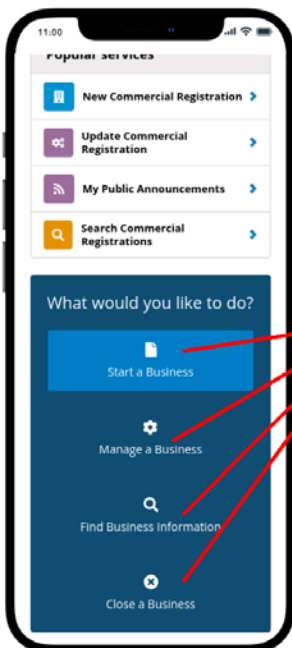


ADVICE FOR INVEST EASY

to show my skills in UX

- My previous advice for Nortal <https://optim.ee/4nortal.pdf>
- Please note that Invest Easy's English and Arabic versions have some differences

1. Mobile version



Nothing happens if I tap on these links.

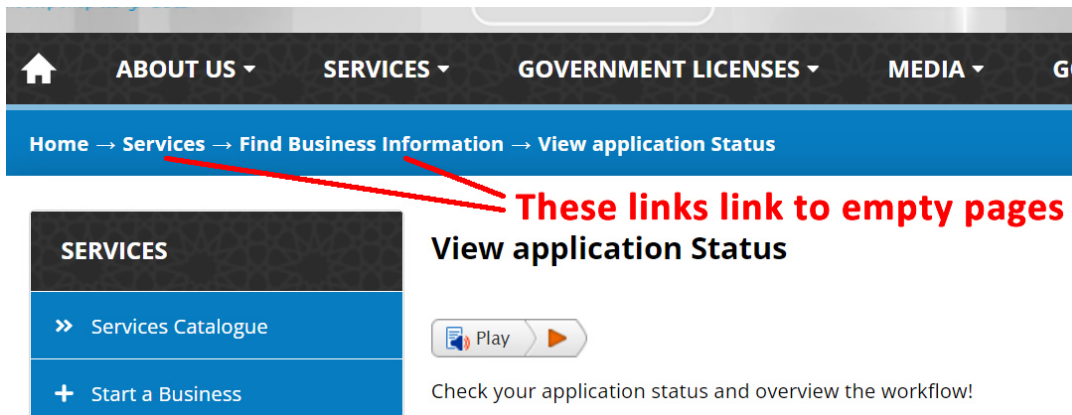
This happened because the same elements are tabs on Desktop.

On a mobile they actually change the content below, but it often happens below a visible screen area, so users get a “nothing happens”, “not working” impression.

So, the solution:

After a tap – on a mobile - it should automatically scroll down to the next section on the page, where a change was actually triggered. (Tapping on “Start a Business” doesn’t trigger a change, as it is active by default, but automatically scrolling down after a tap is needed in this case, too)

2. Ghost pages that are EMPTY



These links link to empty pages

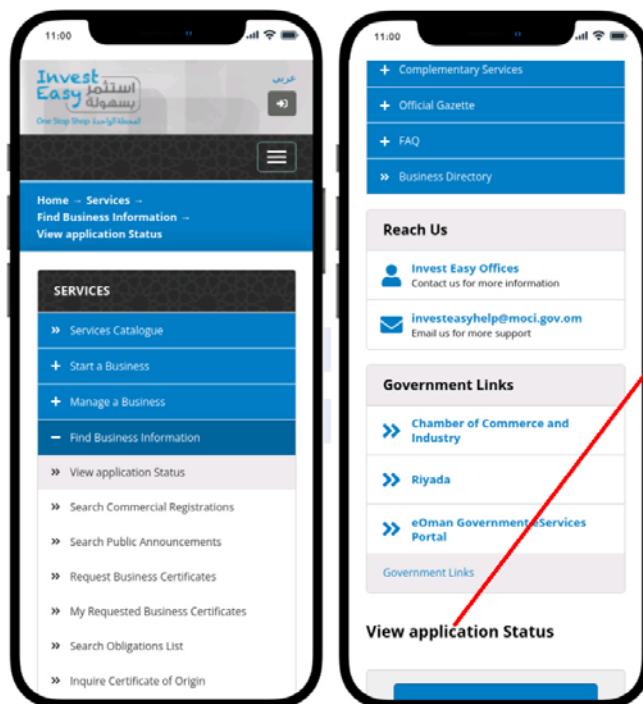
View application Status

The problem here is that linked pages are not a part of the website's main structure, but links to them appear in breadcrumbs where a hierarchical structure is shown.

