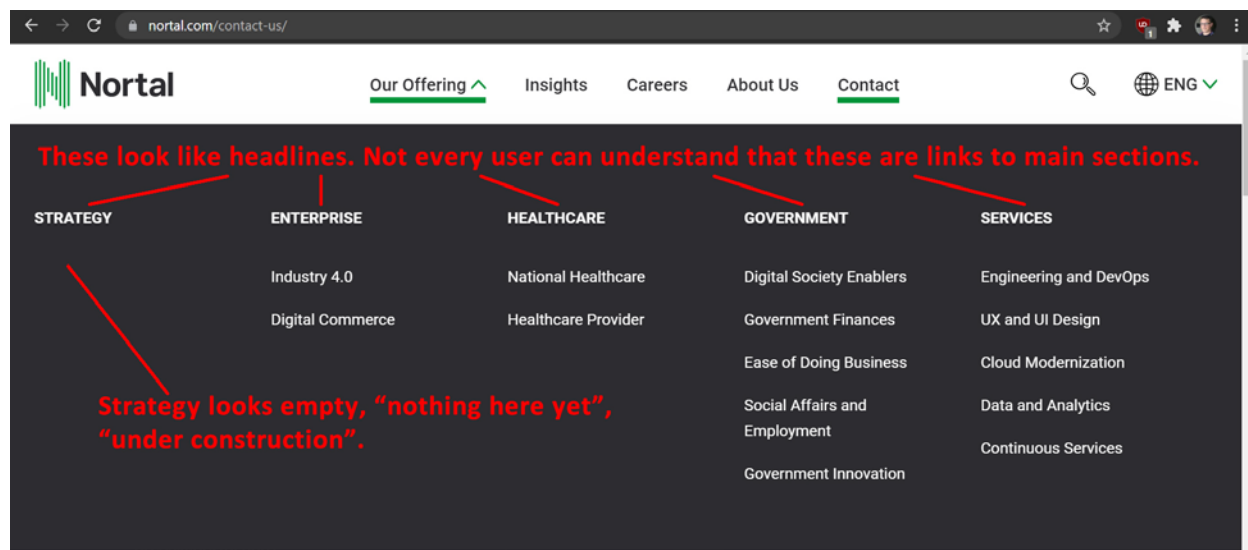


ADVICE FOR NORTAL

*and some advice for Eesti.ee
to show my skills in UX*

1. Nortal's menu



On many other 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 the same page as a "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 my main suggestion is what I described above.

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.



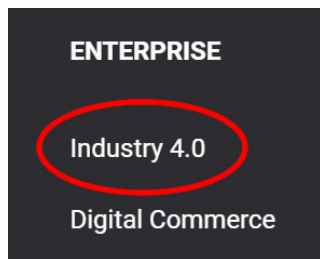
4. “Please choose your region” @ Nortal

There’s a bug with it: open a private (incognito) 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. Nortal’s menu again

There is a page Industry 4.0 <https://nortal.com/enterprise/industry-4-0/>

You can easily get to this specific page via menu on **Desktop**.



