



بَنْكُ مِصْرَ
BANQUE MISR

BANQUE MISR Website Redesign

Team members

1. *Mahmoud Hesham Salem Mohamed*
2. *Assem Essam Nabil Abdelhamid*
3. *Jana Ahmed Samy Abdallah Shahin*
4. *Fatma Mohamed Abdelatty Abdelkader*

1. INTRODUCTION

This report presents an analysis and evaluation of the Banque Misr website with a focus on usability and user experience (UX). The study aims to identify key usability problems in the current website and propose a redesigned interface that enhances user interaction. The evaluation is conducted using established human-computer interaction (HCI) principles to ensure a more efficient and user-friendly experience.

2. PROJECT GOAL AND FOCUS

2.1 Goal

The main goal of this project is to design a new user interface (UI) for the Banque Misr website based on HCI principles.

2.2 Focus

The redesign focuses on the following aspects:

- Increasing efficiency in completing user tasks.
- Improving clarity of information and navigation.
- Enhancing accessibility to vital banking services and information.

3. METHODOLOGY

3.1 Applied Framework

The evaluation and redesign are based on:

- Nielsen's Usability Heuristics.
- Norman's Design Principles.

3.2 Key Principles Applied

The following principles guided the redesign process:

- **Visibility of system status.**
- **Consistency and standards.**
- **Efficiency of use.**
- **Recognition rather than recall.**

4. ANALYSIS OF THE ORIGINAL DESIGN

4.1 Clutter and Visual Distraction

The original website design suffers from excessive visual clutter, which makes it difficult for users to focus on important elements. Critical information is hidden among multiple competing visual components.

4.2 Ineffective Use of Carousels

The heavy use of carousels negatively affects efficiency, as users are forced to wait or manually scroll to find relevant information.

4.3 Poor Contrast and Affordance

Some buttons lack sufficient contrast and clear affordance, making it unclear whether they are clickable or interactive.

4.4 Weak Visibility of Navigation

Important navigation options such as Individual, Corporate, and Islamic Transactions are visually ambiguous and do not stand out clearly.

4.5 Visual Inconsistency

The lack of aesthetic consistency across sections creates cognitive overload, reducing the user's ability to quickly locate desired information.

4.6 Affordance Violation

The main transaction boxes do not clearly indicate that they function as clickable buttons, which violates basic affordance principles.

5. THE REDESIGN CONCEPT

5.1 Streamlined and Efficient Homepage

The redesigned homepage adopts a task-first structure, placing key transactions and essential services at the top of the page.

5.2 Improved Access to Key Tasks

- Primary user goals can be completed more quickly.**
- Enlarged icons and buttons provide clearer interaction signals.**
- Card-based layouts improve visual scanning and readability.**

5.3 Aesthetic and Visibility Improvements

Clear separation between sections and consistent use of cards enhances visibility and reduces visual noise.

6. CONSISTENCY ACROSS WEBSITE SECTIONS

6.1 Unified Design

All major sections of the website follow the same layout, color scheme, and interaction patterns.

6.2 Improved Learnability

Once users learn how to navigate one section, they can easily navigate the others without additional effort.

7. SECTION DESIGN IMPROVEMENTS

7.1 Clarity and Organization

Products and services are organized into clear, scannable cards instead of long text-based lists.

7.2 Use of Visual Symbols

Universal icons (such as cards and globe symbols) are used to represent services and functions.

7.3 Recognition over Recall

Visual identification allows users to recognize services faster than relying on text alone.

8. SEARCH FUNCTION ENHANCEMENT

8.1 Efficiency Improvement

The search feature includes autocomplete and suggestion options to reduce search time.

8.2 User Control and Constraints

Guiding users toward available results minimizes errors and improves overall interaction control.

9. AUXILIARY DESIGN FEATURES

9.1 Feedback

Subtle animations are used to provide feedback and indicate interactive elements.

9.2 Memorability

Customer service information is placed in the footer, following common design conventions to enhance memorability.

10. CONCLUSION

- The redesigned website significantly improves effectiveness, consistency, and efficiency.**
- Information clutter and inconsistent section design have been successfully addressed.**
- The redesign strictly adheres to HCI principles, resulting in a better overall user experience.**

11. REFERENCES

After Redesign:

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

Before Redesign:

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