

AI Test Results from testers.ai

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The Reckitt Benckiser app, specifically its HOME page, shows a mix of concerning issues. While the app seems to function, the number of accessibility bugs like 'Missing Accessible Name for Brands Carousel Links' and 'Cookie Consent Banner: Missing ARIA attributes for accessibility' directly contradict best practices and legal requirements. Furthermore, content issues such as 'Outdated Content: Annual Report 2024' erode user trust and portray a lack of diligent maintenance. The 'CSP Violation - Image Loading Failure' points to underlying security or configuration flaws, while 'Excessive Number of JavaScript Files Requested' indicates performance bottlenecks that degrade the responsiveness of the HOME page. Addressing these multifaceted issues is paramount to elevate the app's overall quality.

Best Aspects

The app's core functionality seems operational, despite the issues on the HOME page.

Areas for Improvement

The worst aspects are the number of accessibility violations, outdated content, and the performance bottleneck caused by excessive JavaScript files.

Quality Summary

HOME



View on testers.ai

Detailed Analysis

The Reckitt Benckiser app presents a mixed bag of quality concerns, especially evident on the HOME page. From a functional perspective, the core app might be operational, yet the proliferation of accessibility violations severely hinders the experience for users with disabilities. Issues like 'Missing Accessible Name for Brands Carousel Links' and 'Cookie Consent Banner: Missing ARIA attributes for accessibility' directly contradict best practices and legal requirements. Furthermore, content issues such as 'Outdated Content: Annual Report 2024' erode user trust and portray a lack of diligent maintenance. The 'CSP Violation - Image Loading Failure' points to underlying security or configuration flaws, while 'Excessive Number of JavaScript Files Requested' indicates performance bottlenecks that degrade the responsiveness of the HOME page. Addressing these multifaceted issues is paramount to elevate the app's overall quality.

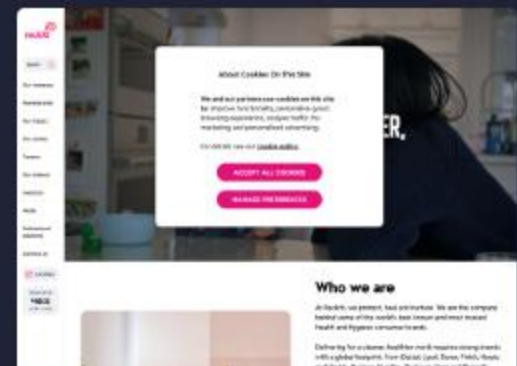
Key Suggestions

- Conduct a thorough accessibility audit of the entire app.
- Implement a robust content management system to ensure content is up-to-date.
- Optimize the JavaScript code on the HOME page to reduce the number of files requested.
- Implement automated accessibility testing as part of the development process.
- Provide training for developers and content creators on accessibility best practices.

Priority Improvements

- Implement ARIA attributes on the Cookie Consent Banner to ensure accessibility compliance.
- Update the Annual Report to the latest version (2025).
- Add accessible names and descriptive text to all Brands Carousel links.
- Reduce the number of JavaScript files requested on the HOME page to improve performance.
- Fix the CSP violation to ensure proper image loading and prevent potential security risks.
- Correct the copyright year to the current year.
- Address the Share Price Link Contrast Issue to meet WCAG guidelines.

Issues Found by AI Testers



HOME



Isabella

Usability Tester

Missing Accessible Name for Brands Carousel Links

Priority: 7/10 Confidence: 9/10

WCAG Accessibility

Why is this a bug?

The links within the brands carousel (e.g., "Read more about Dettol") use aria-label to provide accessible names. However, these labels are redundant and create a verbose experience for screen reader users. Ideally the image within the link should have alt text that describes the brand, providing a non-redundant accessible name for the link.

Suggested Fix

Remove the "aria-label" attributes from the "brands-carousel_single-brand" links. Ensure each image within these links has appropriate "alt" text describing the brand. For example, the Dettol link should have an image with "alt="Dettol"".

Why Fix This?

