Digital Business Card User Experience Report

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Date: 27/05/2024

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1. Executive Summary

This report examines the current structure of digital business cards and suggests improvements to improve the user experience. The proposed changes are intended to increase readability, usability and usability. In addition, the report criticizes the home page user interface (UI) design of the NexaLink.co website and recommends simplifying the navigation menus to improve overall user engagement and functionality.

2. Evaluation of the Current Digital Business Card Design

We analyzed several digital business card systems and found common strengths and weaknesses among them.

2.1 Visual Design

1. **Strengths:** Many designs are user-friendly and visually appealing, with a clear layout that makes it easy to follow information.
2. **Weaknesses:** Some designs lack adequate contrast between text and background, making them difficult to read. In addition, some models use small icons without lines, which can cause confusion.

2.2 Usability

1. **Strengths:** Most designs allow users to interact with the card by tapping or clicking on contact information, which is easy.
2. **Weaknesses:** Small punctuation marks can be vague about their purpose. There may also be a lack of communication features for actions such as making calls or sending emails directly from the card.

2.3 Functionality

1. **Strengths:** Most proposals successfully provide basic contact information such as name, phone number and email.
2. **Weaknesses:** Some designs do not work like social media sharing or the ability to download contact information in vCard format.

3. Proposed Design Iterations

Based on our research, we propose the following improvements to the design of the digital worksheet.

3.1 Proposed Improvements

1. **Increase Font Size:** Increase readability, especially on smaller screens, by using larger fonts.
2. **Replace Small Icons with Larger, Labelled Buttons:** Use large buttons with clear fonts to indicate actions such as calling, emailing, or visiting the website.
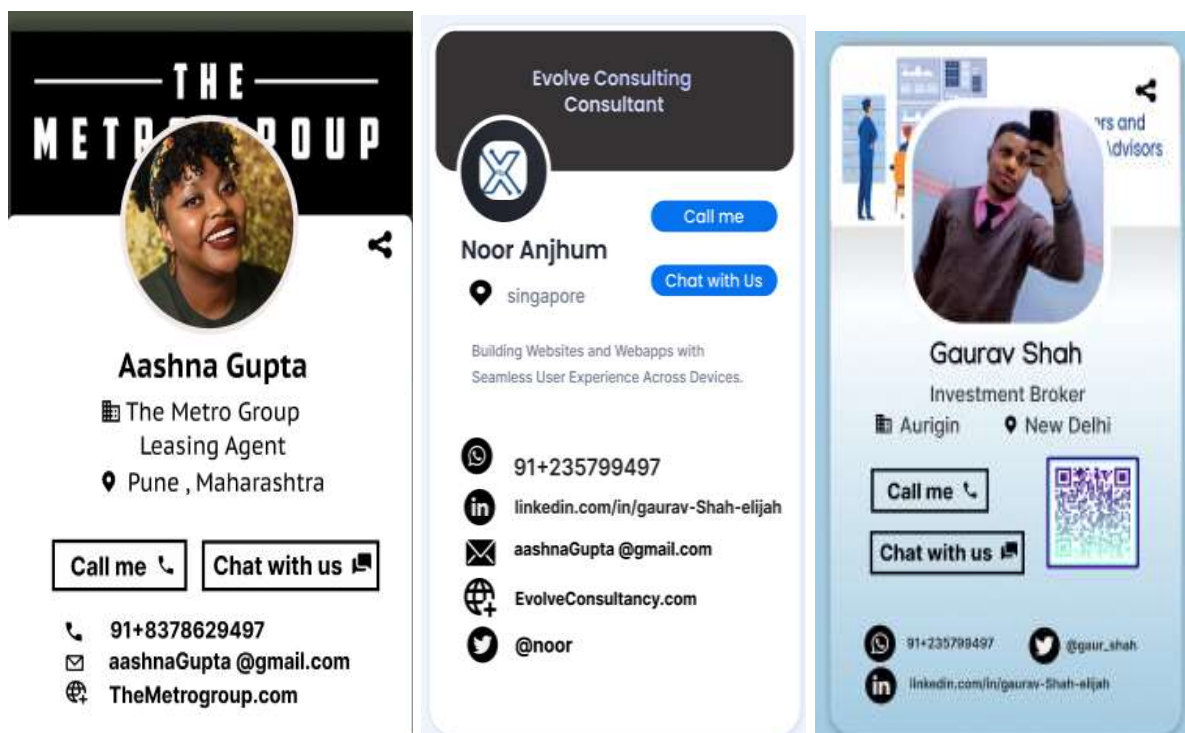
3. Add Social Media Sharing Options: Add a button to share contact information across social media platforms to increase engagement.

