

AI Test Results from testers.ai



The 'Regal' app's HOME page presents several quality concerns. The broken 'Sign Up' and 'Login' links immediately hinder user access. Accessibility is significantly compromised by missing ARIA roles for interactive elements and insufficient text contrast, impacting users with disabilities. The cookie consent banner obscuring content on mobile is also a clear usability problem. The potential third-party tracking misconfiguration could impact performance and user experience, and the ambiguous date references are bad.

Best Aspects

There isn't anything really good to say about this page. It's broken, has accessibility issues, and UX problems.

Areas for Improvement

The broken links, accessibility violations, and usability problems are major failings that detract from overall app quality.

Quality Summary

HOME

0.62 seconds



https://www.regal.com/

Detailed Analysis

The Regal app's HOME page has a few crippling issues that need attention immediately. Starting with the show stoppers, the broken 'Sign Up' and 'Login' links completely block user onboarding and access to core features. Beyond that, the app has some accessibility concerns that could open the company up to litigation. The accessibility issues of missing ARIA roles for interactive elements and insufficient text contrast in the 'Opens This Week' section impact usability for a wide range of users. Usability is further degraded by the cookie consent banner obscuring content on mobile devices and ambiguous date references that could confuse users. The potential third-party tracking misconfiguration from Rokt also raises questions about performance efficiency and user privacy.

Key Suggestions

- Prioritize fixing the broken 'Sign Up' and 'Login' links.
- Conduct a thorough accessibility audit and address all WCAG violations.
- Implement a comprehensive usability testing program to identify and resolve user experience issues.
- Monitor third-party tracking configurations to ensure optimal performance and user privacy.
- Ensure content is always visible, and not hidden by banners or other ui elements

Priority Improvements

1. Fix the broken 'Sign Up' and 'Login' links to enable user access.
2. Implement ARIA roles for all interactive elements to improve accessibility.
3. Increase text contrast in the 'Opens This Week' section to meet WCAG guidelines.
4. Reposition or redesign the cookie consent banner to avoid obscuring content on mobile devices.
5. Clarify date references to reduce user confusion.
6. Investigate and address the potential third-party tracking misconfiguration (Rokt) to ensure optimal performance.

Issues Found by AI Testers



HOME



Adeela
Mobile Responsive Tester

Cookie Consent Banner Obscures Content on Mobile

Priority: 8/10 Confidence: 9/10

general WCAG

Why is this a bug?

The cookie consent banner covers a significant portion of the mobile screen, obscuring important content and negatively affecting user experience. It's intrusive and interferes with navigation. The desktop site has much more screen real estate and this problem does not exist.

Suggested Fix

Implement a less intrusive cookie consent banner on mobile. Consider a banner at the top or bottom of the screen instead of a modal that covers the entire screen. Ensure the banner doesn't obscure critical UI elements or essential content.

Why Fix This?

Improved user experience, ensuring users can easily access and interact with the website content without unnecessary obstruction.

Route To

Frontend Engineer



Isabella
Usability Tester

Broken Link: 'Login'

Priority: 7/10 Confidence: 9/10

general

Why is this a bug?

The 'Login' link in the top navigation bar does not lead to a valid login page. Clicking it does nothing.

Suggested Fix

Implement a login page and update the 'href' attribute of the 'Login' link to point to this page.

Why Fix This?

To enable existing users to log into the service, enhancing user retention and potential revenue generation.

Route To

Frontend Engineer



Isabella
Usability Tester

Broken Link: 'Sign Up'

Priority: 7/10 Confidence: 9/10

general

Why is this a bug?

The 'Sign Up' link in the top navigation bar does not lead to a valid sign-up page. Clicking it does nothing.

Suggested Fix

Implement a sign-up page and update the 'href' attribute of the 'Sign Up' link to point to this page.

Why Fix This?

To enable new users to sign up for the service, enhancing user engagement and potential revenue generation.