Improves the screen reader experience by reducing verbosity and providing concise and meaningful descriptions of the links, which is essential for users with visual impairments to effectively navigate the carousel.

Route To

Frontend Engineer



Sophia

Content Tester

Copyright Year Incorrect

Priority: 7/10 Confidence: 9/10

general content

Why is this a bug?

The copyright notice at the bottom of the page shows 'Reckitt Modern Slavery Statement 2024'. Since the current year is 2025, the copyright year should be updated to 2025. Not updating this impacts user confidence in the website content, as the website appears out of date.

Suggested Fix

Update the copyright year to 2025.

Why Fix This?

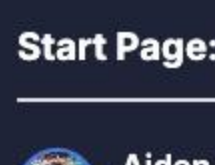
To ensure the website appears up-to-date and maintains user trust.

Route To

Frontend/Backend Engineer

AI Generated Functional Test Results

Start Page: HOME

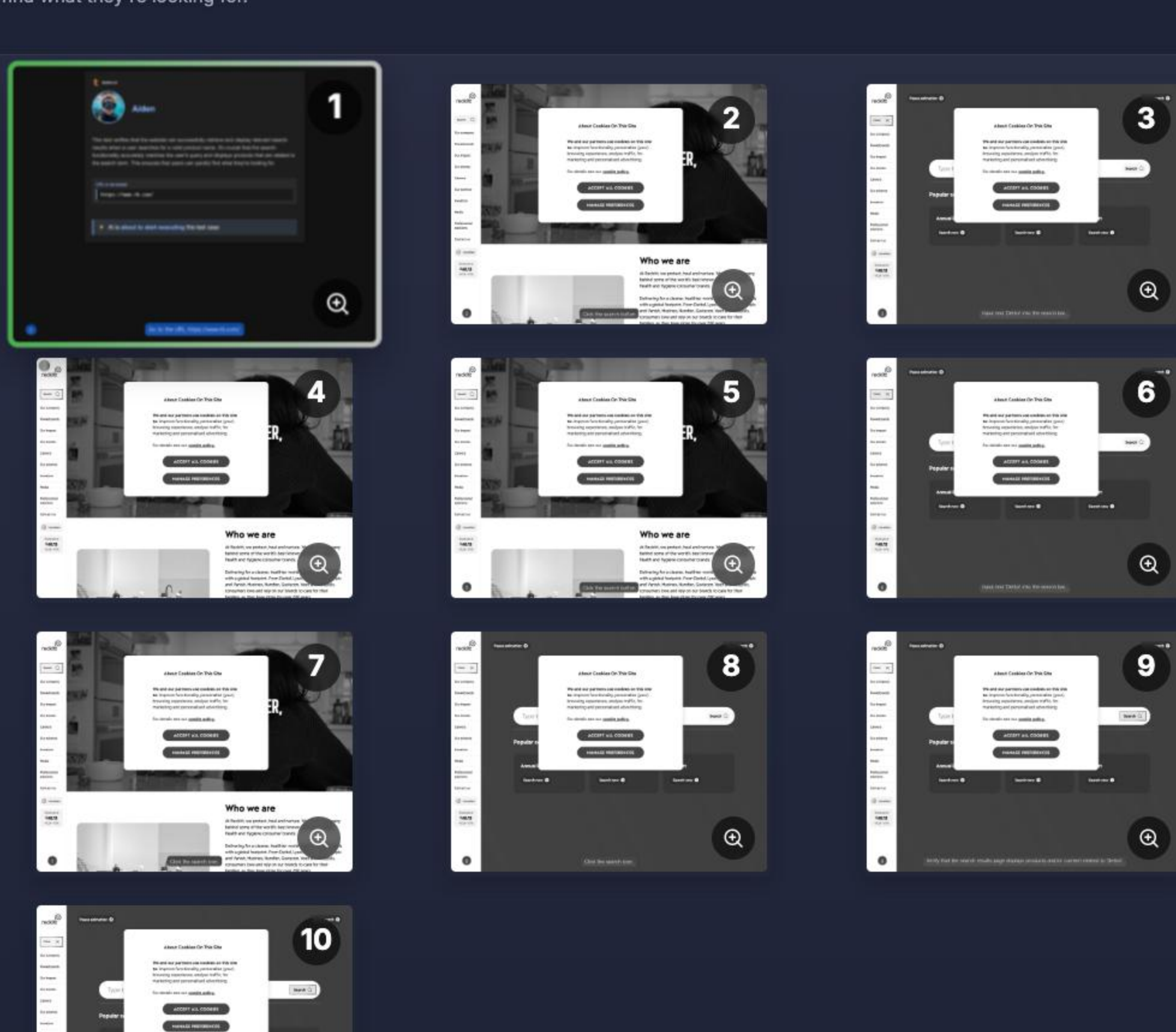


Aiden

Demo_Tests

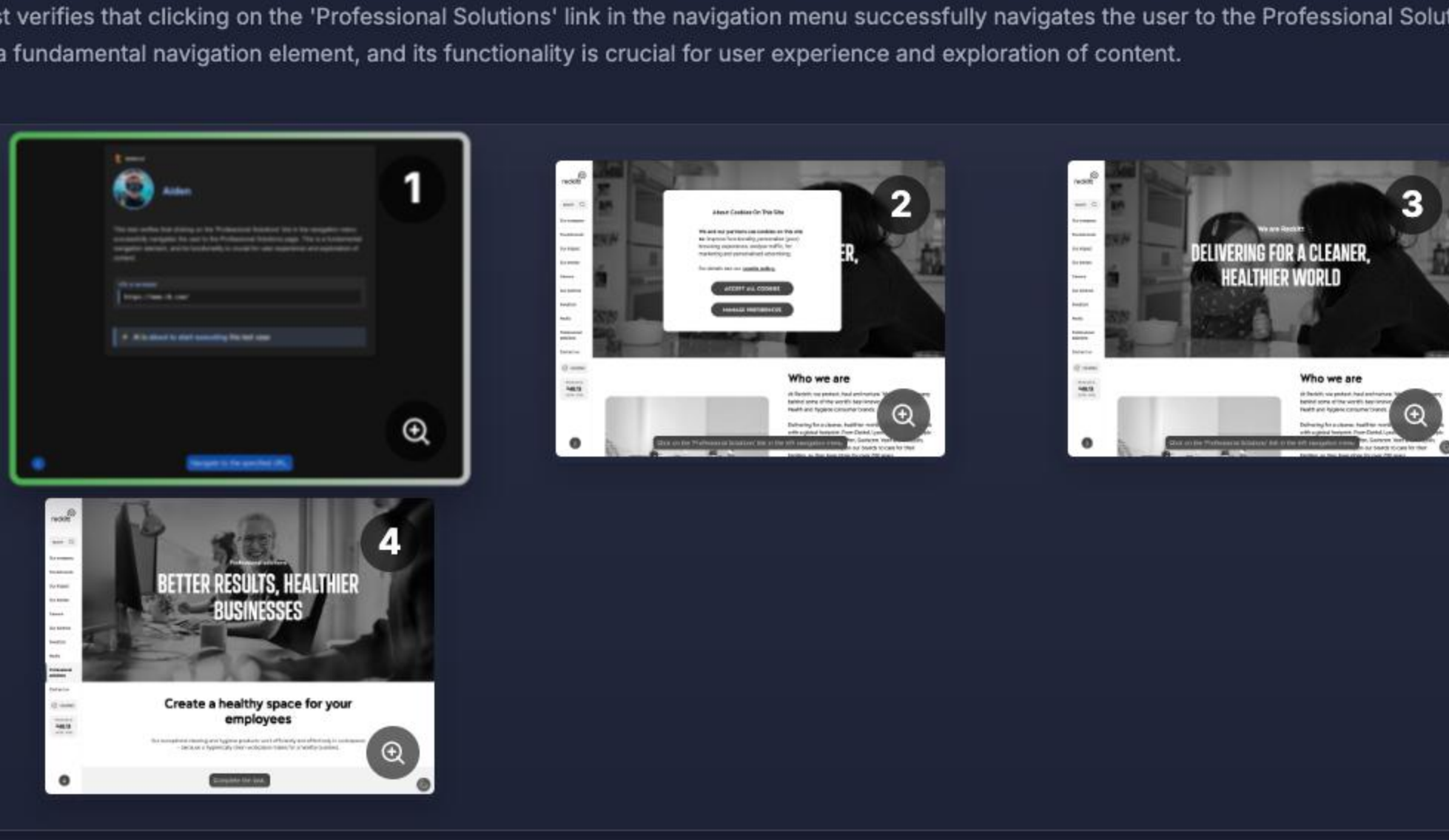
Search for Valid Product Name and Check Relevant Results

