found by AI Testers



HOME



Adeela
Mobile Responsive Tester

Missing Navigation Menu on Mobile View

Priority: 8/10 Confidence: 9/10

general responsive

Why is this a bug?

The navigation menu (Products, Resources, Plans, Partners, Developers, Login, Get Started) visible in the large browser window is completely absent in the mobile view. This prevents users from accessing different sections of the website and represents a major usability issue.

Suggested Fix

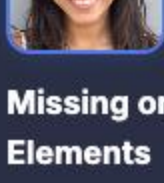
Implement a responsive navigation solution for mobile devices, such as a hamburger menu, or collapsing/stacking navigation items in a logical way. Ensure the hamburger menu is styled and present.

Why Fix This?

The absence of the navigation menu renders key sections of the site inaccessible to mobile users, severely hindering their ability to explore the site and its features.

Route To

Frontend Engineer



Isabella
Usability Tester

Missing or Inadequate Labels for Form Elements

Priority: 7/10 Confidence: 9/10

WCAG accessibility

Why is this a bug?

The form on the 'Get in touch' section lacks properly associated labels for each input field. This makes it difficult for screen reader users to understand the purpose of each field. While tooltips exist, they are not a substitute for proper labels as required by WCAG guidelines.

Suggested Fix

Implement proper 'label' elements associated with each form input field using the 'for' attribute to match the input's 'id'. This ensures accessibility for screen reader users.

Why Fix This?

Addresses WCAG 2.0 Success Criterion 3.3.2 Labels or Instructions, ensuring that all form controls are clearly labeled for accessibility. Improves usability for all users, particularly those using screen readers or other assistive technologies.

Route To

Frontend Engineer



Alejandro
Accessibility Tester

Unclear Link Purpose for Certain Links

Priority: 7/10 Confidence: 7/10

WCAG Links and Buttons Accessibility

Why is this a bug?

Some links, especially those using generic text like 'Learn', 'Explore', or 'More', may not provide sufficient context about their destination, making them confusing for screen reader users or users who navigate using keyboard or other assistive technologies. The links 'More about Web Experimentation' and the links under 'More ways we can help' are examples.

Suggested Fix

Provide descriptive link text that clearly indicates the destination or purpose of the link. Use ARIA attributes (e.g., aria-label, aria-describedby) to add additional context if needed, or rewrite ambiguous text.

Why Fix This?

Clear link text improves navigation and comprehension for all users, especially those using assistive technologies.