The solution:

- Make these links not clickable (however, these links could play a role in fixing the next issue, so I can't fully suggest this variant at the moment)
- Or do something with linked pages, like adding some minimal content.
 - Still, as these pages don't play a role in the main structure, a lot of work here is pointless, just do something to avoid an impression of technical errors or "under construction" – even just writing "Please select a subsection in the menu" on these ghost pages will remove an impression of technical errors.

3. Mobile version again



A typical inner page

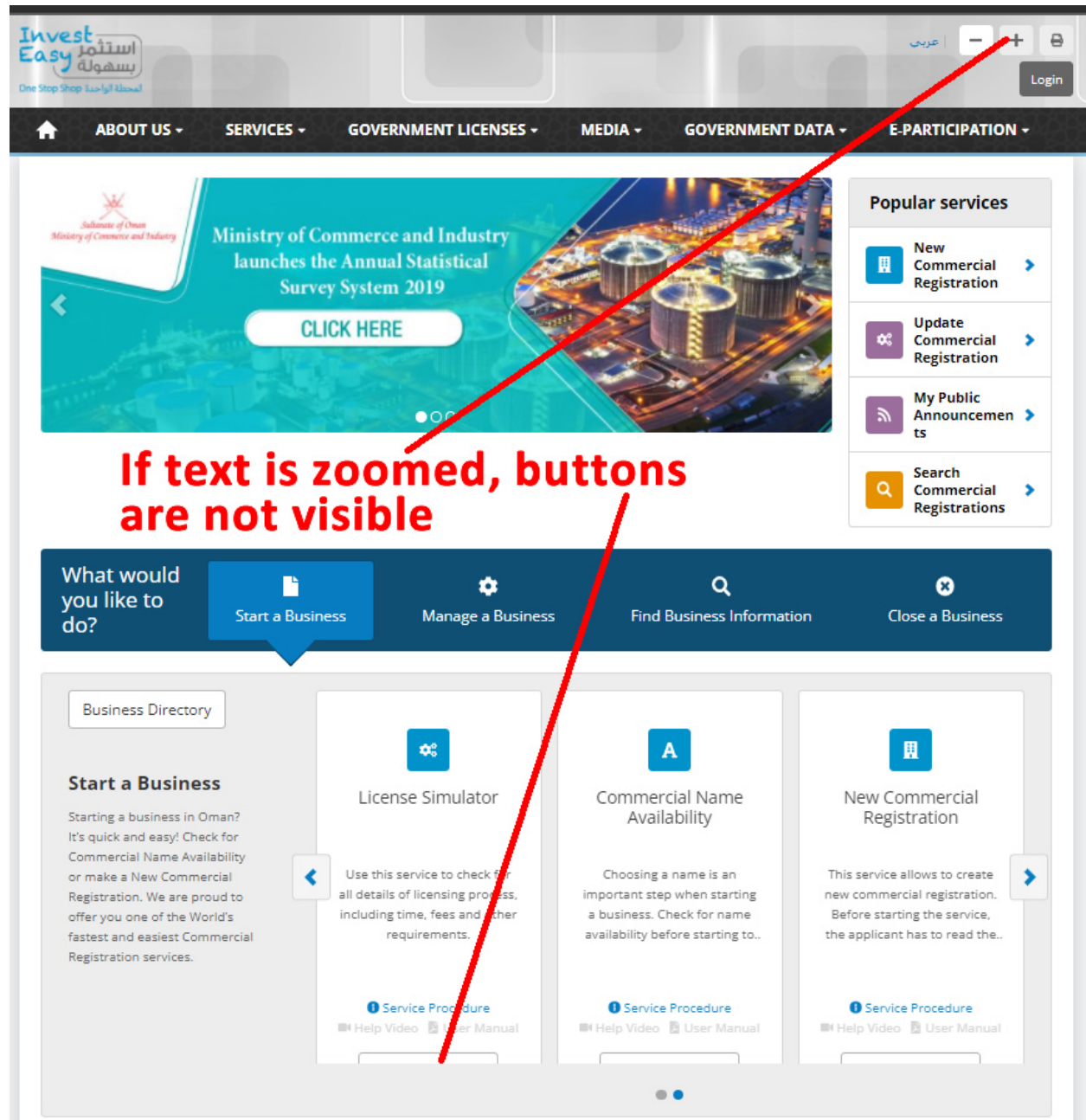
Main content is buried deep below. A lot of scrolling needed to finally see the main part of a page.