This test verifies that the website can successfully retrieve and display relevant search results when a user searches for a valid product name. It's crucial that the search functionality accurately matches the user's query and displays products that are related to the search term. This ensures that users can quickly find what they're looking for.



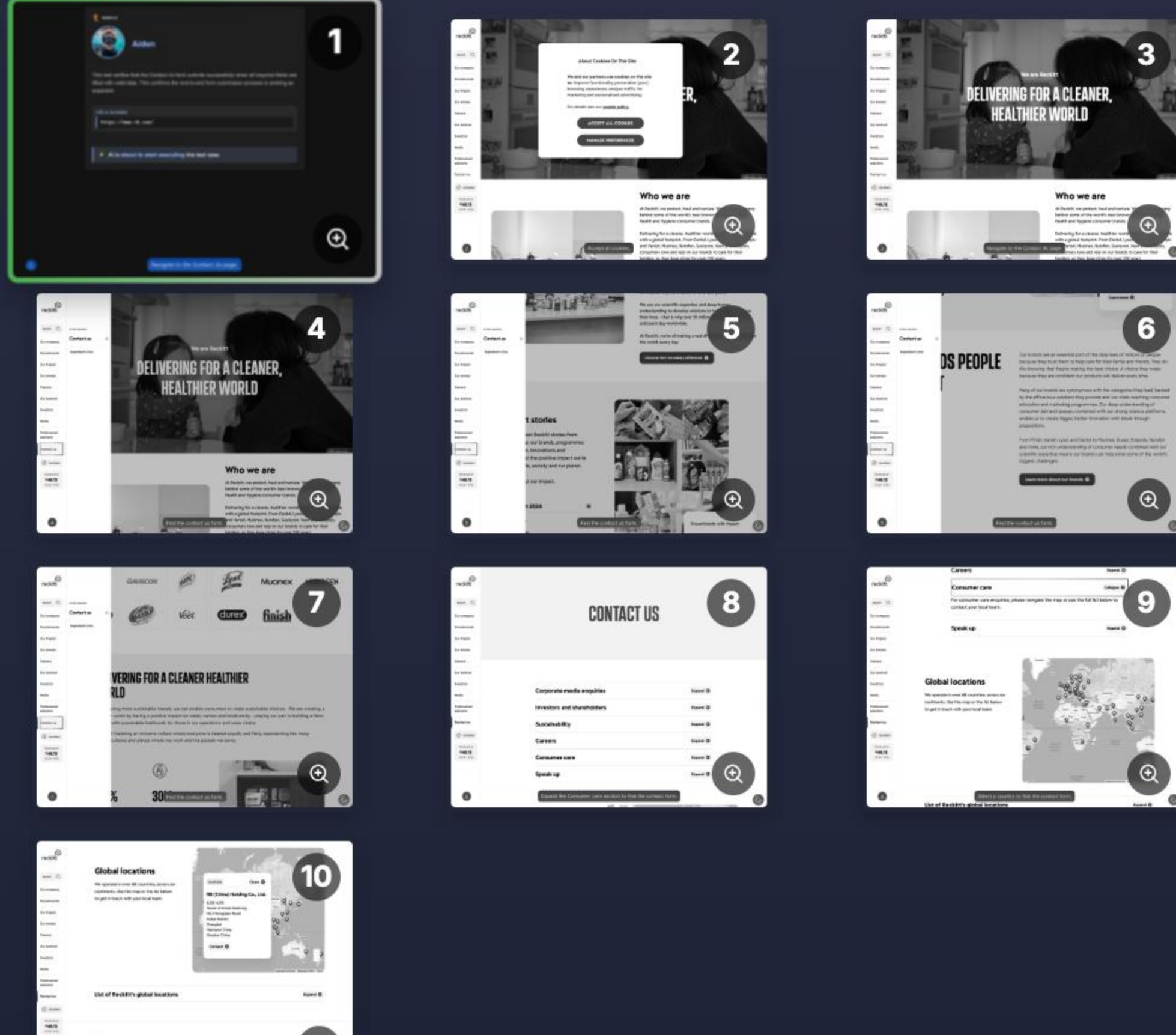
Navigate to Professional Solutions

This test verifies that clicking on the 'Professional Solutions' link in the navigation menu successfully navigates the user to the Professional Solutions page. This is a fundamental navigation element, and its functionality is crucial for user experience and exploration of content.



Contact Us Form - Valid Submission

This test verifies that the Contact Us form submits successfully when all required fields are filled with valid data. This confirms the end-to-end form submission process is working as expected.



User Persona Feedback Summary



HOME



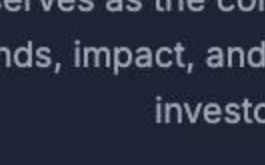
The website serves as the corporate homepage for Reckitt, aiming to present the company's mission, brands, impact, and investment information to stakeholders including consumers, investors, potential employees, and the media.

Overall Score



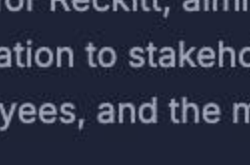
The Reckitt website is informative and well-structured, but it could benefit from improvements in accessibility and personalization to cater to a broader range of users. The content is relevant and engaging, highlighting the company's commitment to health and hygiene. The website is clean and professional, but could be made more dynamic and engaging.

Visual Design



The visuals are clean and modern, reflecting the brands' image. The layout is professional and easy to navigate, but could benefit from more dynamic elements to enhance engagement.

Usability



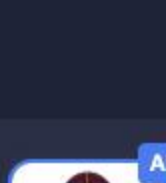
The website is generally easy to navigate, with a clear and intuitive menu structure. However, the cookie policy banner is intrusive. Search functionality and clear calls to action enhance the user experience.