Route To

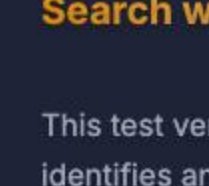
Frontend Engineer

Relevant Network Call

N/A

AI Generated Functional Test Results

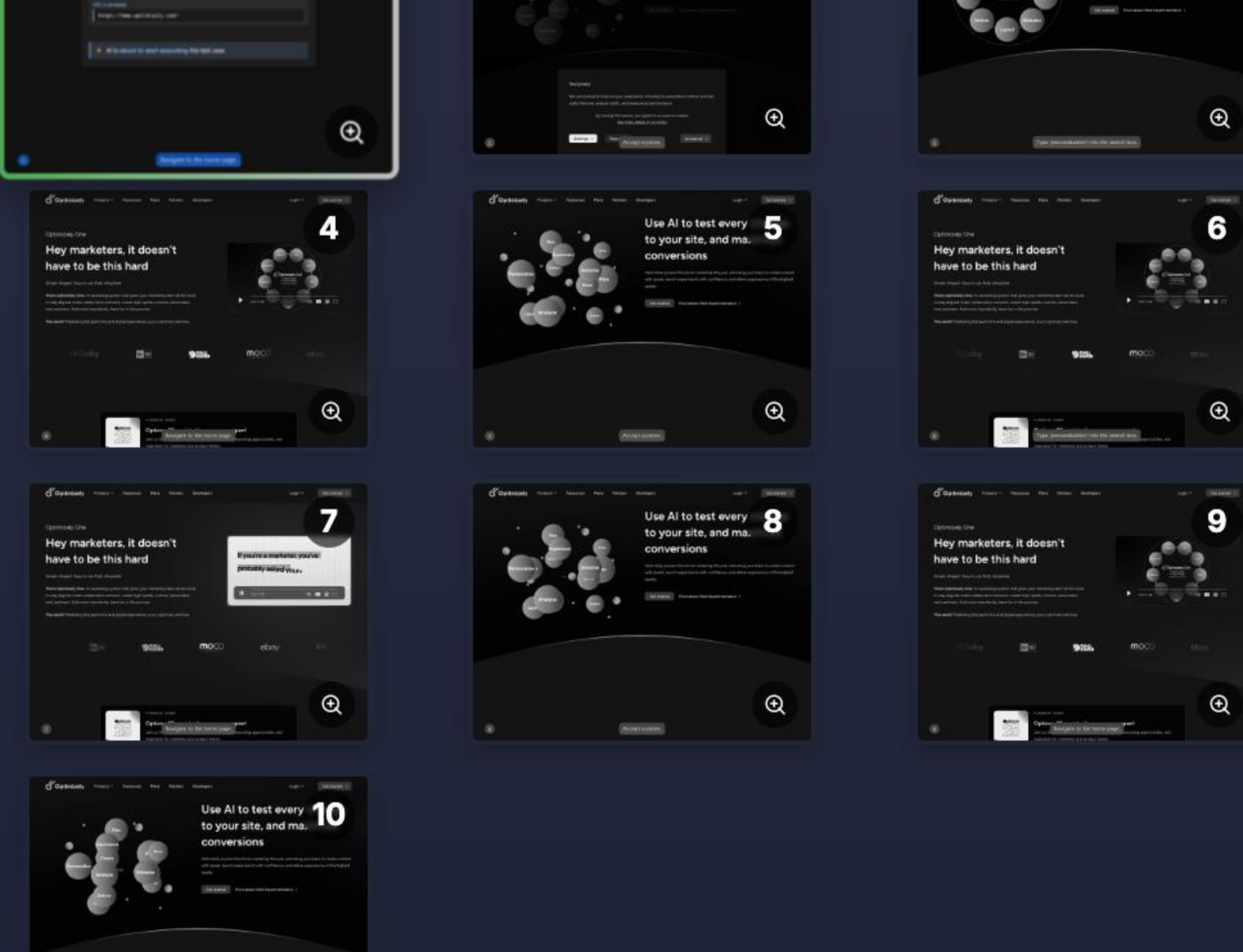
Start Page: HOME



Aiden
Demo_Tests

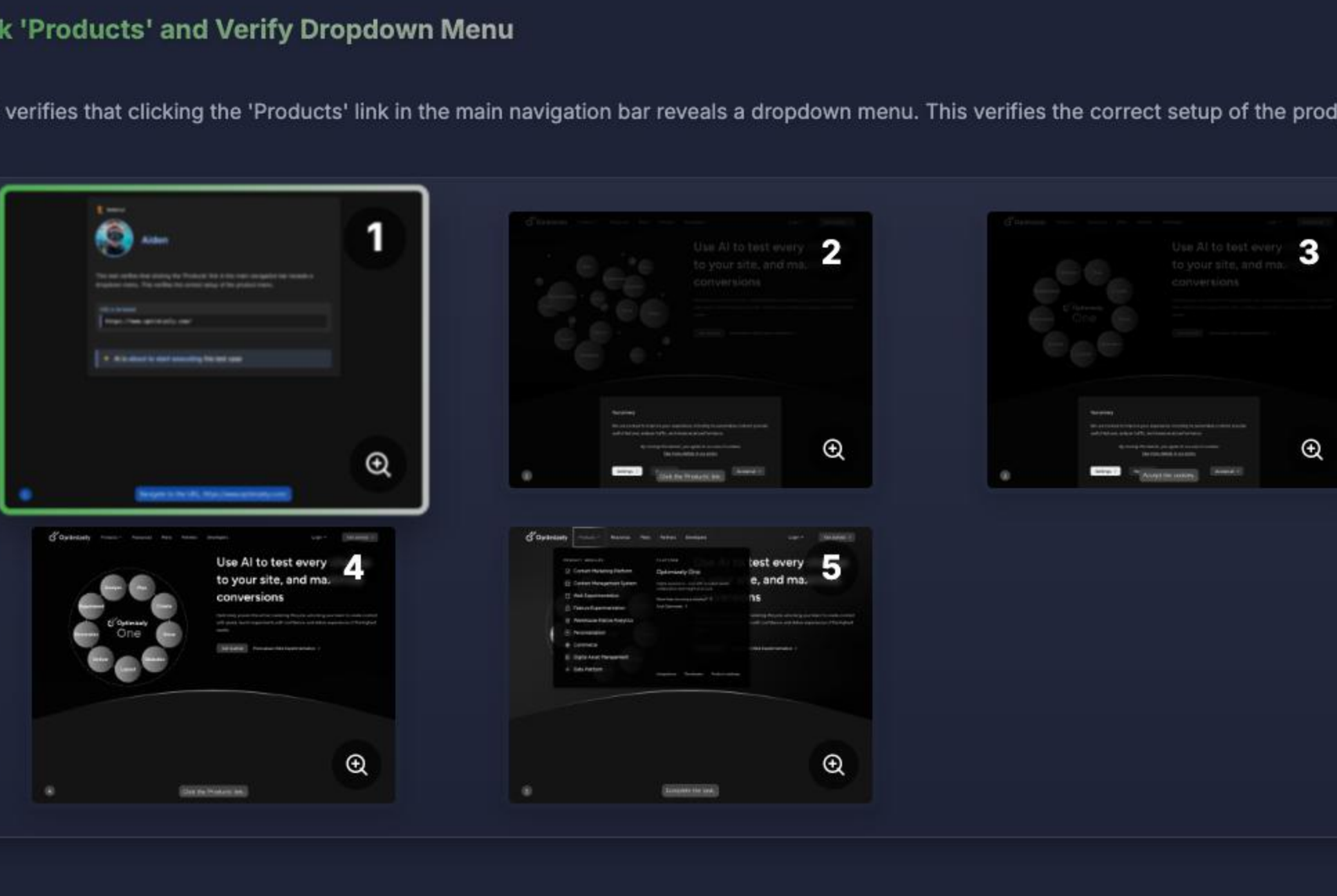
Search with a valid search term

This test verifies that the search functionality