Banque Misr Website Redesign

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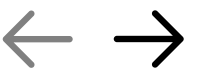**Jana Ahmed Samy Abdallah Shahin**

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.

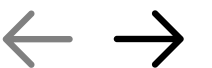**03** **Focus:** Increase Efficiency, Clarity, and accessibility of vital information.

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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.

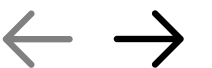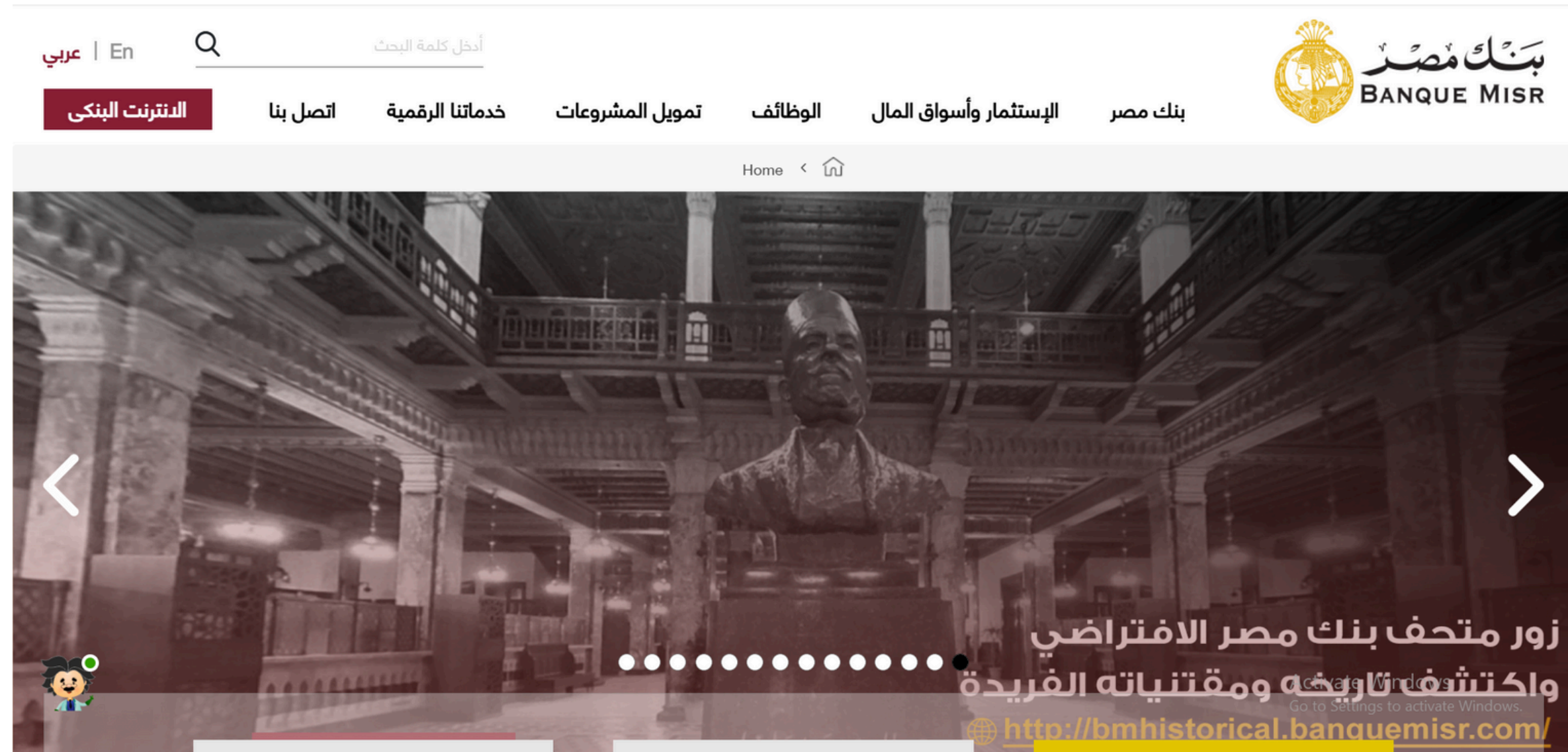# Original Design Flaw: Clutter and Visual Distraction

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.

