Netex Homepage

UX revamp v2

06/04/2025

Revisit Homepage

A comprehensive homepage revamp balances performance, user research, content strategy, trust elements, interaction design, and technical optimization to deliver business value.



Core User Needs

- Direct user journey to product purchase or exploration Clear CTA above the fold driving consumer leads to products
- Well-styled product section with visual hierarchy
- Single consolidated main menu with logical submenu dropdowns
- · Clearer menu items with parent categories visible on desktop, burger menu on mobile
- Visible language selection consistent with menu styling Contact in top right of header
- "Careers" now under About Us (formerly Talent)
- Speech recognition for enhanced accessibility
- Testimonial section under the fold building trust through social proof
- Personalized content experience based on user behavior Responsive design across all devices with consistent user experience

Goal 1: Enhanced User Engagement

Product Goals

Video background creates dynamic first impression. Enhanced parallax adds depth with reduced motion option for accessibility. Testimonials and personalization features increase

relevance and build trust. Goal 2: Comprehensive Accessibility

Screen readers can navigate content logically with proper semantic structure. Keyboard

navigation functions throughout menu, submenu and product sections. Speech recognition provides alternative control method.

User-Centred Design

Design System

Prioritize user needs throughout the design process. Create intuitive interfaces with clear navigation paths. Ensure key actions are immediately visible with consistent placement of

features.

important elements. Consistent Visual Language

Maintain cohesive visual style across the site with consistent typography, colour palette, and layout structures. Apply the same styling principles to new testimonial and personalization

Implement reduced motion options, proper ARIA labels, semantic HTML, and focus

Constraints

visual feedback and fallback options.

Development Efficiency

Accessibility Requirements

Balance design innovation with development practicality. Components must be reusable and perform well across devices. Early UX planning prevents expensive rework

management. Mark decorative elements appropriately. Speech recognition must provide

readers, keyboard navigation, speech recognition) Language selection feature

Scope

 Video background with reduced motion alternative Comprehensive sitemap in footer

Contact placement in header

Consolidated menu structure

Responsive design for all devices

Accessibility implementation (screen

 Personalized content based on user behaviour

Testimonial section with social proof

Research Insights

Not in Scope

User account system revamp

Backend system changes

Complete redesign of all subpages

Content management system updates

Insight 1: User Retention

High-quality content, intuitive navigation, and mobile optimization directly improve retention rates. Testimonials and personalization create meaningful connections that encourage return visits

Insight 2: Development Process Efficiency Development Process Efficiency Communication between developers and designers

Clarifying users' needs early in the process helps developers avoid unnecessary changes and

becomes more efficient when frontend developers understand design and UX principles.

focus on adding valuable features, smoothing out the entire development process.

Keeping the parallax

maintains visual engagement while supporting all users

Retained existing parallax effect while adding reduced motion option for accessibility. This

Key Decisions

Date of decision: 05/04/2025 Menu Consolidation

Consolidated two existing menus into a single, organized structure with clear parent

categories. Reduces cognitive load and minimizes clicks for navigation

Date of decision: 06/04/2025

Accessibility

Semantic HTML with proper landmarks and ARIA labels. Focus management for keyboard users. Reduced motion options. Speech recognition with visual feedback. All interactive elements accessible via keyboard with proper ARIA roles

Rapid Prototyping

<u>Hotjar</u> 🗅

Used Shadcn UI, Vite.dev, vo.dev, and Figma to quickly iterate design concepts while maintaining design system integrity

Relevant Documents (click links)

Vite 🗅

Coursera 1