Content Quality



The content is relevant and informative, providing a good overview of Reckitt's brands, impact, and investor information. The use of statistics and storytelling enhances engagement.

Individual User Persona Feedback



Priya Sharma, 32

Persona: Priya is a marketing manager at a sustainable living blog. She is interested in companies that prioritize social and environmental responsibility.

Overall Rating



As a marketing manager, the page resonates well with my keen interest in sustainability initiatives and marketing strategies. Reckitt is presenting a solid commitment to a cleaner and healthier world. The company is on a good track and I would love to know more details about the carbon emissions and other data points.

Actions Performed

- Explore the 'Our Impact' section to assess the company's sustainability initiatives.
- Read the 'Our Stories' section to find examples of positive impacts.

Suggestions

- Provide more detailed information about the sustainability of each product.
- Increase the accessibility to competitors in terms of sustainability.
- Improve accessibility features to cater to a wider range of users.



David Chen, 45

Persona: David is a seasoned tech analyst who stays updated on the latest innovations. He values data-driven decisions and appreciates transparency in corporate communications.

Overall Rating



As a tech analyst, I am keen on understanding Reckitt's strategic vision and how they leverage technology to drive innovation. The investor relations and 'Our Science' sections are useful starting points. The information on the Reckitt is decent and would be useful to other stakeholders like me.

Actions Performed

- Review the investor relations section for financial performance and future strategies.
- Assess the 'Our Science' section for insights into R&D and innovation pipelines.

Suggestions

- Incorporate more dynamic visuals and interactive tools.
- Provide a more detailed analysis of Reckitt's competitive landscape.
- Improve accessibility features to cater to a wider range of users.

Print Report