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BANQUE MISR

Home

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http://bmhistorical.banquemisr.com/

Activate Windows
Go to Settings to activate Windows.

Original Design Flaw: Clutter and Visual Distraction

04 **Weak Visibility:** Critical navigational elements like (individual/Corporate/Islamic Transactions) are visually ambiguous.
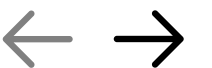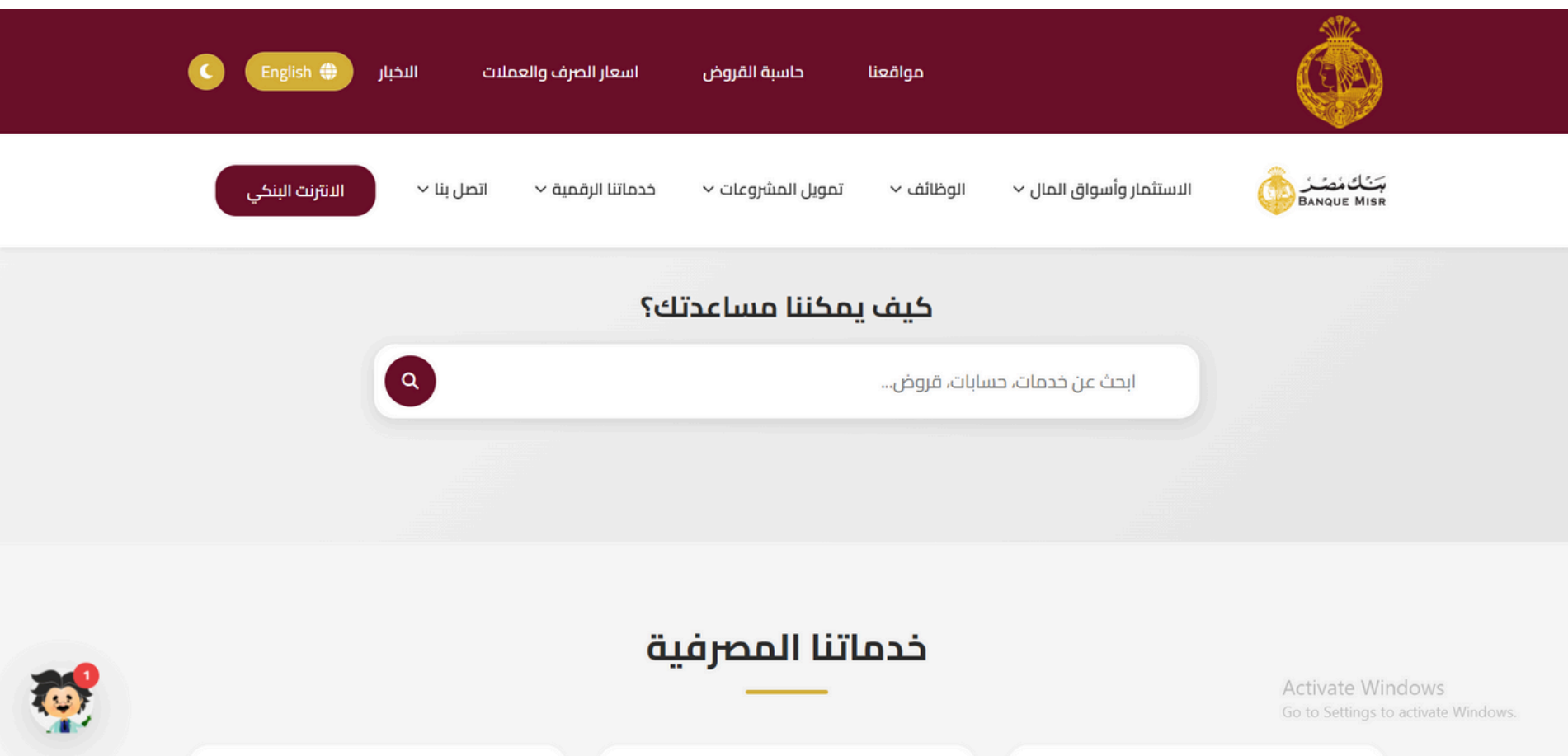
05 **Visual Inconsistency (Aesthetic):** The lack of visual harmony creates cognitive clutter, reducing Efficiency in finding desired information.