returns relevant results when a valid search term is entered. It ensures that the search algorithm accurately identifies and displays content related to the user's query. This is crucial for users to find the information they need quickly and efficiently.



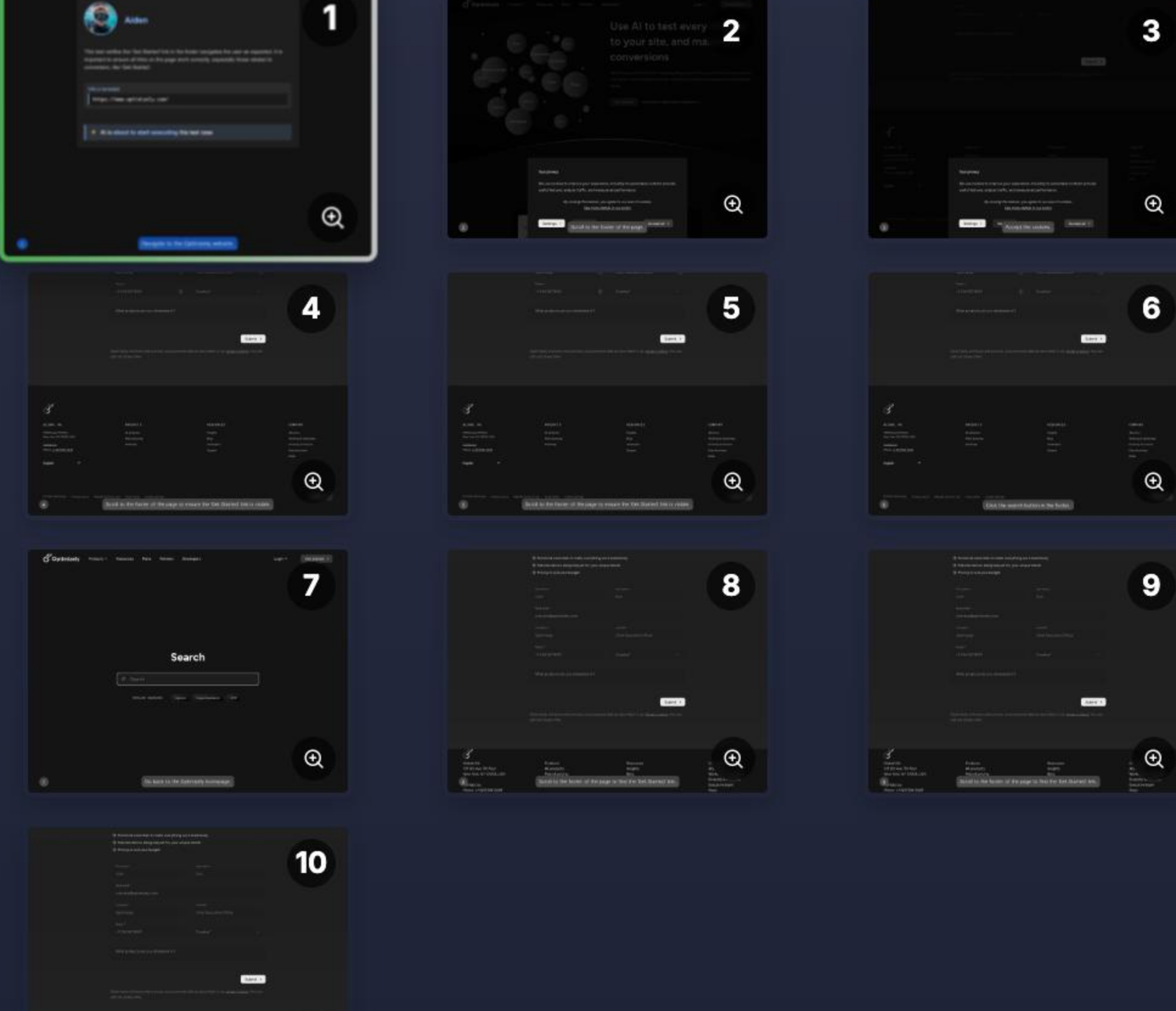
Click 'Products' and Verify Dropdown Menu