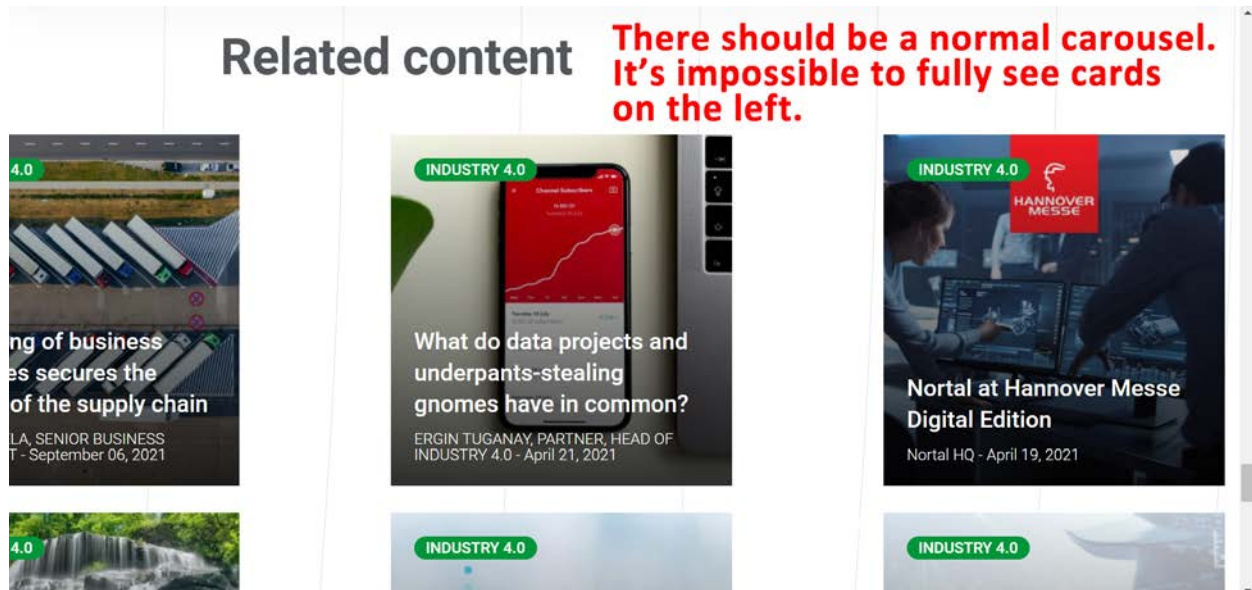
But just try to get to the same specific page via menu on **mobile**. Impossible!

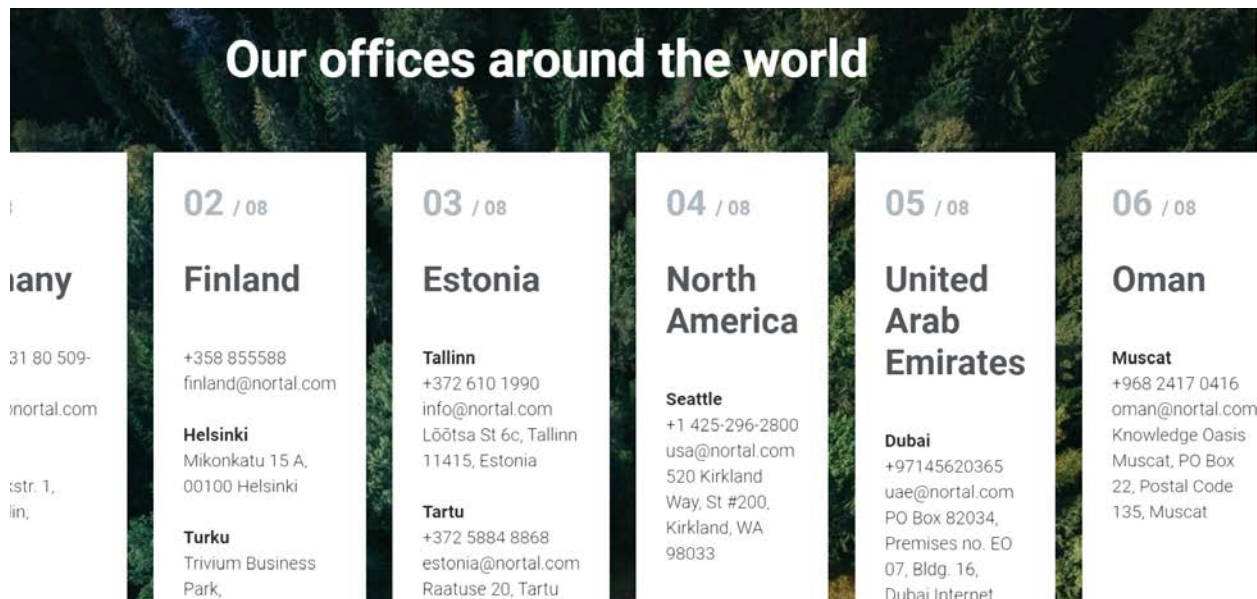
It’s 100% UX mistake, not something that was done for purpose. **The solution is similar to N1.**

6. Nortal: “Carousels” in articles in background tabs

UPDATE: This happens not only in articles, but everywhere these “carousels” are used (inc. **Contacts**)

There seems to be a bug – if you open articles in background tabs (Right click – Open link in a new tab, let them load in background, then switch to that tab), then “carousels” tend to become broken very often. Noticed in Chrome & Edge. Just play with it a little bit and you’ll see.



