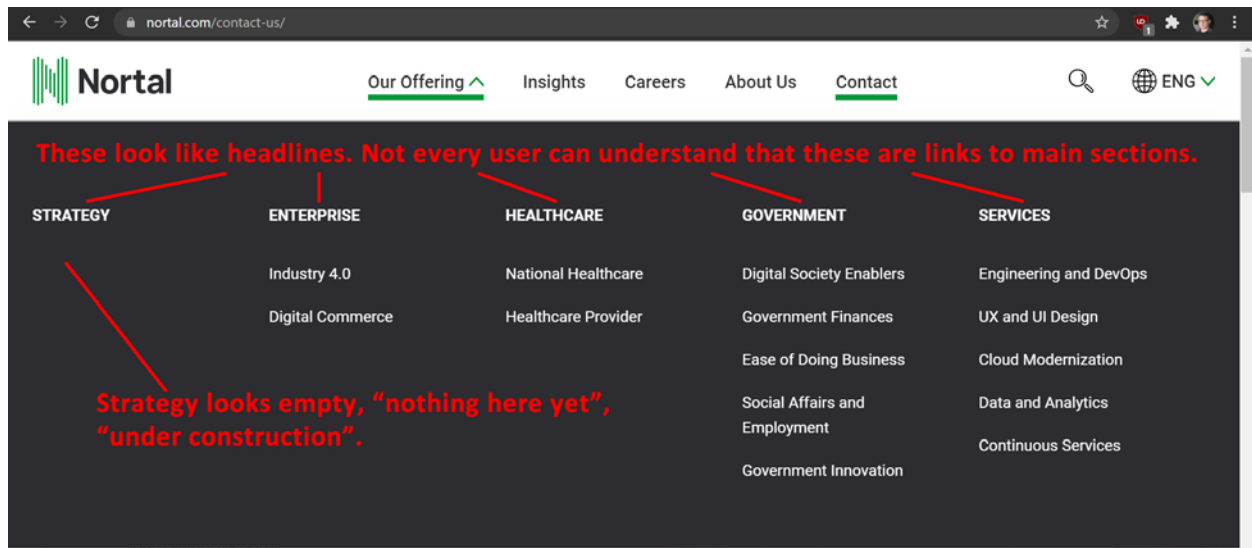# ADVICE FOR NORTAL & EESTI.EE

to show my skills in UX

1. Nortal's menu

On many others websites similar elements in menus **are actually just headlines** and not links, so it's not understandable for **a big % of users** that on your website these are links to main sections.

So, the solution:

- Under each "headline" add a first sub-element that links to a same page as the "headline" does.
- In order to not repeat "headline's" name directly, first sub-elements should be named a little bit differently, while still being clearly "something general" in a particular section.

For example:

> STRATEGY – Strategy and Consulting
> ENTERPRISE – Nortal for Enterprise
> HEALTHCARE – Nortal for Healthcare
> GOVERNMENT – Nortal for Government
> SERVICES – All Services

This gives a clear navigation & ensures that main sections of your website won't be skipped. The same principles are also perfect on mobile devices.

(An alternative solution is also possible: to give stronger visual signals that headlines are links, but this solution has some cons).

2. Nortal's offices around the world

Well, this type of "carousel" is suitable for something that only needs to be clicked or for something like unimportant marketing messages.

It's not suitable for more utilitarian things like contacts for the following reasons:

- If you try to read contacts of offices in a particular country, you'll see that the information "jumps away" from you.
- Also, just try to copy some text there and you'll see that it is also not that easy.

So, the solution:

1. Don't use a "carousel" in this particular case.
2. Or use a different form of a "carousel", when a user clicks on a country and then gets contacts in a "non-jumping" form (still, I don't fully suggest this variant).

3. Nortal's search form

After clicking on a search icon on Nortal's website, a user should be able to start typing.

4. "Please choose your region" @ Nortal

There's a bug with it: open a private tab in Chrome, go to nortal.com, accept cookies, click on a search icon… and you'll see the bug. If you still don't see it, try doing the same in Firefox or Edge.

## 5. Eesti.ee's menu in a collapsed mode

The current version is not good, it's simply not suitable for this kind of website.

Good solutions for a collapsed mode are:

1. An auto-expandable-collapsible menu. Just go to your Gmail account **on Desktop**, switch the menu to a compact mode and you'll see what I mean.
2. "Hide Menu"/"Show Menu" functionality that hides menu instead of collapsing.
3. Or a combination of these two, N1 on Desktop and N2 on tablets, as there is no mouseover on tablets.
4. I guess this needs some discussion to better communicate my point.

