

Banque Misr Website Redesign



By:

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Improving User Experience (UX) at Banque Misr

01

Introduction: Analysis and evaluation of Banque Misr website's usability.

02

Goal: Design a new User Interface (UI) based on Human-Computer Interaction (HCI) principles.

03

Focus: Increase Efficiency, Clarity, and accessibility of vital information.



Methodology: Applied HCI Principles

01

Framework: Analysis based on Nielsen's Usability Heuristics and Norman's design principles.

02

Key Principles: Visibility, Consistency, Efficiency, Recognition over Recall.



Original Design Flaw: Clutter and Visual Distraction

01

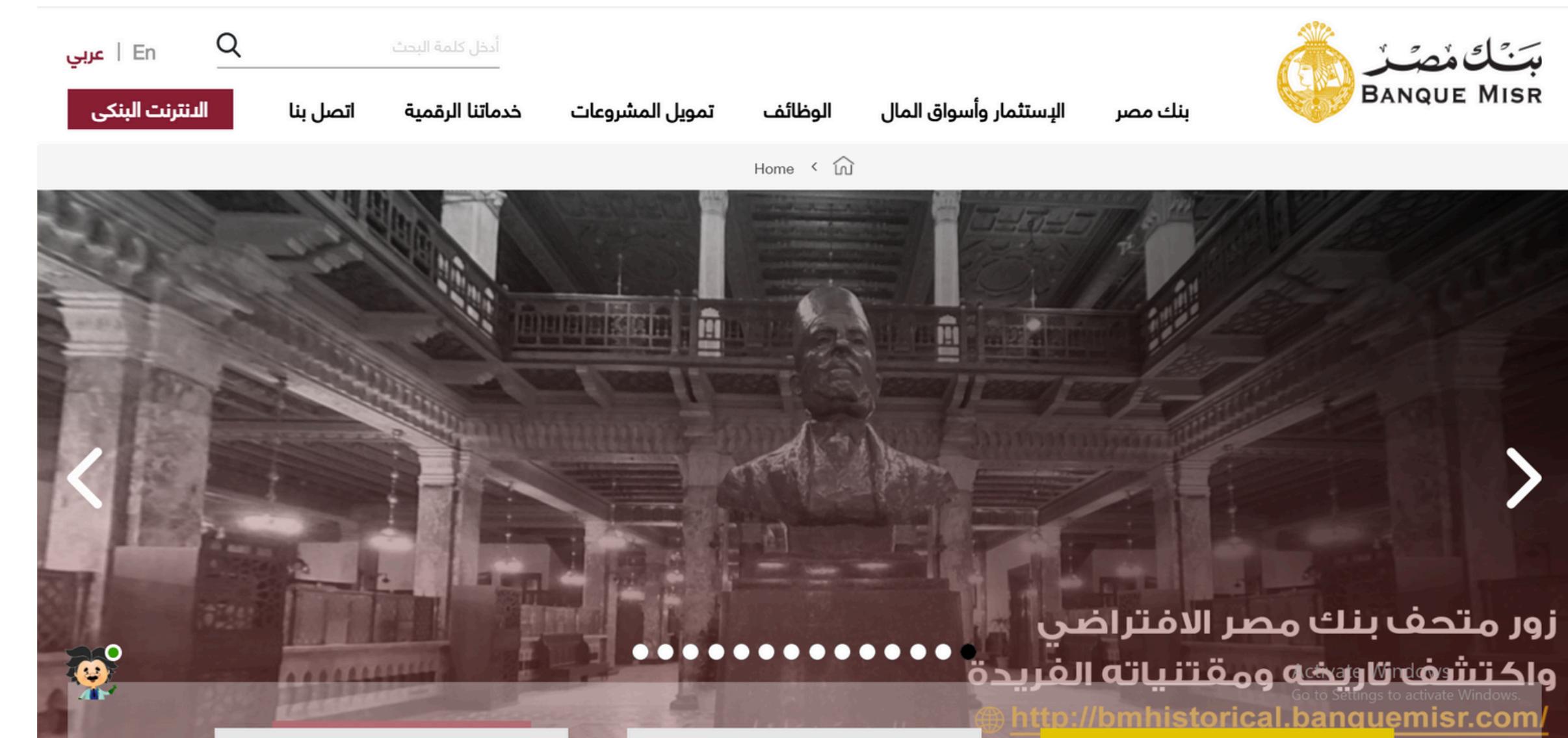
Violation of Visibility: Crucial elements are not prominent amidst the clutter.

02

Ineffective Design: Use of carousels reduces user Efficiency.

03

Poor Contrast: Insufficient application of Affordance for some buttons.



Original Design Flaw: Clutter and Visual Distraction

04

Weak Visibility: Critical navigational elements like (individual/Corporate/Islamic Transactions) are visually ambiguous.