Route To

Frontend Engineer

AI Generated Functional Test Results

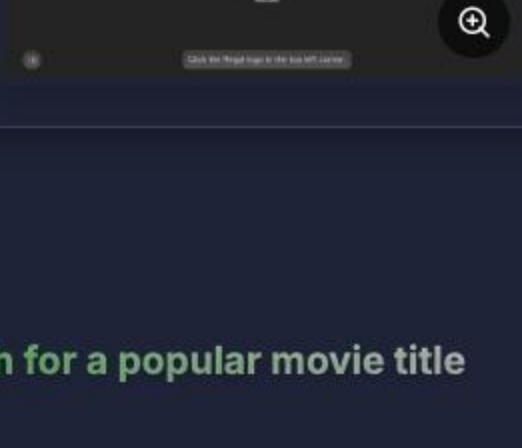
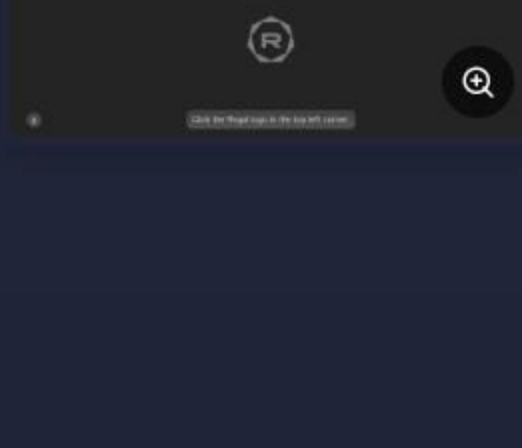
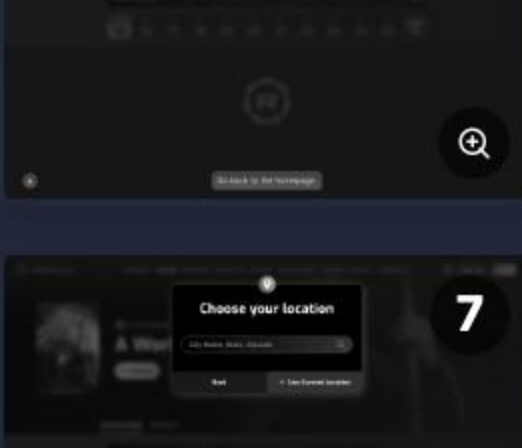
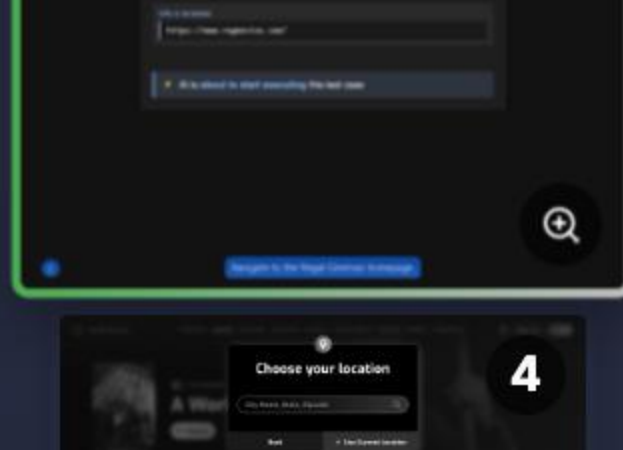
Start Page: HOME



Aiden
Demo_Tests

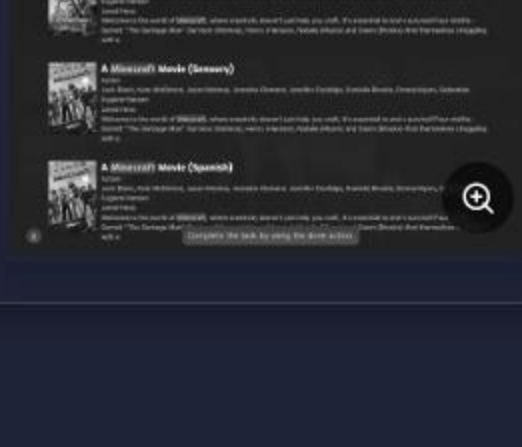
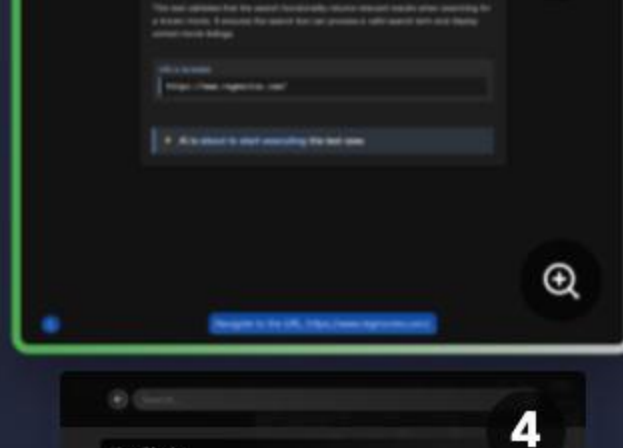
Click Movie Poster, Then Return Home with Logo

This test verifies that the user can click on a movie poster on the homepage, then return to the homepage by clicking the Regal logo. This is important because users need to be able to browse movies and return to the main page easily.