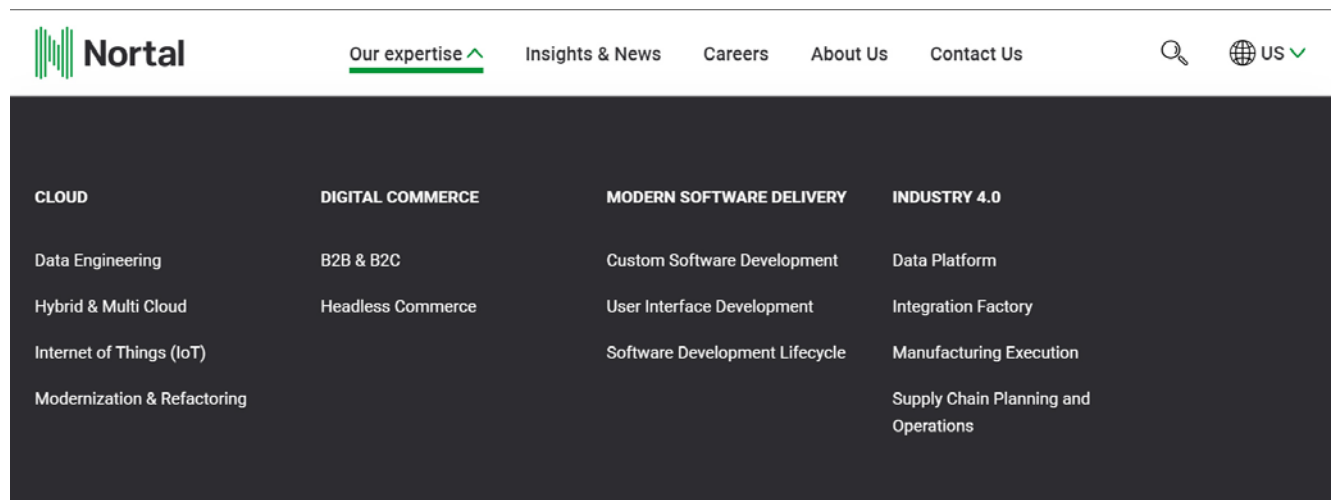


7. Nortal USA: frontpage

The video on <https://nortal.com/us> is simply not optimized at all (~17 megabytes), an optimal size is 2-3 megabytes.

8. Nortal USA: menu

Unbalanced visually, as “Modern Software Delivery” is visually too much connected with “Industry 4.0”



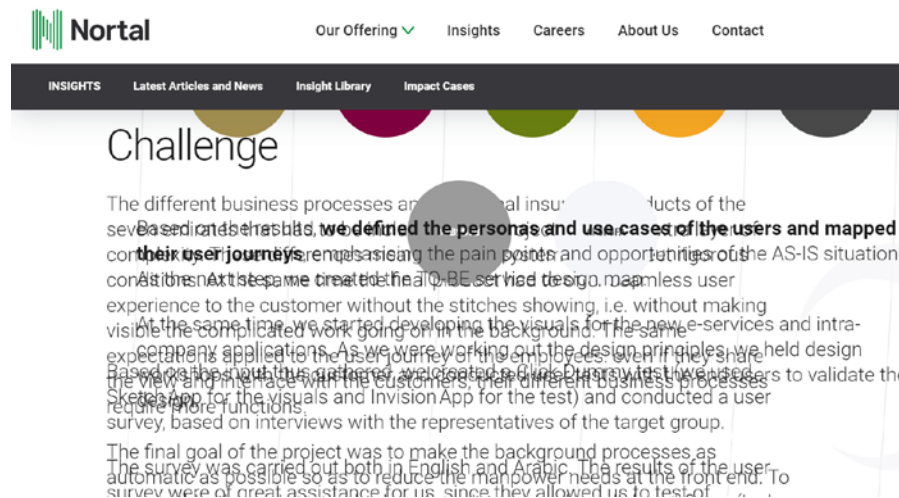
Try renaming “Modern Software Delivery” to “Modern Software” or “Software Delivery”.
Or try some other solutions like swapping “Modern Software Delivery” and “Industry 4.0” boxes.

