

AI Test Results from testers.ai

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The Sephora app's Home page presents a range of quality concerns. Image loading failures (ERR_NAME_NOT_RESOLVED) directly impact the user experience, preventing content from displaying correctly. Additionally, several accessibility issues like missing alt text for images and insufficient color contrast pose barriers for users with disabilities. Furthermore, the carousel lacks appropriate ARIA updates to communicate dynamic content changes effectively. Usability problems, like the search bar overlapping header elements and promotional expiration date ambiguity, introduce confusion for users. Finally, the inclusion of third-party tracking scripts and potential subresource integrity issues raise concerns around user privacy and security.

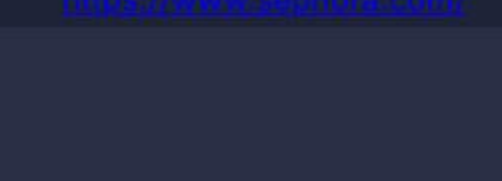
Best Aspects

The app uses a hero banner to showcase deals and promotions, indicating attention to visual marketing; plus its great that the site is actively working to include promo banners for deals!

Areas for Improvement

The home page suffers from accessibility violations, image loading issues, and overlapping elements, which collectively create a poor user experience.

Quality Summary



<https://www.sephora.com/>

Detailed Analysis

The Sephora app's Home page reveals a mixed bag of quality attributes. On one hand, the presence of a hero banner demonstrates an attempt to visually engage users with promotional content. However, several technical issues detract from the overall experience. Image loading failures, indicated by 'ERR_NAME_NOT_RESOLVED', directly impeded the display of key visual elements. Memory leak risks stemming from unsafe component subscriptions and unmounted component subscriptions, while not immediately visible, could degrade performance over time.

Accessibility shortcomings also stand out. The absence of alt text for images and insufficient color contrast pose barriers for users with disabilities. Furthermore, the carousel lacks appropriate ARIA updates to communicate dynamic content changes effectively. Usability problems, like the search bar overlapping header elements and promotional expiration date ambiguity, introduce confusion for users. Finally, the inclusion of third-party tracking scripts and potential subresource integrity issues raise concerns around user privacy and security.

Key Suggestions

- Prioritize fixing image loading issues for a smoother browsing experience.
- Conduct a thorough accessibility audit to ensure compliance with WCAG guidelines.
- Refactor component subscriptions to prevent memory leaks.
- Re-evaluate third-party tracking practices to ensure user privacy.
- Improve the layout to avoid element overlaps and enhance usability.

Priority Improvements

1. Address image loading failures (ERR_NAME_NOT_RESOLVED) to ensure content displays correctly.
2. Implement alt text for all images to improve accessibility for visually impaired users.
3. Improve color contrast to meet WCAG guidelines for accessibility.
4. Resolve the overlapping search bar issue for better usability.
5. Clarify promotion expiration dates to avoid user confusion.

Issues Found by AI Testers

HOME

Adeela
Mobile Responsive Tester

Search bar overlaps with the header elements

Priority: 7/10 Confidence: 8/10

Element Overlap

Why is this a bug?
The search bar overlaps the 'Sign In for FREE Shipping' text and the other header elements on the mobile view. This reduces the visibility of both components and creates a cluttered and unprofessional appearance, making the header information less accessible.

Suggested Fix
Adjust the positioning of the search bar or header elements so they do not overlap. Consider making the header elements collapse into a menu or reducing the size of the search bar on mobile.

Why Fix This?
Overlapping elements create a poor user experience and make important information difficult to access.

Route To
Frontend Engineer

Relevant Network Call
N/A

Sharon
API and Networking Tester

Referencing Outdated Image Asset for Home Page Hero Banner

Priority: 7/10 Confidence: 7/10

Performance Content Management

Why is this a bug?
The network traffic shows a request to 'https://www.sephora.com/contentimages/20211-07-slottting-bestsellers-v2-site-rwd-home-page-hero-banner-US-CAN-handoff_01.jpg?lmwidth=545'. Given that the current date is 2025-04-12, referencing an image from November 2024 for a 'bestsellers' banner suggests the content might be outdated. Serving old content can lead to users missing out on current promotions, seeing outdated product information, and a generally stale experience. While it could be intentional (e.g., a seasonal throwback), it's more likely an oversight, especially for a prime spot like the hero banner.