The solution:

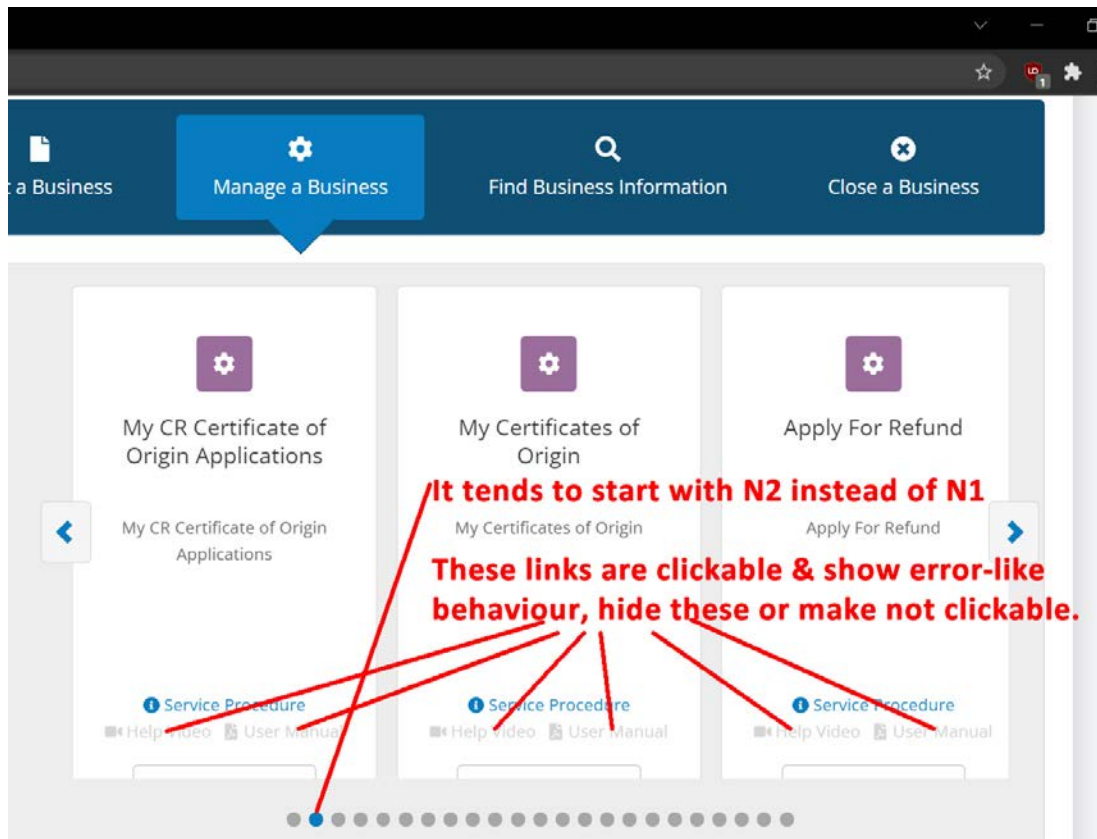
- Main content should be shown first on a mobile, it's easily fixed with CSS/JavaScript.
 - It seems that all is accessible via the main menu, too, so users won't miss anything if main content will be shown first.
- However, there are specific pages like Service Catalogue – where keeping the current version has a point, so you may keep the current version on these pages.
- There could be a point in showing the menu in a collapsed form that expands after a tap. (Seems that some discussion is needed here...)