05

Visual Inconsistency (Aesthetic): The lack of visual harmony creates cognitive clutter, reducing Efficiency in finding desired information.

06

Affordance Violation: The design of the main transaction boxes does not clearly signal that they are clickable buttons.



The Redesign: A Streamlined and Efficient Vision (Homepage)

The image shows a side-by-side comparison of the Banque Misr website's homepage before and after a redesign. The left side displays the original layout, which is cluttered with many navigation links and lacks a clear visual hierarchy. The right side shows the redesigned version, which is much more organized, featuring a prominent header with the bank's logo and a clean, minimalist design. The main content area on the right highlights "Our Banking Services" with three distinct sections: Islamic Banking Services, Companies, and Individuals, each with a large icon and descriptive text.

الإنترنت البنكي

English

الأخبار

اسعار الصرف والعملات

مواقعنا

خاتمة القروض

مواعينا

الإنترنت البنكي

ابحث عن خدمات، حسابات، قروض...

كيف يمكننا مساعدتك؟

خدماتنا المصرفية

Activate Windows
Go to Settings to activate Windows.

الإنترنت البنكي

اتصل بنا

خدماتنا الرقمية

تمويل المشروعات

الوظائف

الاستثمار وأسواق المال

بنك مصر BANQUE MISR

الإنترنت البنكي

اتصل بنا

خدماتنا الرقمية

تمويل المشروعات

الوظائف

الاستثمار وأسواق المال

بنك مصر BANQUE MISR

خدماتنا المصرفية

 **الخدمات الإسلامية**
خدمات مصرفية إسلامية متواقة مع أحكام الشريعة الإسلامية لراحة بالك المالي

 **الشركات**
حلول مصرفية متكاملة للشركات والمؤسسات لإدارة أعمالك بكفاءة وفعالية عالية

 **الأفراد**
حسابات وخدمات مصرفية متنوعة للأفراد تناسب جميع احتياجاتك اليومية مع مزايا استثنائية

اكتشف المزيد

اكتشف المزيد

اكتشف المزيد

Activate Windows
Go to Settings to activate Windows.



Improved Access: Tasks-First Structure (Homepage)

01

Effectiveness: Placing Transactions/Key Tasks upfront ensures primary goals are met quickly.

02

Affordance: Enlarged icons and buttons provide clear signals for interaction.

03

Aesthetic & Visibility: Using cards and clear separation ensures easy visual scanning.



Global Update: Consistency Across Major Sections

01

Consistency: All three sections now share the same modern layout, color scheme, and interaction patterns.

02

Learnability: Once a user learns one section, they instantly know how to use the others.

The screenshot shows the Banque Misr website's homepage. At the top, there is a navigation bar with links in Arabic: الانترنت البنكي (Banking Internet), اتصل بنا (Contact Us), خدماتنا الرقمية (Digital Services), تمويل المشروعات (Project Finance), الوظائف (Careers), والاستثمار وأسواق المال (Investment and Capital Markets). The logo for Banque Misr is also present. Below the navigation, there is a main header "خدماتنا المصرفية" (Our Banking Services) with three main categories: "الخدمات الإسلامية" (Islamic Services), "الشركات" (Companies), and "الأفراد" (Individuals). Each category has a brief description and a "اكتشف المزيد" (Discover More) button. A small cartoon character icon with a notification bubble is visible at the bottom left. At the very bottom right, there is a "Activate Windows" message with a link to "Go to Settings to activate Windows".



