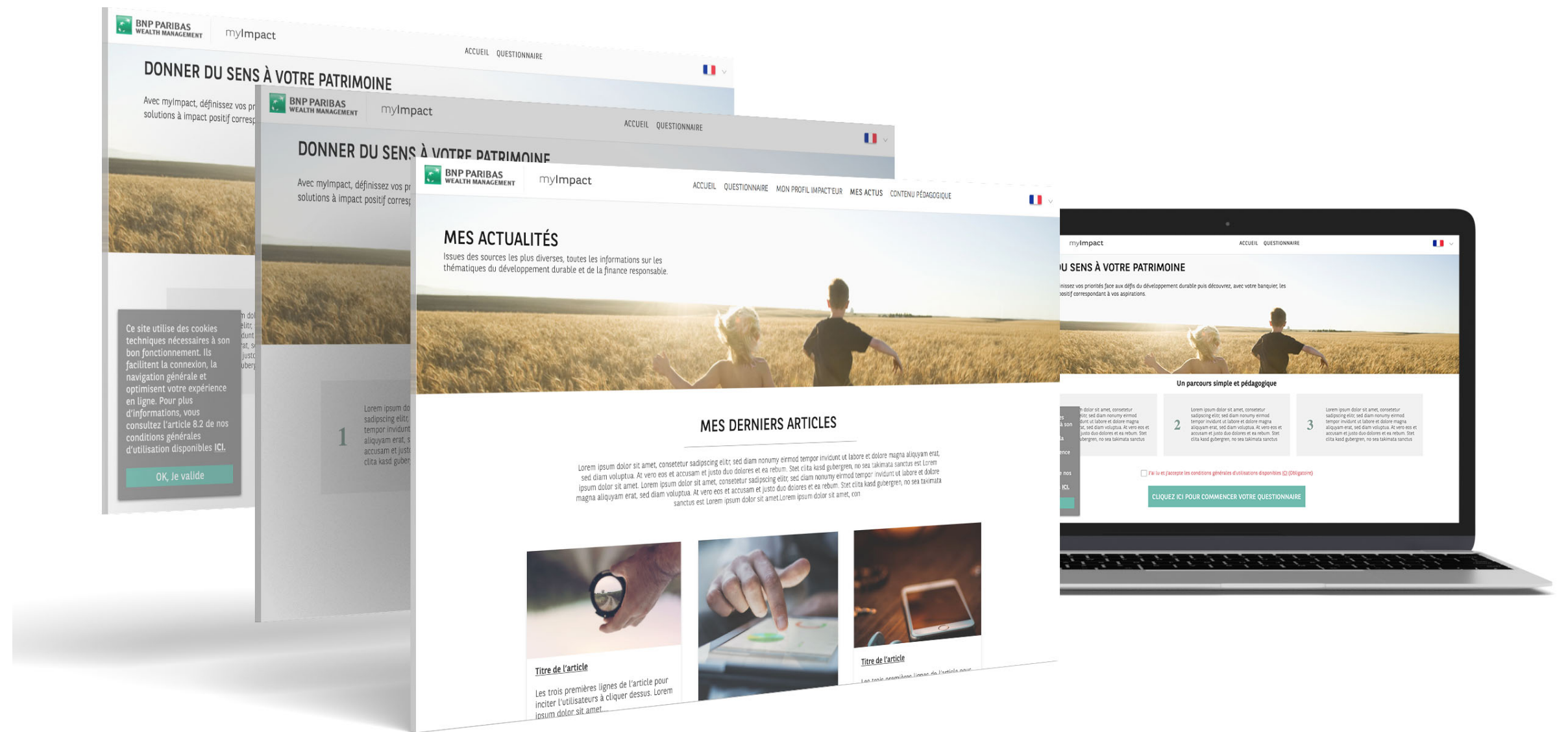




myImpact

UX design



Lucille Mercier

Heuristic EvoUsability table

Utilisation de l'heuristic EvoUsability table afin d'évaluation l'expérience utilisateur d'un point de vue UX sur l'ensemble du site internet. Par la suite, les résultats de celui-ci ont été confrontés aux points bloquants découverts lors de la lecture des résultats de data Analytics.

Voici un extrait des points évalués lors de l'utilisation d'un heuristic EvoUsability table dans le cadre de myImpact.



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	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.
2 Features and functionality support users' desired workflows.	Moderate	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.
3 Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available).	Moderate	User are not aware that 2 new pages will appear: mycontent and mynews. These two pages are not available at the beginning and even after completing the profile.
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 labelled and appear clickable.	Moderate	CTA "Contact me" on the page profile is not enough highlighted.

Homepage / starting page		
6 The Homepage / starting page provides a clear snapshot and overview of the content, features and functionality available.	Moderate	Users don't have an overview of all website (Especially regarding the page mycontent and mynews)
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	Elements are too close, the home page misses space
Navigation		
9 Users can easily access the site or application (e.g. the URL is predictable and is returned by search engines).	Moderate	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.
10 The navigational scheme (e.g. menu) is easy to find, intuitive and consistent.	Excellent	



Let's work together!

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