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Title of Experiment: Project Proposal and Requirement Gathering (Choose the project).Briefly state the problem(s) that the project will seek to solve. Take the user's point of view. Consider what the user's goals are, and what obstacles lie in the way.

Objective of Experiment: To perform user analysis, task analysis and domain analysis for a website

Outcome of Experiment: We did user analysis, task analysis and domain analysis for a banking website and designed user persona and Entity Relationship Diagram for it

Problem Statement: To study a banking website properly. Then perform user analysis, training analysis and domain analysis on the website to identify the issues and improvement that are need by the user. To develop a user persona and entity relationship diagram for same.

Description / Theory:

UI/UX:

UI (User Interface) is about how a digital product looks and feels. It includes buttons, menus, and visuals users interact with directly.

UX (User Experience) is about the overall experience users have with a product. It's about making sure the product is easy to use, useful, and enjoyable. Good UX keeps users happy and engaged.

User Analysis:

User analysis in UI/UX (User Interface/User Experience) refers to the process of studying and understanding the behaviors, preferences, needs, and characteristics of the target users of a digital product or service. It involves gathering and analyzing data to gain insights into how users interact with the interface, what challenges they face, and how their experiences can be improved.

User analysis in UI/UX can be conducted using various methods and techniques. Here are some common ways to perform user analysis:

- **User Interviews:** Conduct one-on-one interviews with users to gather qualitative insights about their needs, preferences, and pain points. This method allows for in-depth discussions and open-ended responses.

- **Surveys and Questionnaires:** Distribute surveys to a larger group of users to collect quantitative data on their opinions, behaviors, and demographics. This method can provide a broad overview of user preferences.

- **Contextual Inquiry:** Observe users in their natural environment while they interact with your product or perform related tasks. This provides valuable context for understanding their behaviors and needs.

- **User Workshops:** Organize group sessions or workshops with users to facilitate discussions and ideation. This can help uncover insights and ideas collaboratively.

- **Persona Creation:** Develop user personas based on research data to create realistic user archetypes that guide your design decisions.

- **User Surveys:** Send out brief surveys to gather quick feedback on specific aspects of your product, such as a new feature or a recent redesign.

- **Competitor Analysis:** Study how users interact with your competitors' products to identify strengths, weaknesses, and opportunities for differentiation.

- **Social Media Listening:** Monitor social media platforms and online communities to gather unsolicited user feedback and sentiments.

Task Analysis:

Task analysis in UI/UX (User Interface/User Experience) refers to the process of breaking down complex user interactions and workflows into smaller, manageable tasks and steps. It is a systematic approach used by designers to understand how users interact with a product, website, or application in order to improve its usability and user experience.

The goal of task analysis is to gain insights into user behavior, identify pain points, and optimize the design to make it more intuitive, efficient, and user-friendly.

Domain Analysis:

Domain analysis for UI/UX involves identifying the specific areas or industries where your application will be used effectively. This process helps you determine whether your application's design, features, and functionalities are well-suited for particular domains.

User Persona:

In the context of UI/UX design, a user persona is a fictional representation of a target user group that helps designers and developers better understand and empathize with their intended audience. User personas are created through research and analysis of real user data to capture the characteristics, behaviors, goals, needs, and preferences of different types of users who might interact with a product, website, app, or service.

Creating user personas involves gathering information from sources such as user interviews, surveys, analytics data, and market research. This information is then synthesized into a few distinct user personas that represent the primary user segments.

Output:

User Analysis:

This user analysis report aims to address the design flaws of the highly secure bank website and outline the key requirements for a proper redesign. The current website, while secure, lacks optimal user experience due to various design flaws. The proposed redesign focuses on enhancing usability, user trust, and overall security, while maintaining the existing high-security standards.

User Profile:

The target users of the bank website are diverse and include individuals of varying technological proficiency, ranging from tech-savvy users to those less familiar with online banking platforms. Users also encompass different age groups, occupations, and financial needs.

Key Design Flaws:

The current bank website design exhibits several flaws that hinder user experience and trust:

- **Complex Navigation:** The navigation structure is convoluted, leading to confusion among users while accessing different sections of the website.
- **Lack of Mobile Responsiveness:** The website is not adequately optimized for mobile devices, resulting in an inconvenience for users accessing the platform on smartphones and tablets.
- **Unclear Call-to-Actions:** Important actions such as account login, fund transfers, and bill payments lack clear and intuitive call-to-action button.
- **Limited Accessibility Features:** The website lacks accessibility features, making it difficult for users with disabilities to navigate and use the platform effectively.
- **Insufficient Feedback:** Users receive limited feedback on their actions, leading to uncertainty during critical transactions.

