Poor Visual Hierarchy & Cluttered Layout

- Promotional content dominates the screen instead of the login functionality
- Login form is pushed to the side rather than being the central focus
- Cluttered layout with competing elements creates visual confusion
- Violates Nielsen's Heuristic: Aesthetic and minimalist design - interfaces should not contain information that is irrelevant or rarely needed

Poor Use of Space & Alignment

- Inefficient use of screen real estate with large empty areas and cramped content elsewhere
- Lack of proper alignment between elements creates visual tension
- Form elements are not properly grouped to indicate relationships
- Violates Nielsen's Heuristic: Match between system and real world - the design should follow real-world conventions and display information in a natural and logical order

Inconsistent Design Elements

- Multiple button styles (yellow "LOGIN" button vs green text links vs "CLICK HERE" button)
- Inconsistent color usage throughout the interface (green header, gray login area, yellow button)
- Various text sizes, colors, and styles without clear purpose or hierarchy
- Violates Nielsen's Heuristic: Consistency and standards - users should not have to wonder whether different words, situations, or actions mean the same thing
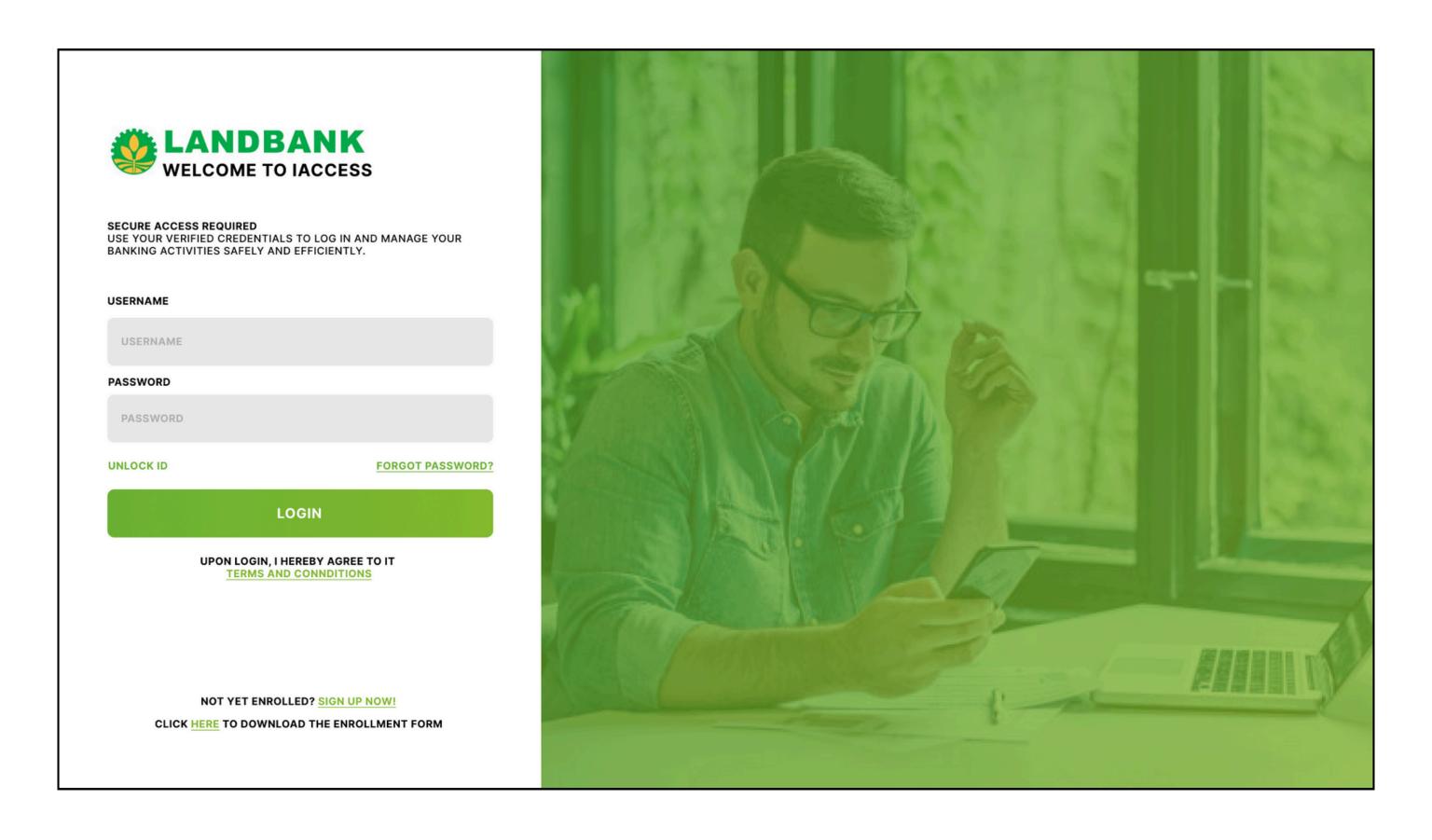
Confusing Navigation & User Flow