9. Nortal: Bad responsive design

It happened in an article intended to be UX showcase, which is funny :)

<https://nortal.com/insights-news/ux-showcase/daman/>

Just check it out on smaller screens like laptop or mobile or **just play with the size of your browser's window**.



10. Nortal: Emails not protected

You have a lot of emails of persons in articles, but these are not protected from bots with JavaScript or other methods. Experiments have shown that these methods actually reduce the amount of spam several times.

11. Eesti.ee's menu in a collapsed mode

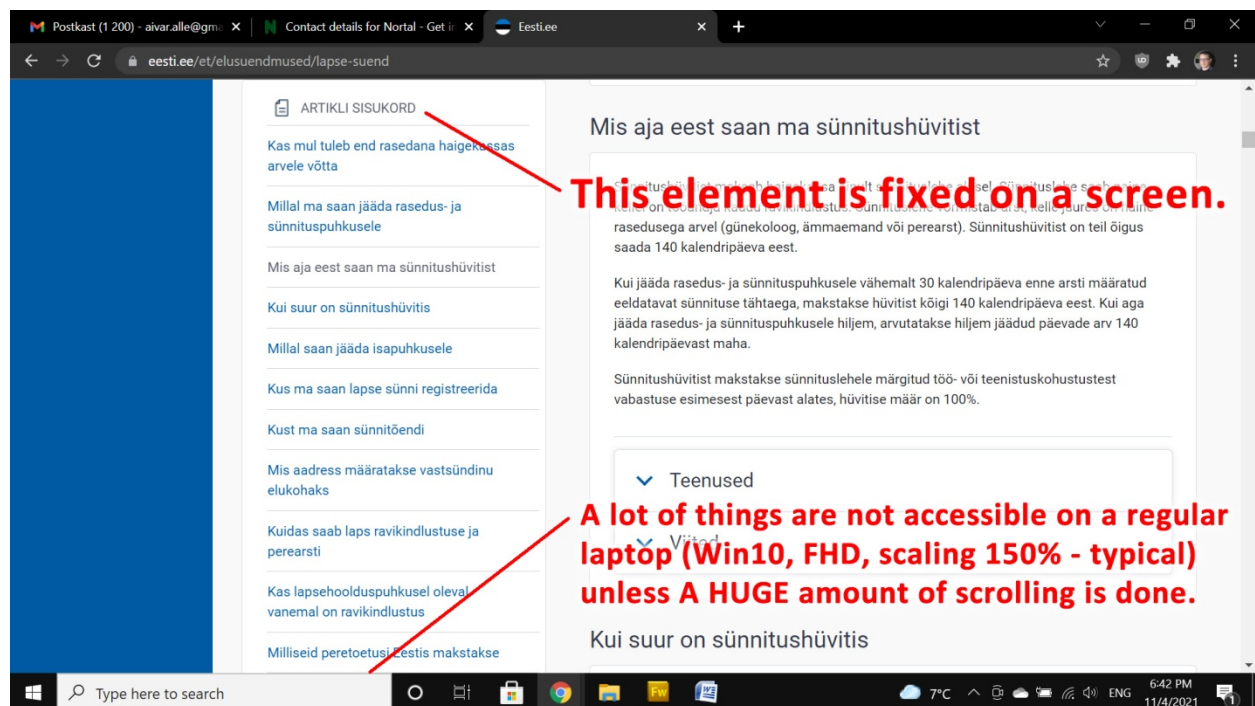
The current version is not very good, it's simply not suitable for this kind of website. Also, it simply expands after I try to use it, and doesn't really stay collapsed.