Suggested Fix
Review and update the home page hero banner content. Ensure the image asset is current and reflects the latest bestsellers or promotions. Implement a content management system or scheduling system to automate banner updates and prevent outdated content from being displayed.

Why Fix This?
Serving outdated content can lead to a negative user experience, missed sales opportunities, and a perception of the website being poorly maintained.

Route To
Frontend Engineer, Content Manager

Relevant Network Call
https://www.sephora.com/contentimages/2024-11-07-slottting-bestsellers-v2-site-rwd-home-page-hero-banner-US-CAN-handoff_01.jpg?lmwidth=545

Aisha
Tester for Missing Aspects

Carousel Accessibility: Lack of ARIA updates for dynamic content changes

Priority: 7/10 Confidence: 8/10

WCAG Accessibility

Why is this a bug?
When the carousel of products (e.g., 'Chosen For You', 'New Arrivals') automatically or manually advances, screen reader users are not notified about the newly displayed items. This violates WCAG 2.1 Success Criterion 4.1.2 Name, Role, Value, as the dynamic content updates are not communicated accessibly. Additionally, changes should be announced to assistive technology to provide context for what is being displayed.

Suggested Fix
Implement ARIA live regions (e.g., 'aria-live="polite"') to announce when a new item becomes visible in the carousel. Ensure focus is managed appropriately when the carousel advances, possibly setting focus on the newly displayed item's title or a container element.

Why Fix This?
Without proper ARIA updates, screen reader users may miss important information as the carousel updates, leading to a degraded user experience and a potential barrier to accessing relevant product information.

Route To
Frontend Engineer

Jason
AI Tester

Image Loading Failure - ERR_NAME_NOT_RESOLVED

Priority: 7/10 Confidence: 8/10

network content performance

Why is this a bug?
The console log clearly indicates 'Failed to load resource: net:ERR_NAME_NOT_RESOLVED' for an image. This signifies a DNS resolution failure, preventing the image from loading. The site is referencing a URL that it can't resolve.

Suggested Fix
Investigate DNS configuration and ensure the image URL is accessible and the domain name is correctly resolved. Verify that the server hosting the image is online and responding to requests. Implement robust error handling to gracefully handle image loading failures.

Why Fix This?
Missing images degrade the user experience and can impact the visual appeal of the website. A broken image in a hero banner (as implied by the log) is highly visible and impacts the first impression.

Route To
Frontend Engineer/DevOps

Pote
Privacy and Security Tester

Third-Party Tracking via demdex.net

Priority: 7/10 Confidence: 8/10

Third-Party Tracking GDPR

Why is this a bug?
The network log includes a GET request to 'https://dpm.demdex.net/id'. Demdex is associated with Adobe's Experience Cloud and is a known data exchange platform, raising concerns about third-party tracking and potential data sharing without explicit user consent. This violates GDPR principles if not handled transparently with user consent.

Suggested Fix
Implement a consent mechanism for third-party tracking and provide clear information in the privacy policy about the data collected by demdex.net and its purpose. Consider using a consent management platform (CMP) to handle user preferences.

Why Fix This?
Failure to obtain user consent for third-party tracking can lead to GDPR violations and reputational damage.

Route To
Privacy Engineer/Frontend Engineer

Relevant Network Call
https://dpm.demdex.net/id?id=v1518_ver=4.4.866_f=6169_req=PC4_f=7843_reqid=ver=164_reqid=62373_5351202850498045440AdobcoRgPd_s16=04c1s17445_20323653

AI Generated Functional Test Results

Start Page: HOME

Aiden
Demo_Tests

View Gift Cards, select a gift card, and proceed to checkout

This test case verifies that a user can view gift cards, select a gift card value, and proceed to checkout. It tests the gift card purchasing flow.