6. Article's contents on Eesti.ee
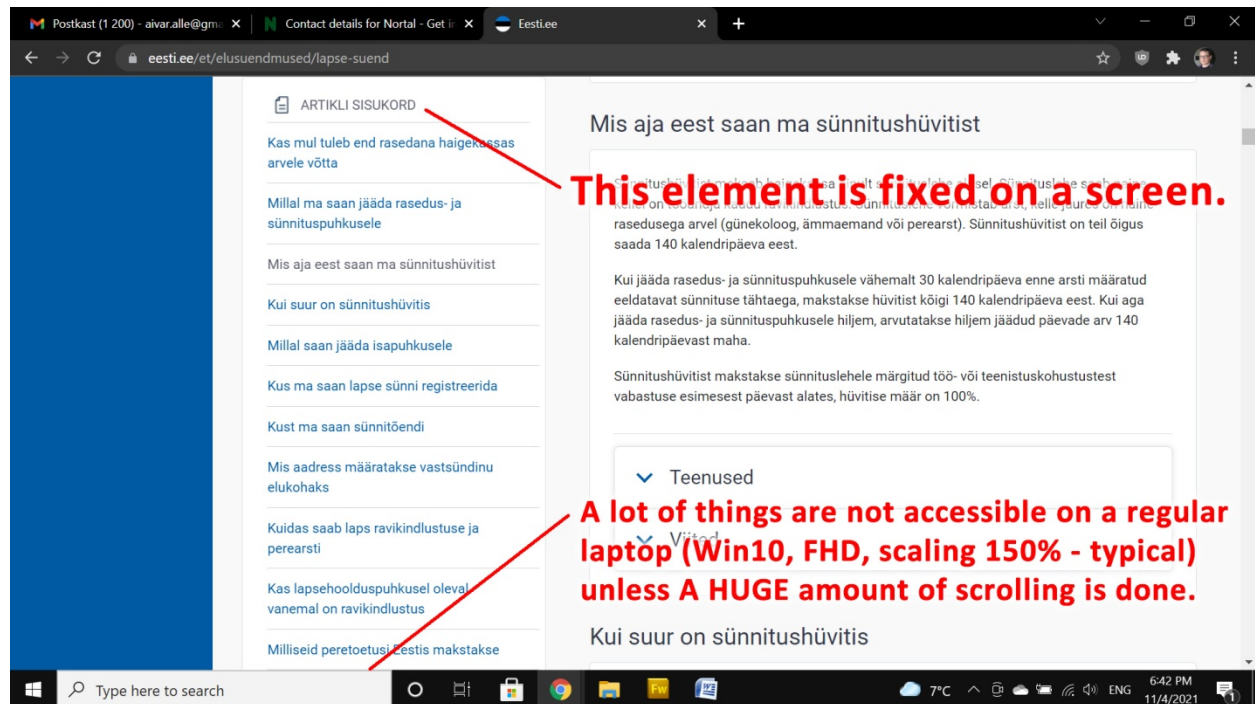
My solution:

- I recommend to not use fixation at first, so users can easily see article's contents with minimal scrolling.
- But, after scrolling down through a document, article's contents may become fixed again to show current location.

In other words, the main purpose of "contents" in articles (also in books and so on) is to give a possibility to see what's inside without going through the content itself. It allows to find and to go directly to the right place by clicking on a link (or by getting a page number in a book). Showing current location is a secondary purpose.

So, basically my solution ensures that that the main purpose is satisfied and then switches to a second purpose. Still, some other solutions are also possible in this case.

7. "Elusündmused" on Eesti.ee

It's better to drop "Siit leiate" and "Lugege lisaks" (actually you may consider additionally dropping some other phrases, too). These just "eat" screen space, make users read uninformative text and do more scrolling, especially on mobile devices… making things less quickly accessible.

I recommend switching to a more compact variant as shown below and making headlines or whole "cards" clickable. Also, I'm pretty sure that users will understand that they may click/tap there, but if needed, you may add some visual signals that these are clickable (while keeping everything compact at the same time). **My more compact version:**
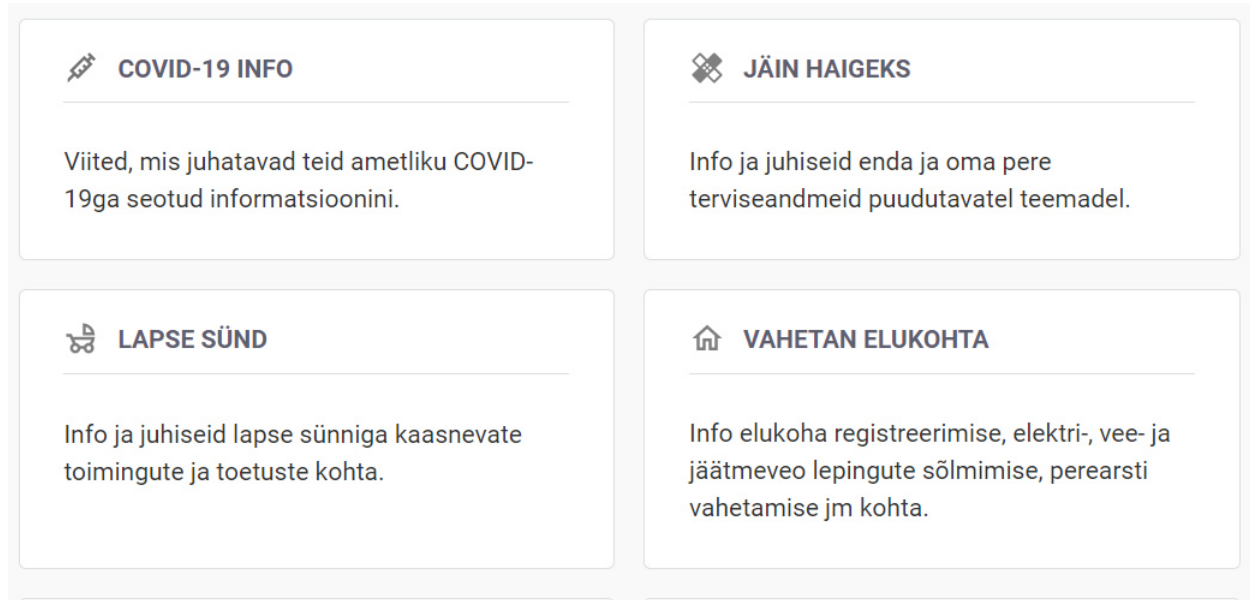
Thanks!

This is all for now, but of course I can find more – that's what an **UX Analyst** does, but like any other work, it takes time. Additional data from tests, user feedbacks and so on will be also needed.

Also, check out my advice for Pipedrive (some suggestions are suitable for your projects, too).

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