Good solutions for a collapsed mode (in this case) 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 (**probably the best solution for Desktop**).
2. "Hide Menu"/"Show Menu" functionality that hides the 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. Your current variant may actually make sense on tablets, but it should be auto-collapsible (after a tap).

12. Article's contents on Eesti.ee



My solution:

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

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 you 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 & assisting with navigation is a secondary purpose.

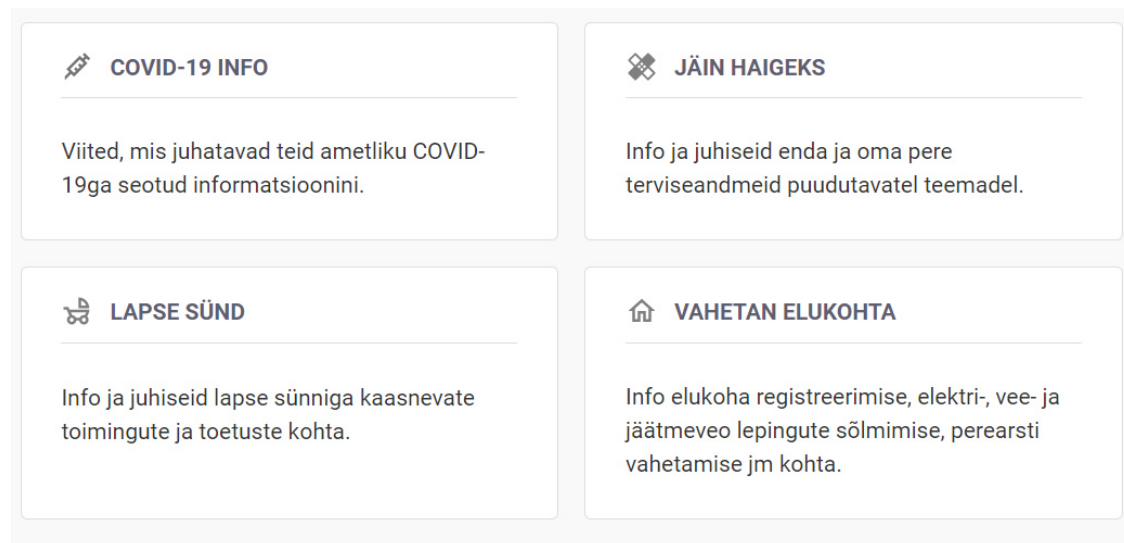
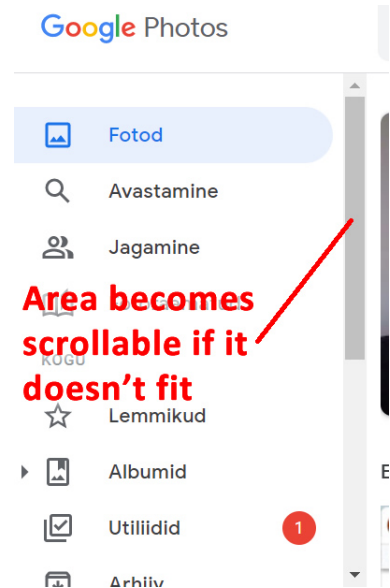
So, basically the solution ensures that the main purpose is satisfied and then switches to a second purpose.

Or another solution: A separate scrolling should appear if needed, see an example on the right.

13. “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 minimalistic 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 minimalistic at the same time). **My version:**



See also: UX analysis for Nortal’s project in Oman (Invest Easy): <https://optim.ee/4nortal2.pdf>

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 also be needed.

- Please note that my analysis may require some discussion
- Also, my advice for Pipedrive + CV + top expert's opinion (some suggestions are suitable for your projects, too): <https://optim.ee/ux.pdf>

It's critical for you to minimize UX mistakes and to improve UX in general – I can help :) – you seem to have too many UX issues atm, honestly (I've listed only something that I was able to find quickly).

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