Browse Brands, add item to basket and remove it

This test case verifies that a user can browse brands, select a product, add it to the basket, and then remove it from the basket. This checks the end-to-end functionality of browsing, adding, and removing items from the basket.

Search for Moisturizer and add to basket and proceed to checkout

This test case verifies that a user-to-search for a product (moisturizer), add it to the basket, and proceed to checkout. This simulates a common user flow and ensures the search and add-to-basket functionalities are working correctly.

User Persona Feedback Summary

HOME

The purpose of the webpage is to promote and sell beauty products, inform customers about sales and events, and encourage participation in the loyalty program.

Overall Score

★★★★☆

The Sephora website offers a great range of products and promotions, but the sheer amount of information can be overwhelming. The sales and offers are appealing, but the constant reminders and the conditions for Beauty Insider membership could be simplified. The visual design is attractive, but usability could be improved with clearer navigation and filtering options.

Visual Design

★★★★☆

Visually, it's very appealing with its clean design and Sephora product imagery. The promotions banner at the top is eye-catching, but I feel like it could be a little less in-your-face.

Usability

★★★★☆

Finding specific products can be a bit of a hassle with so many options. A better filtering system and clearer navigation would greatly improve my experience.

Content Quality

★★★★☆

The content is comprehensive, with a lot of information about products and promotions. However, it can be a bit overwhelming, especially with all the fine print and conditions for the Beauty Insider program.

Individual User Persona Feedback

Ava Rodriguez, 23

Persona: Ava is a recent college graduate working her first job in marketing. She loves experimenting with makeup and trying new skincare routines, often influenced by beauty trends on social media.

Overall Rating

★★★★☆

"Sephora is my go-to for all things beauty, but sometimes it feels like there's just too much going on. The sales and offers are great, but it can be overwhelming to navigate everything. I love the range of products and brands, and the Beauty Insider program is a nice perk. I wish the filtering options were a bit better and it was easier to find exactly what I'm looking for."

Actions Performed

- Browsing new arrivals and bestsellers
- Redeeming Beauty Insider points

Suggestions

- Enhance the search functionality to provide more accurate results.
- Implement a more robust filtering system to narrow down product searches.
- Streamline the website design to reduce clutter and improve usability.

Rajesh Patel, 45

Persona: Rajesh is a software engineer who values efficiency and practicality. He's looking for high-quality skincare products for his wife and occasionally explores grooming products for himself. He relies on reviews and ratings to make informed decisions.

Overall Rating

★★★★☆

"As a busy professional, I want to find what I need quickly and efficiently. The site has a lot of products, but it's not always easy to find the best ones. The sales are nice, but I'm more interested in quality and value. The user reviews are helpful, but the website could be more streamlined and less cluttered. Overall I would like to see a more accessible shopping experience for those less familiar with online shopping."

Actions Performed

- Searching for specific products based on reviews
- Comparing prices and reading detailed ingredient lists

Suggestions

- Improve navigation and filtering to make it easier to find products.
- Include expert product comparisons and reviews.
- Streamline the website design to reduce clutter.

Brittany Davis, 19

Persona: Brittany is a high school student and aspiring makeup artist. She is passionate about beauty and is always on the lookout for the latest trends. She spends a lot of time on social media following beauty influencers and recreating their looks. She is a Sephora fan girl.

Overall Rating

★★★★☆

"OMG, Sephora is like, my favorite place ever! I love browsing all the new stuff and seeing what's trending. The sales are amazing, and I'm always adding stuff to my Loves list. The website is so pretty and fun to use. I wish I could buy everything. LOL! I love that I can get ideas from what other people are buying and seeing!"

Actions Performed

- Browsing new arrivals and trending products
- Adding products to Loves list
- Checking out promotions and sales

Suggestions

- I wish I could buy everything!

Print Report

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