Section Design: Clarity and Action

01

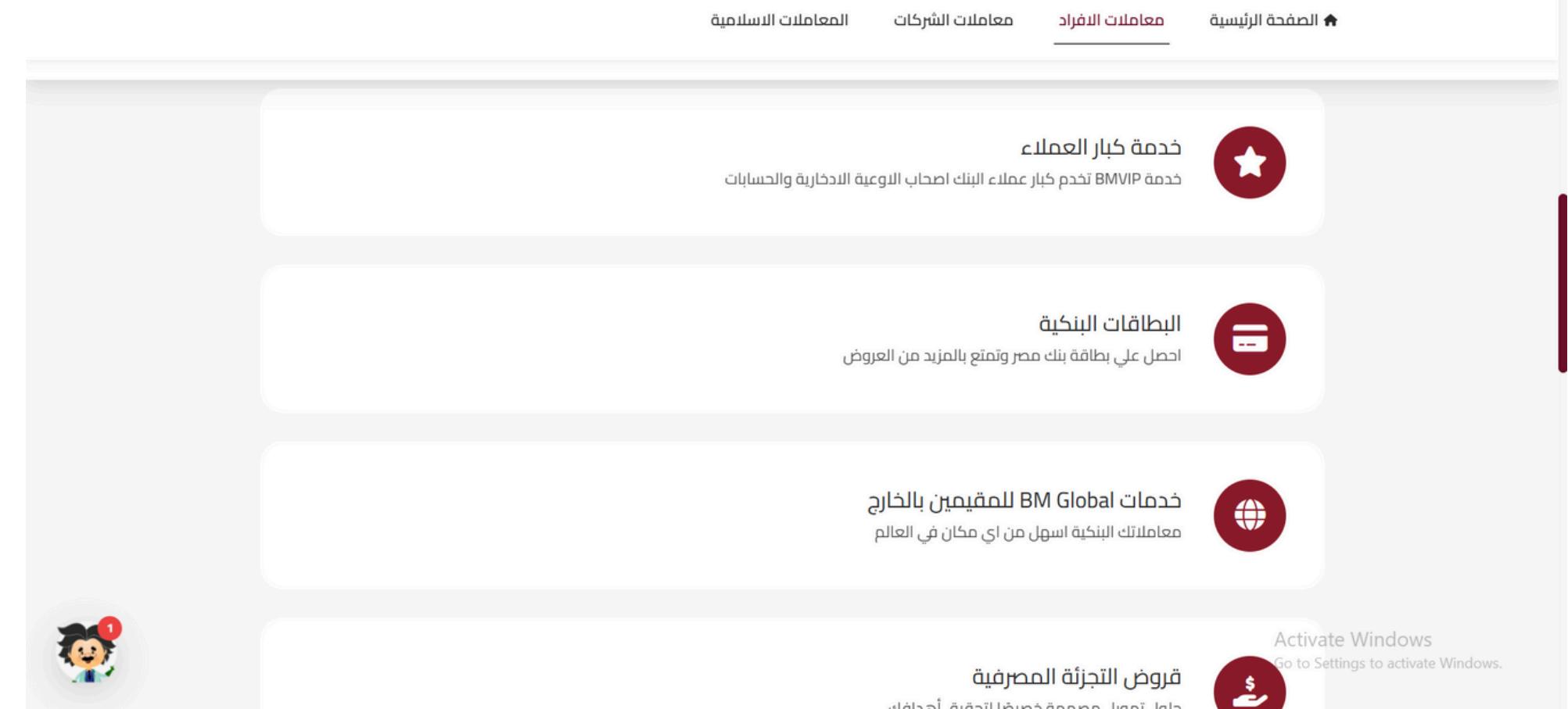
Efficiency: Organizing products into clear, scannable Cards instead of long text lists.

02

Affordance: Use of universal symbols (like the card icon or globe) to clearly signal the function of the service.

03

Recognition over Recall: Enabling the user to identify the service visually, faster than reading the text alone.



Search Enhancement: Boosting Efficiency and Control

01

Efficiency: Implementing Autocomplete and Suggestions to drastically reduce search time.

02

Constraints: Guiding the user towards available results reduces input errors.



Auxiliary Design: Feedback and Utility

01

Feedback: Subtle animations on ads provide interaction signals.



02

Memorability: Placing Customer Service in the footer adheres to established design patterns.



Conclusion: Measuring Success

01

Design Success: The redesign makes the website significantly more Effective, Consistent, and Efficient.

02

Goal Achieved: Successfully addressed information clutter and inconsistent section design.

03

Methodology: The design adheres strictly to HCI principles for a better overall user experience

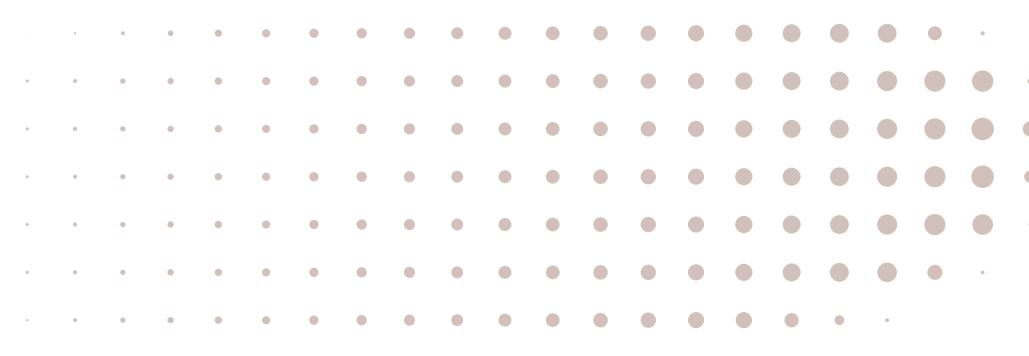
Before:

https://www.banquemisr.com/?sc_lang=ar-EG

After:

https://fatmaaleskafy.github.io/hciProject/





Thank You