06 **Affordance Violation:** The design of the main transaction boxes does not clearly signal that they are clickable buttons.
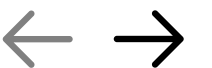
The Redesign:
A Streamlined and Efficient Vision (Homepage)
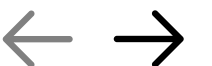
Improved Access: Tasks-First Structure (Homepage)

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.
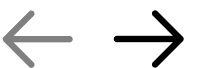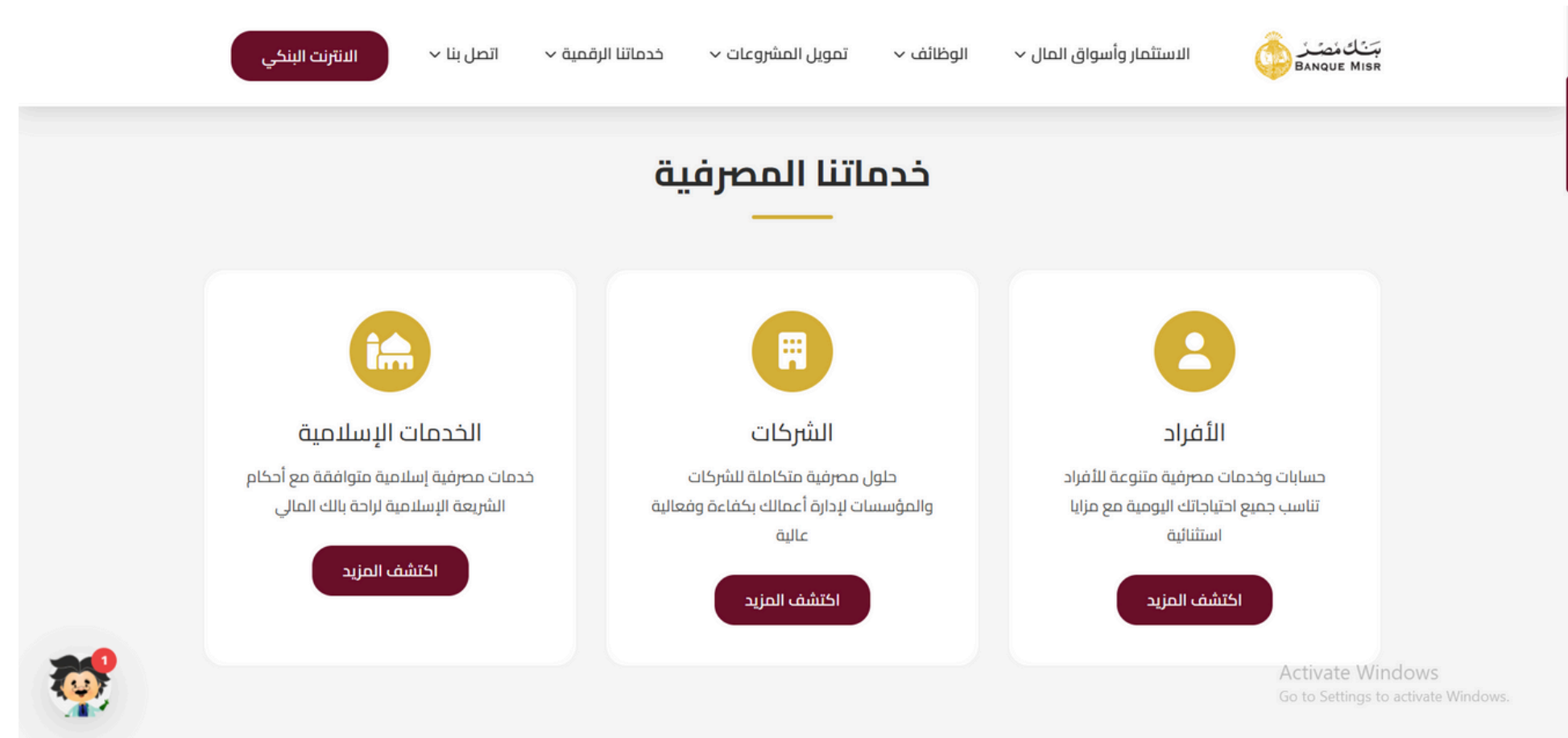
Global Update: Consistency Across Major Sections

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.