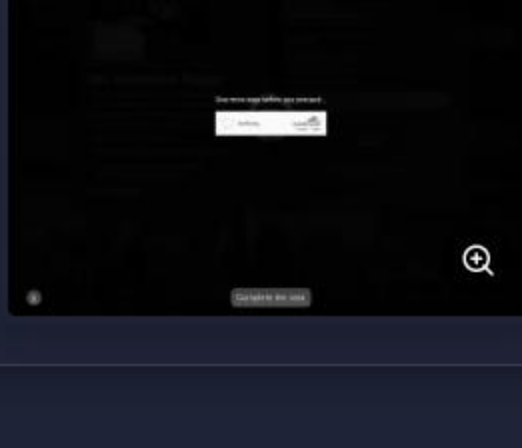
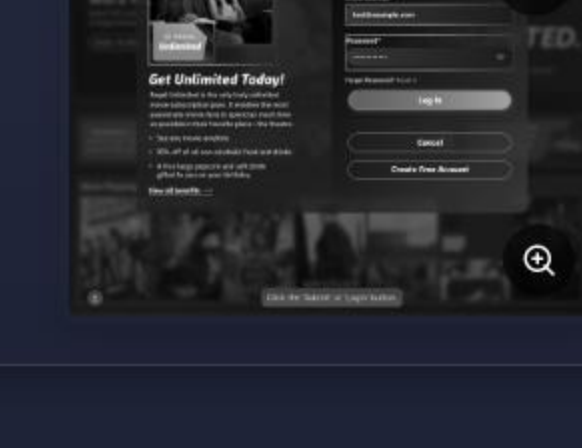
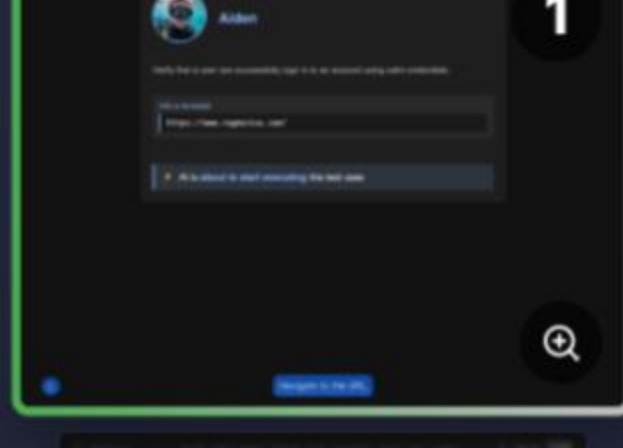
Search for a popular movie title

This test validates that the search functionality returns relevant results when searching for a known movie. It ensures the search box can process a valid search term and display correct movie listings.



Sign in with valid credentials

Verify that a user can successfully sign in to an account using valid credentials.



User Persona Feedback Summary



HOME



The purpose of the website is to provide information about movies currently playing and coming soon to Regal Cinemas, along with related services like rewards programs, unlimited subscriptions, gift cards, and event bookings.

Overall Score



The website offers a good overview of movies, promotions, and services. However, the design and navigation could be improved to be more user-friendly. Some sections could use more detail to enhance the user experience.

Visual Design



The visuals are fine, but nothing really stands out. It could use some more modern design elements.

Usability



Finding basic information like showtimes and locations is relatively easy. However, deeper dives into specific promotions or events could be streamlined. The site loads quickly.

Content Quality



The content is comprehensive, covering movies, events, rewards, and company information. Movie descriptions could be more engaging, and there could be more behind-the-scenes content.

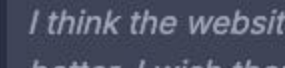
Individual User Persona Feedback



Amy Chen, 22

Persona: Amy is a college student studying film. She loves all kinds of movies and goes to the theater at least once a week. She's always looking for new releases and special events.

Overall Rating



I think the website is okay, but it could be better. I wish there was more information about the movies themselves, like interviews with the actors or behind-the-scenes footage. The rewards program seems cool, but I'm not sure how to sign up.

Actions Performed

- Check movie listings
- Search for showtimes

Suggestions

- Add behind-the-scenes content and interviews.
- Make the rewards program sign-up process more obvious.
- Integrate social media features to create a community.



Robert Miller, 45

Persona: Robert is a software engineer and a busy professional. He enjoys going to the movies with his family on weekends. He's looking for a convenient way to find showtimes and purchase tickets.

Overall Rating



I'm a bit skeptical. The website looks decent, but I need to find the showtimes and buy tickets quickly. If it takes too long or is confusing, I'll just use another app or service. I don't care about the promotions or extra stuff.

Actions Performed

- Find showtimes
- Purchase tickets

Suggestions

- Simplify the ticket purchasing process.
- Improve the website's performance and loading speed.
- Reduce the amount of promotional content and focus on core functionality.



Brenda Johnson, 68

Persona: Brenda is retired and enjoys going to the movies with her friends. She is not very tech-savvy and needs a simple and easy-to-use website. She relies on clear instructions and large buttons.

Overall Rating



Oh dear, this website is a bit confusing for me. The text is a little small, and there are so many options. I wish there was a senior discount section that was easier to find. And someone I could call!

Actions Performed

- Find movie showtimes
- Check for senior discounts

Suggestions

- Increase the font size and button sizes.
- Create a dedicated section for senior discounts.
- Simplify the navigation and reduce the number of options.
- Add a phone number where user can call for help

Print Report