4. Increasing text size...

This issue is probably less presented on the Arabic part, but it's quite serious on the English part. The text is small (actually there is also a question why is it so small?), so a logical step for a user is to increase font size. As you see from the screenshot, it leads to disappearance of important buttons, as boxes simply don't adapt to the change correctly.

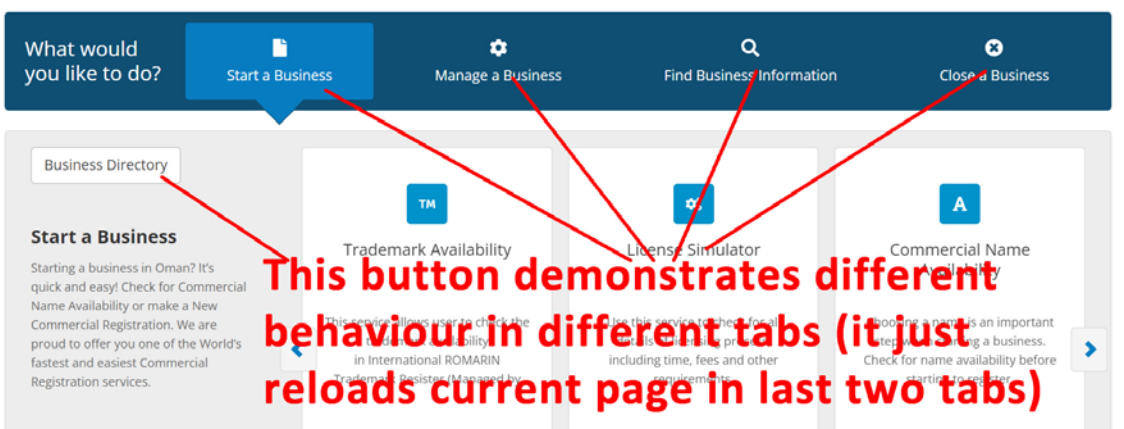


5. “Carousels”



The tabs seem to live their own life in the background, but it's not good, because users don't expect for a list to start from an element N2 or N3 and may skip important things. Also, I admit that the “carousel” is aesthetically nice, but it takes 22 clicks to get to the end, so a good idea is to add a possibility to switch to “List View”, especially if there are too many elements in a “carousel”.