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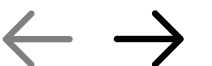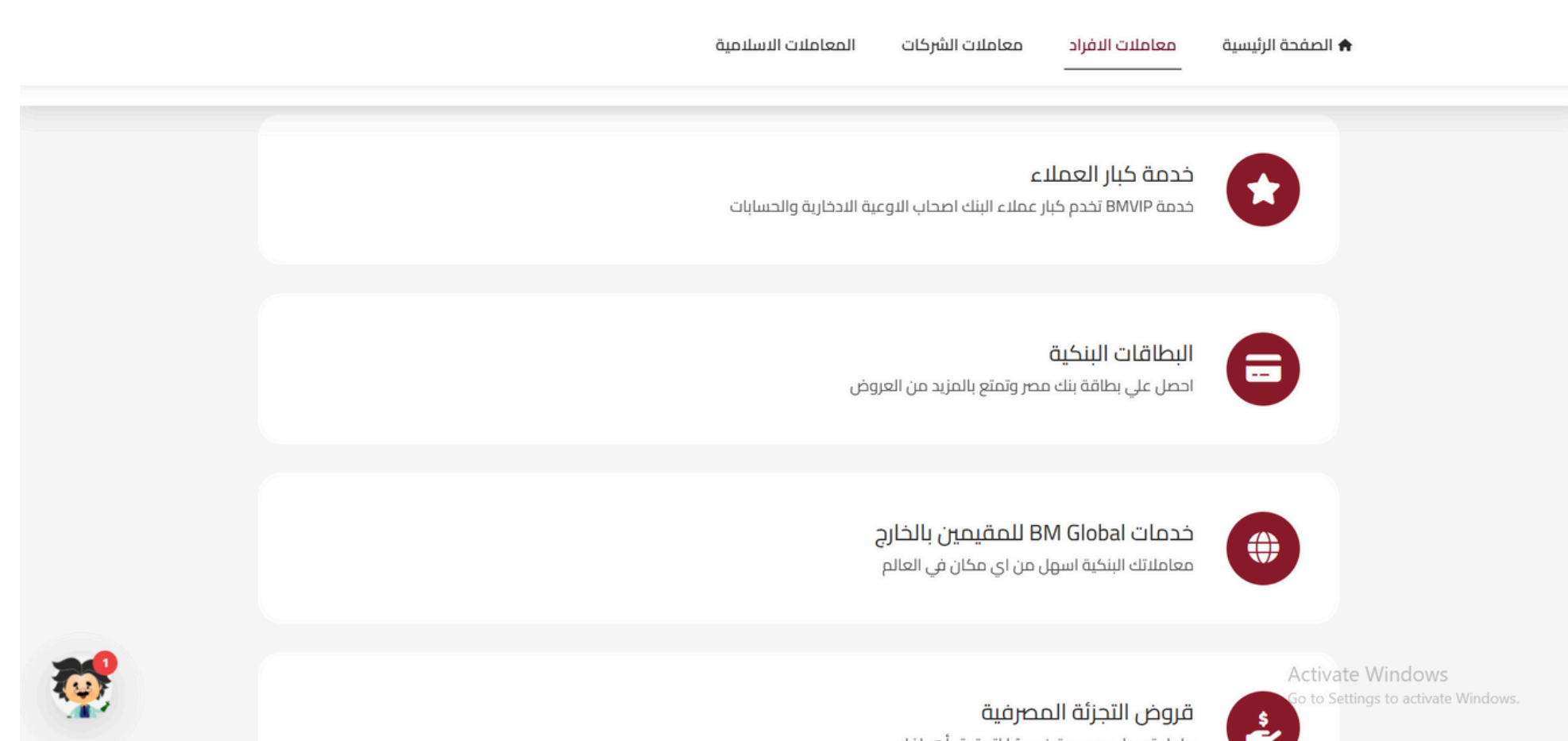
Section Design: Clarity and Action

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.

