

myImpact

UX/UI Design







Lucille Mercier



Extrait Heuristic EvolUsability Table

Evaluation de l'expérience utilisateur afin de trouver les solutions aux points bloquants découverts lors de la lecture des résultats de Data Analytics.

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UX /Usability review -myImpact Desktop		
CPL Bank - Savings Account	Score	Comments
 Hover over a guideline for more information, examples of good practice and importance to the overall user experience.	N/A = not applicable or can't be assessed	Optional - Provide a short rationale for the score, such as a description of the issues found; examples of good practice and the likely impact for users.
Features & functionality		
1 Features and functionality meet common user goals and objectives. 	Poor	<i>Not excellent -> On the page "Profil" not all users ask to be contacted by their personal RM. Text and design of the pop up can frighten users, it doesn't reassure them.</i>
2 Features and functionality support users desired workflows. 	Moderate	<i>The questionnaire workflow is not enough developed to support the user experience. There is not clear progress bar to indicate where users are located, same regarding the title hierarchy</i>
3 Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available). 	Moderate	<i>User are not aware that 2 new pages will appear : mycontent and mynews. These two pages are not available at the beginning even after completed the profil.</i>
4 Users are adequately supported according to their level of expertise (e.g. short cuts for expert users, help and instructions for novice users). 	Good	
5 Call to actions (e.g. register, add to basket, submit) are clear, well labeled and appear clickable. 	Moderate	<i>CTA "Contact me" on the page profil is not enough highlighted.</i>

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Homepage / starting page		
6	The Homepage / starting page provides a clear snapshot and overview of the content, features and functionality available.	Moderate <i>Users don't have an overview of all website (Especially regarding the page mycontent and mynews)</i>
7	The home page / starting page is effective in orienting and directing users to their desired information and tasks.	Excellent
8	The homepage / starting page layout is clear and uncluttered with sufficient 'white space'.	Moderate <i>Elements are too close, the home page misses space</i>
Navigation		
9	Users can easily access the site or application (e.g. the URL is predictable and is returned by search engines).	Moderate <i>For now, it's the RM or a newsletter sending by BNPP which give the URL. Not possible to access to myImpact by Google research. Possible to access to myImpact by user bank account.</i>
10	The navigational scheme (e.g. menu) is easy to find, intuitive and consistent.	Excellent

Merci

lucille.mercierpro@gmail.com
www.lucillemercier.fr