- Multiple competing calls-to-action create decision paralysis
- Unclear primary path for both new and returning users
- Important links like "Forgot Password" are not prominently placed
- Violates Nielsen's Heuristic: User control and freedom - users need a clearly marked "emergency exit" when making mistakes

LANDBANK | Overseas Filipino Bank | iAccess

About Us | FAQs | Security Policy | Data Privacy Statement | Advisory on ATM Use | iAccess Features | Find Us

Welcome to iAccess!

OPEN, PAY and WIN up to P1,000.00

You may be one of the 75 lucky monthly raffle winners, if you:

✓ OPEN a new account via the LANDBANK Mobile Banking App (MBA);
✓ PAY at least one (1) bill via the MBA, iAccess, or Link.BizPortal before the monthly cut-off of the promo period*; and
✓ WIN P1,000 tax-free.

Promo Period: March 1, 2025 to August 31, 2025
* Visit the LANDBANK website for the full promo mechanics.

LANDBANK

Username
Password

LOGIN

Not yet enrolled? Sign up now!
Upon login, I hereby agree to its Terms and Conditions
Click here to download enrollment form.

Unlock ID   Forgot Password

WARNING: iAccess is for authorized clients only. It shall be a criminal offense for any person to:

1. Obtain access to data without authority;
2. Corrupt, alter, steal or destroy data;
3. Interfere in computer system or server;
4. Introduce computer virus.

Penalty shall consist of minimum fine of Php100,000 and a maximum commensurate to the damage incurred and a mandatory imprisonment of six months to three years under R.A. No. 8792 (E-Commerce Act of the Philippines).

FOREIGN EXCHANGE CLICK HERE

LANDBANK CUSTOMER CARE CENTER
Tel. Nos.: (02) 8405-7000 (NCR) or
1-800-10-405-7000 (PLDT Domestic Toll Free/Outside NCR)
Email: customercare@landbank.com

Go to LANDBANK Main Site: www.landbank.com
Copyright © 2024 Land Bank of the Philippines. All Rights Reserved

A proud member of BancNet
Deposits are insured by PDIC up to P500,000 per depositor.
Regulated by the Bangko Sentral ng Pilipinas. | https://www.bsp.gov.ph/