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قروض التجزئة المصرفية

Activate Windows
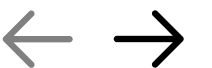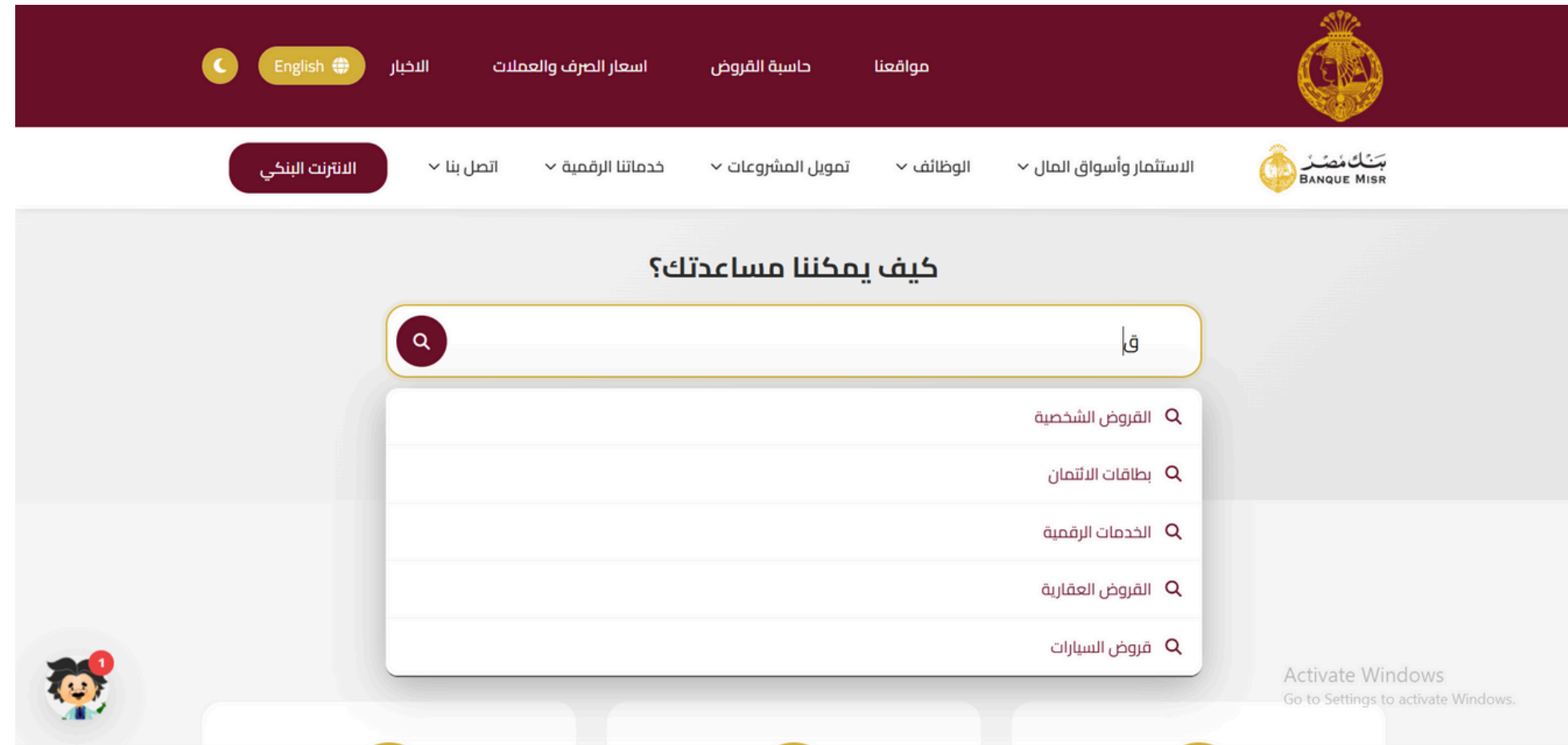Go to Settings to activate Windows.