Task Analysis:

Existing Features:

1. View All Account Information
2. Transfer Money (IMPS/NEFT)
4. Apply for Credit & Debit Card
5. Demat

This task analysis report outlines the key features identified for enhancing the bank website's functionality. The below selected features aim to improve user experience and provide additional value to users.

Methodology:
The task analysis involved user interviews, competitor analysis, and industry research. The goal was to identify user needs and preferences, as well as industry best practices.

Features:

The following features were chosen as prominent enhancements for the bank website:

- **Budgeting and Expense Tracking:** Help users manage finances by setting budgets and receiving spending alerts.
- **Credit Score Monitoring:** Provide credit score tracking, alerts, and tips for improvement.
- **Chatbot or Virtual Assistant:** Implement an AI-powered assistant for quick inquiries, transaction assistance, and financial advice.

By incorporating these enhancements, the bank website aims to provide users with better financial management tools, credit monitoring, and personalized assistance.

Domain Analysis:

This domain analysis delves into the specifics of redesigning a secure bank website, considering user needs, technological trends, and industry standards. The analysis aims to provide a comprehensive overview of the requirements for a successful redesign that balances security, user experience, and innovation.

Industry Context:

The financial industry is rapidly evolving, with online banking becoming a primary channel for customers to manage their finances. Security is paramount in this sector, given the sensitive nature of financial transactions and personal data.

Technological Landscape:

Advancements in web technologies have significantly transformed user expectations. Mobile-first design, responsive interfaces, and seamless user experiences are now standard. Additionally, accessibility features and compliance with web accessibility standards (such as WCAG) are critical considerations.

User Expectations:

Users expect a balance between security and usability. A redesigned bank website should offer a seamless, intuitive experience while instilling confidence in users through robust security features. Clear communication of security protocols and privacy measures is crucial

Key Requirements:

a. **Security Infrastructure:**
   The redesigned website must maintain and strengthen the existing high-security standards, implementing advanced encryption, multi-factor authentication, and intrusion detection systems.

b. **User-Centric Design:**
   The redesign should prioritize user-centered design principles, simplifying navigation, providing clear call-to-actions, and minimizing user confusion.

c. Responsive Design:

Given the prevalence of mobile usage, the website must be fully responsive across devices, ensuring a consistent experience for users on smartphones, tablets, and desktops.

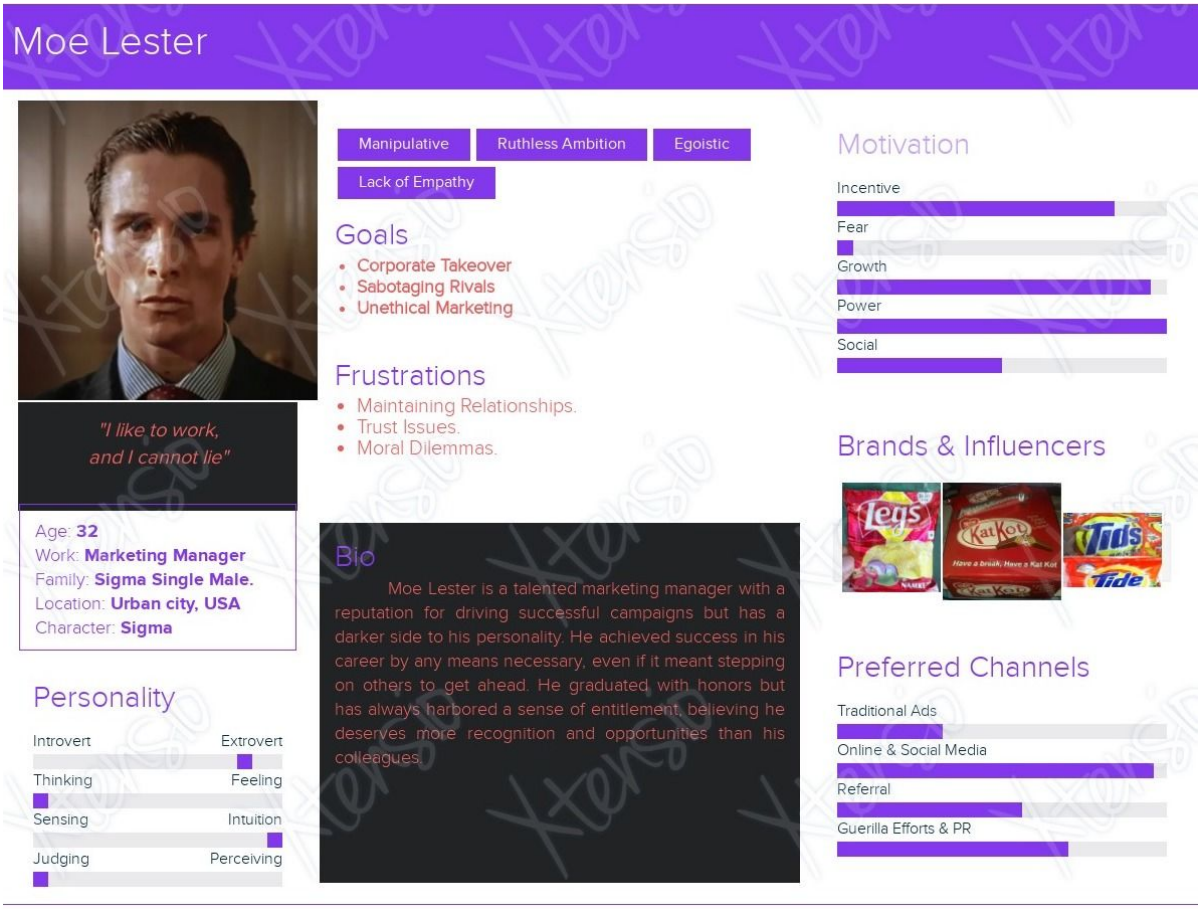
Security Communication:

Clearly articulating security measures, privacy policies, and terms of use is crucial to building user trust. A dedicated section on the website should explain the security protocols in simple terms.

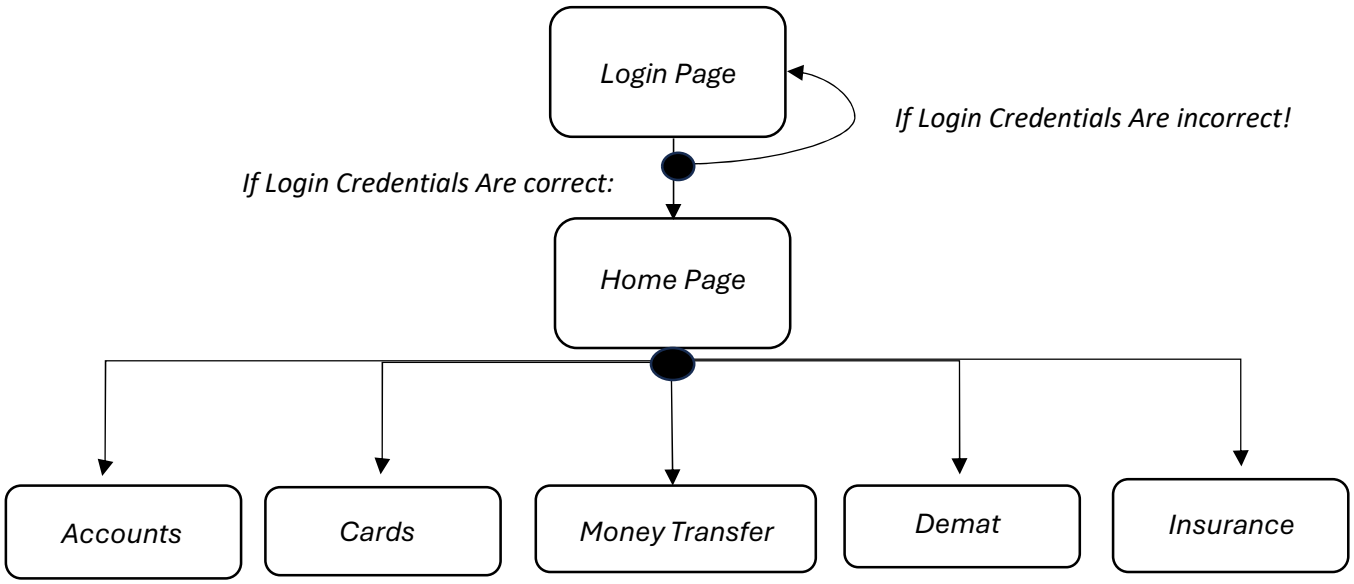
User Testing and Iteration:

Regular user testing throughout the redesign process ensures that user needs and preferences are met. Iterative improvements based on user feedback will result in a website aligned with user expectations.

User Persona:



Entity- Relationship Diagram:



Results and Discussions:

In today's UI/UX practical session, we conducted a comprehensive analysis of a banking website's user experience. Through user analysis, task analysis, and domain analysis, we gained valuable insights. Users lauded the website's robust security measures, demonstrating a sense of trust in the platform. However, their dissatisfaction with the design indicates an opportunity for enhancement. By documenting user requirements and proposing additional features, we aim to address these concerns and elevate the website's overall design. This exercise underscores the importance of striking a balance between security and aesthetics to create a seamless and satisfying digital banking experience.