This test verifies that clicking the 'Products' link in the main navigation bar reveals a dropdown menu. This verifies the correct setup of the product menu.



Scroll to Footer and Click 'Get Started'

This test verifies that the 'Get Started' link in the footer navigates the user as expected. It is important to ensure all links on the page work correctly, especially those related to conversion, like 'Get Started'.



User Persona Feedback Summary

HOME



The webpage's primary goal is to introduce Optimizely as a comprehensive digital experience platform, highlighting its capabilities in content orchestration, digital optimization, and experience-led commerce. It aims to attract potential customers by showcasing its AI-powered features and the value it brings to marketing and development teams.

Overall Score

★★★★★

The website presents Optimizely as a robust platform for digital experience optimization, appealing to various user personas with its focus on AI, experimentation, and marketing solutions. While the design and usability are generally good, some areas could benefit from more clarity and detail, particularly regarding pricing and specific product features.

Visual Design

★★★★★

The dark theme is sleek, but some elements blend in too much. Brighter highlights for call-to-actions would be great.

Usability

★★★★★

The website is generally easy to use, but the amount of information can be overwhelming. Streamlining the navigation and providing more concise descriptions of features would improve the user experience.

Content Quality

★★★★★

The content is well-written and informative, emphasizing the benefits of Optimizely's platform. However, some sections could benefit from more specific examples and case studies to illustrate the platform's capabilities.

Individual User Persona Feedback



Aisha Khan, 32

Persona: Aisha is a marketing manager at a mid-sized e-commerce company. She's responsible for driving website traffic, increasing conversion rates, and improving customer engagement. She's always looking for new ways to leverage data and technology to optimize her marketing campaigns.

Overall Rating

★★★★★

I'm impressed with Optimizely's focus on AI and experimentation. The platform seems comprehensive, but I'd like to see more concrete examples of how it has helped other e-commerce companies increase their conversion rates. Detailed pricing would also be helpful.

Actions Performed

- Explore web experimentation features
- Review case studies of successful implementations

Suggestions

- Include a pricing page with different plan options.
- Add more case studies of successful e-commerce implementations.
- Offer a more detailed comparison with competitors.



David Chen, 45

Persona: David is a seasoned CTO at a growing SaaS company. His focus is on ensuring the scalability, reliability, and security of his platform. He is looking for tools that can streamline their development process and enable them to release new features quickly and safely.

Overall Rating

★★★★★

The feature experimentation aspect of Optimizely is what caught my eye. The mention of speed and safety is reassuring, but I need to dig into the documentation and see how well it integrates with our existing DevOps pipeline. Pricing for enterprise-level features needs to be readily available.

Actions Performed

- Explore feature experimentation capabilities
- Review developer resources and documentation

Suggestions

- Improve search for developer-specific content.
- Add code examples and API documentation.
- Include enterprise pricing details.

Print Report