Search Enhancement: Boosting Efficiency and Control

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

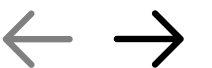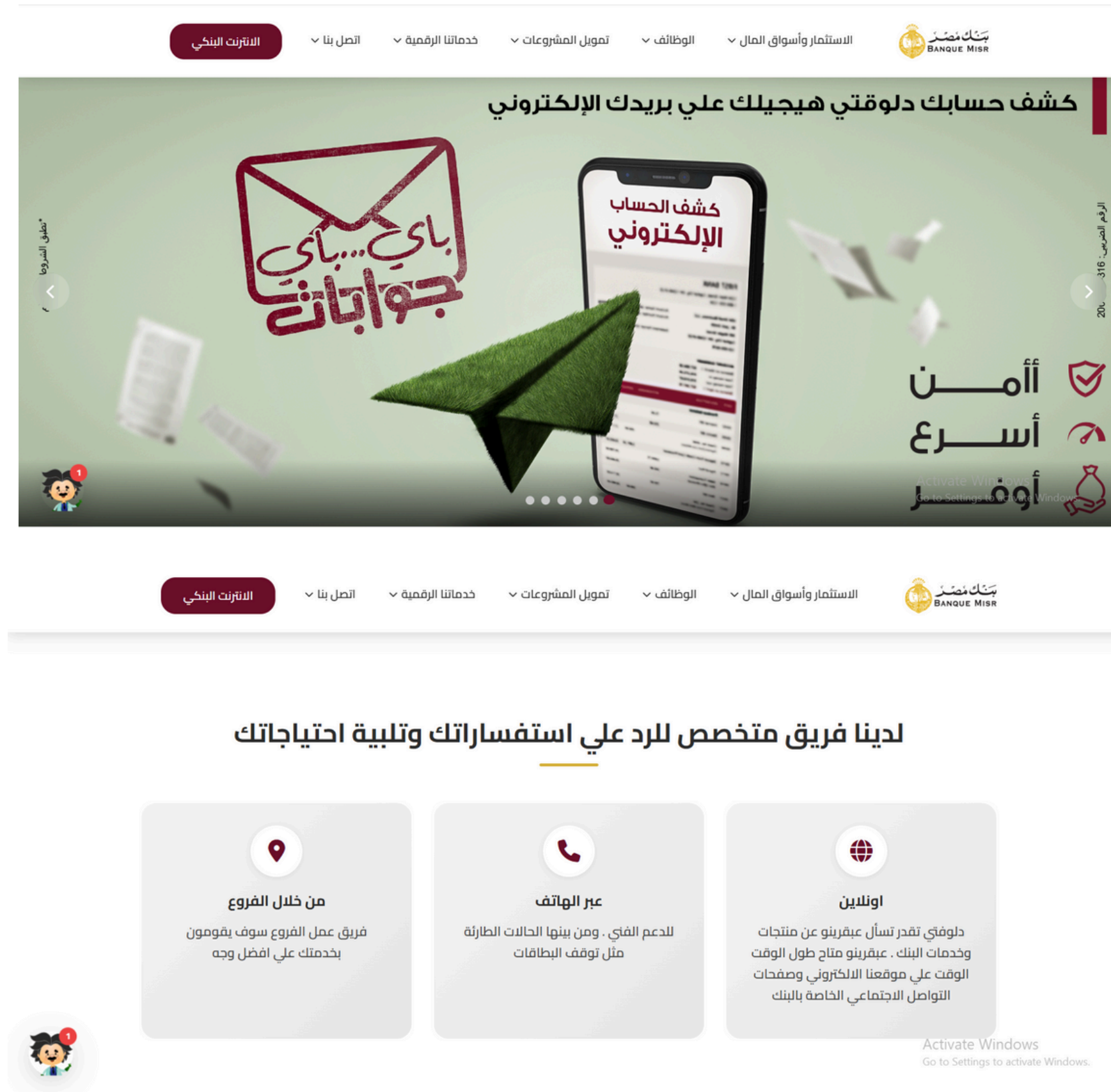**02** **Constraints:** Guiding the user towards available results reduces input errors.

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.

