Netex Homepage

UX revamp v2

06/04/2025

Revisit Homepage

A comprehensive homepage revamp requires balancing performance, user research, content strategy, trust elements, interaction design, technical optimization, emerging trends, measurement, ethical considerations, and business alignment.



Create a user journey that leads directly to either buying or exploring

Core User Needs

the leading products from Netex Clear CTA on the fold - drives consumer leads straight to the product

Key products having its own section further down the page

Re-organise and unify the 2 menus into a single main menu with

Menu items are clearer, and consolidated, not duplicated from before. All parent categories visible on desktop, burger menu for mobile devices.

unified manner to that of the menu and submenus Contact remains in the top right of header

Ensure clear language selection is visible on both mobile and desktop and presented in

Talent is now careers under About Us

Clear responsive mobile layout consistent with the desktop equivalent

submenu dropdowns

Responsive design ensures the front-end implementation adapts seamlessly to various devices and screen sizes, providing a consistent and optimal user experience

Goal 1

Product Goals

Enhanced User Engagement Video instead of background image for a dynamic and warm

the existing parallax as it's good for user engagement for a homepage. Subtle parallax for more dynamic feel to the landing page. Goal 2

practices to ensure the front-end is usable by people with disabilities, including keyboard

presentation on first glance. Not reinventing the wheel overall for the homepage, enhanced

Improved Accessibility and User Experience Ensure accessibility for screen readers and being able to tab through the menu and sub menus and products on the page. Implementing best

navigation, screen reader compatibility, and sufficient color contrast. Design System

Design System Point 2 Consistent Design Elements Maintain a cohesive visual style across the entire front-end, using consistent typography, colour palettes, and layout structures to create a professional and

user-friendly experience. This consistency helps increase conversion rates as users find the

Constraints

reduced motion options, proper ARIA labels, semantic HTML structure, and focus management. Video elements must be properly marked with aria-hidden="true" for decorative content, and color contrast must meet WCAG standards.

Development Efficiency Need to balance design innovation with development practicality to

Not in Scope

User account system revamp

Backend system changes

Complete redesign of all subpages

Content management system updates

ensure faster and cheaper development. Incorporating UX principles early prevents

expensive redesigning and remaking, saving time and resources for the entire team.

Intuitive navigation with consolidated

alternative

Sitemap in footer

Contact in top right

menu structure

Responsive design for all device sizes

Accessibility implementation (screen

Video background with reduced motion

readers, keyboard navigation)

Clear language selection feature

Research Insights

Insight 1: User Retention User Retention Factors High-quality content, website usability, and mobile friendliness are key

achieving long-term success.

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

UX strategies that considerably improve user retention rates. Creating memorable and

delightful interactions reassures users and encourages them to return, which is crucial for

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

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

Key Decision 1: Option 1 or option 2?

static images for a more dynamic and engaging first impression. This creates a warmer presentation while maintaining the option for reduced motion preferences through accessibility settings

Key Decisions

Date of decision: 06/04/2025 **Key Decision 2: Option 1 or option 2?** enu Consolidation Approach Decided to consolidate the two existing menus into a single,

more organized structure with clear parent categories on desktop and a burger menu for

mobile. This reduces cognitive load and minimizes the number of clicks needed to navigate

Video Background vs. Static Image Decided to implement a video background instead of

Date of decision: 06/04/2025

the site.

Accessibility Implementation Implemented comprehensive accessibility features including: semantic HTML with proper landmarks and ARIA labels, focus management for keyboard users, reduced motion options, and ensuring all interactive elements are accessible via keyboard. Used Shadon UI components to handle underlying ARIA roles and states correctly.

Rapid Prototyping

Notes Accessibility

Demonstration of Rapid Prototyping Tools Utilized modern tools for rapid prototyping including Shadcn UI, Vite.dev, vo.dev, and Figma to quickly iterate on design concepts before final implementation

Relevant Documents

Design & Research	Product	Engineering
URL 1	URL 🗅	URL 🗅
URL 1	URL 🗘	URL 🗘

Design System Point 1 User-Centred Design Prioritize the user's needs and goals throughout the design process, focusing on creating interfaces that are easy to use and understand. This approach boosts user satisfaction by ensuring every interaction is joyful and well-ordered, resulting in alluring interfaces that charm users and keep them returning.

website easy to explore and aesthetically pleasing.

Constraint 1 Accessibility Requirements Must implement comprehensive accessibility features including

Constraint 2