6. “Business Directory” button

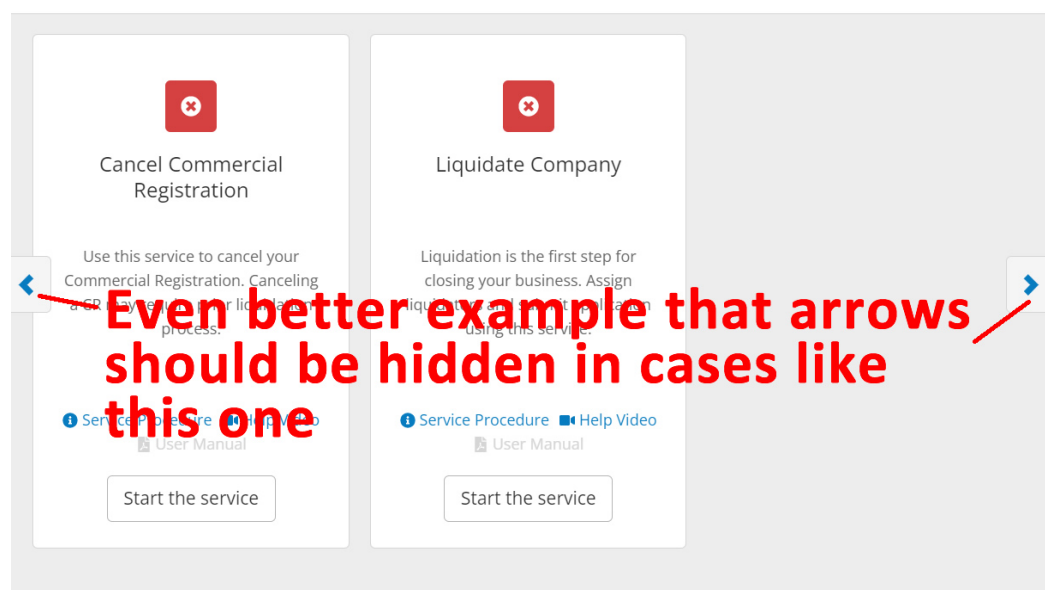
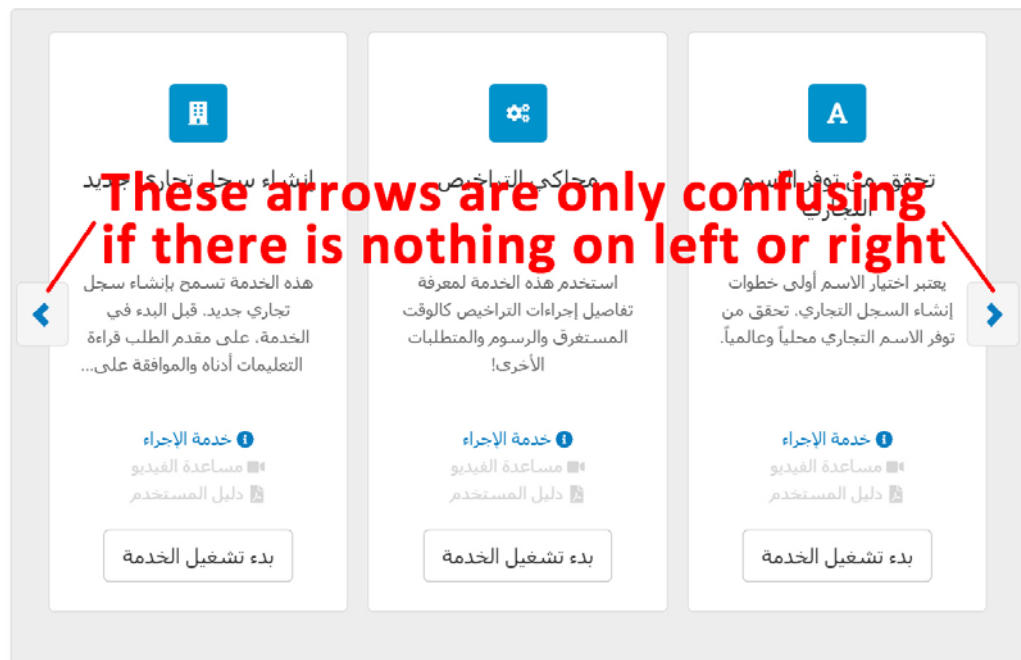


Also, it seems that the business directory is not ready yet, so it's probably wise to temporarily remove the button. Button's behavior in the last two tabs is the worst, as this is error-like behavior.

7. Arrows

I strongly recommend hiding arrows in cases where they don't do anything to avoid confusing users.

Also, consider hiding or graying out arrows if the end or beginning is reached, as they also don't do anything there.



8. Invest Easy & Google

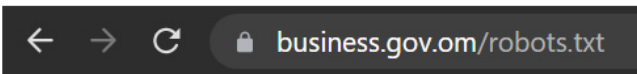
Googlebot's access to Invest Easy is blocked, which means that Google shows only some pages that were linked from other websites, but **the website is not indexed by Google in general**. Was there some reason behind this? Because governmental websites usually do the opposite and hire SEO specialists to improve their presence in search engines. Most likely Google was blocked by inexperienced tech staff, who wanted to block bad bots, but blocked Google.

<https://www.business.gov.om> › wps › portal · Tõlgi see leht

Invest Easy Portal - business.gov.om

Selle lehe kohta pole teavet saadaval.

Uurige välja põhjus



User-agent: *
Disallow: /

**Googlebot is
blocked**

The solution:

- Decide what parts of the website should be indexed / not indexed by Google and create a proper robots.txt
- Please understand: robots.txt is not a firewall, it is not blocking bad traffic in any way, it's just a TXT file that gives instructions for good bots.

Thanks!

- My previous advice for Nortal & Eesti.ee: <https://optim.ee/4nortal.pdf> - I also corrected it a bit
- Also, my advice for Pipedrive + CV + **top expert's opinion** about the quality of my advice: <https://optim.ee/ux.pdf>

Aivar Alle (I live in Tartu, Estonia)

aivar.alle@gmail.com

+372 56924015