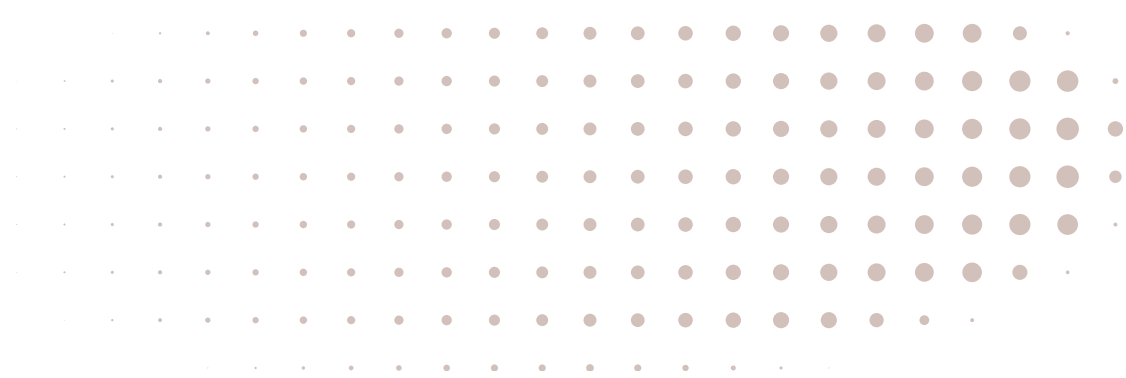# Conclusion: Measuring Success

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.

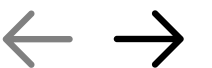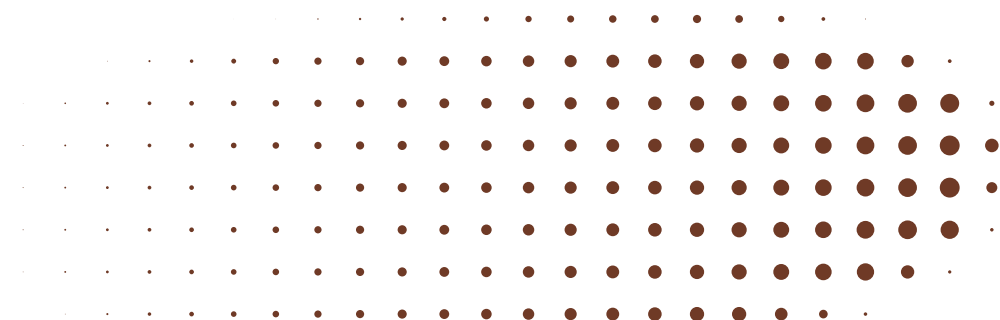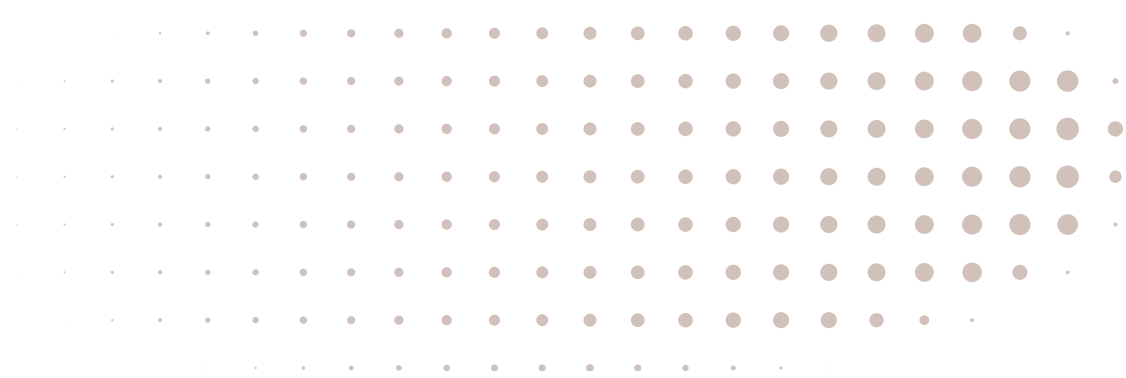**03** **Methodology:** The design adheres strictly to HCI principles for a better overall user experience

Before:

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

After:

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

Thank You