Problems with the Original LANDBANK iAccess Interface

- **Poor Visual Hierarchy & Cluttered Layout**
  - Promotional content dominates the screen instead of the login functionality
  - Login form is pushed to the side rather than being the central focus
  - Cluttered layout with competing elements creates visual confusion
  - Violates Nielsen's Heuristic: Aesthetic and minimalist design - interfaces should not contain information that is irrelevant or rarely needed
- **Inconsistent Design Elements**
  - Multiple button styles (yellow "LOGIN" button vs green text links vs "CLICK HERE" button)
  - Inconsistent color usage throughout the interface (green header, gray login area, yellow button)
  - Various text sizes, colors, and styles without clear purpose or hierarchy
  - Violates Nielsen's Heuristic: Consistency and standards - users should not have to wonder whether different words, situations, or actions mean the same thing
- **Confusing Navigation & User Flow**
  - Multiple competing calls-to-action create decision paralysis
  - Unclear primary path for both new and returning users
  - Important links like "Forgot Password" are not prominently placed
  - Violates Nielsen's Heuristic: User control and freedom - users need a clearly marked "emergency exit" when making mistakes
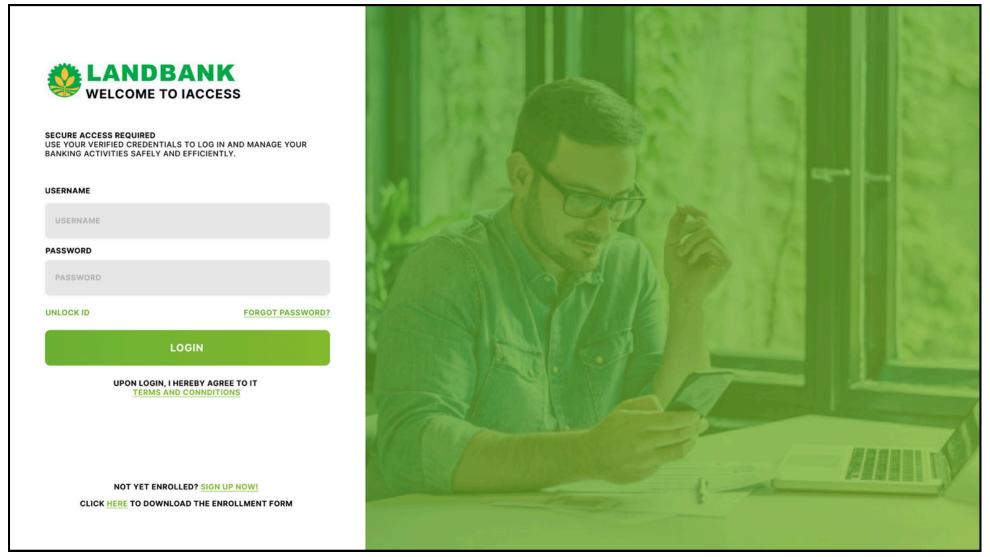- **Poor Use of Space & Alignment**
  - Inefficient use of screen real estate with large empty areas and cramped content elsewhere
  - Lack of proper alignment between elements creates visual tension
  - Form elements are not properly grouped to indicate relationships
  - Violates Nielsen's Heuristic: Match between system and real world - the design should follow real-world conventions and display information in a natural and logical order

MY REDESIGNED LOGIN USER INTERFACE OF LANDBACK iACCESS

LANDBANK iACCESS REDESIGN: DESIGN CHOICES & IMPROVEMENTS

My redesign of the LANDBANK iAccess login interface aims to deliver a user-centered and secure banking experience by focusing on clarity, accessibility, and visual consistency. Key changes include simplifying the visual hierarchy by removing distracting promotional content and prioritizing the login form on the left side. Clear instructions were added to reinforce security awareness, and unnecessary elements were removed to follow a minimalist design approach. Consistency was also improved by applying a standardized color scheme based on LANDBANK's brand, along with uniform button styles, spacing, and typography. Important actions like the login button are highlighted using color, aligning with Nielsen's heuristic of consistency and standards.

The layout was restructured using a two-column design, balancing the login form with supporting visuals. Form elements were aligned for better readability, and spacing was enhanced to reduce cognitive load. Accessibility was improved through clearer labels, better contrast, and visual feedback, helping users understand their progress in the process. Secondary actions such as "Unlock ID" and "Forgot Password?" were organized logically, and a separate area was created for new users. Overall, the redesigned interface provides a cleaner, more professional experience that supports both returning and new users by making the login process more intuitive, secure, and user-friendly.