3.2 Mockups

3.2.1 Current Design
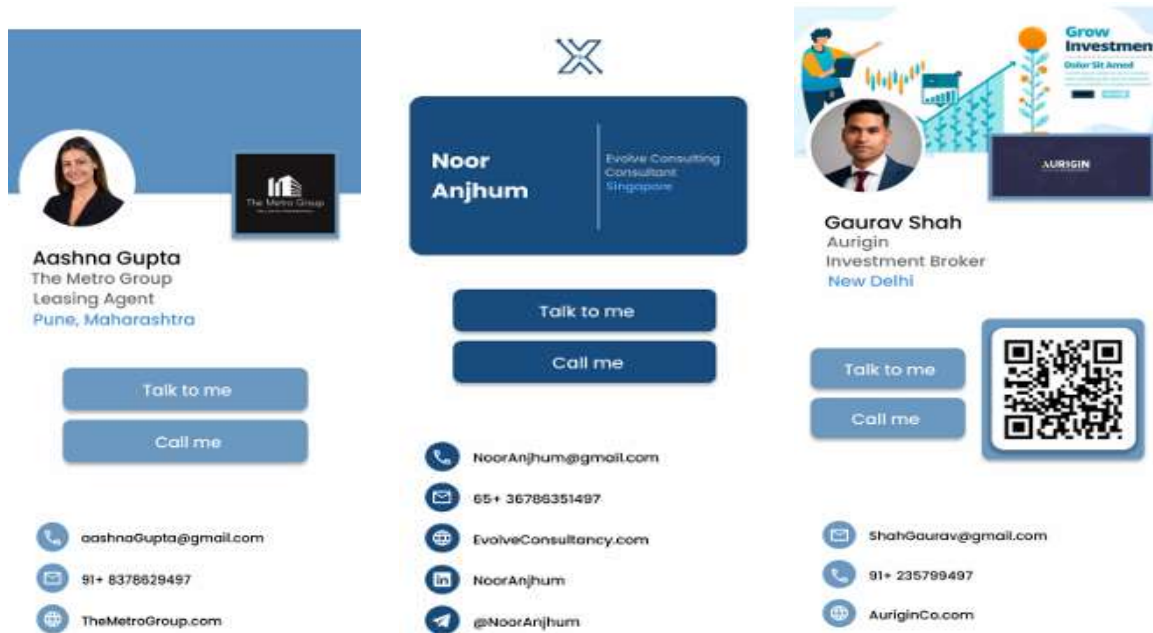
3.2.2 Proposed Design

3.2.3 Details of Changes:

1. **Larger Font Size:** Text is highly legible, making it easier for users to see the contact information.
2. **Labelled Buttons**: Buttons now have clear labels (e.g., "Share by email", "Share by phone") and are larger, making interactions more intuitive.
3. **Social Media Integration:** New buttons for sharing through LinkedIn, Twitter, and Facebook enhance the card's functionality, allowing users to interact across platforms.

4. Critique of the NexaLink.co Website

4.1 Page Chosen: Home Page

4.2 User Interface (UI) Design

4.2.1 Current Design:

1. **Strengths:** The homepage is visually appealing and uses clear and concise language with a clear call to action.

2. **Weaknesses:** Banner images, overlays and some sections can be improved for better communication and user engagement.

4.2.2 Documented Critique:

1. **Banner images and covers:** Banner images and covers can now be creative and informative. The unique pricing proposition and specific benefits of the NexaLink.co digital business card should be highlighted.
2. **Three Key Features Section:** This section can be reinforced by using clear language that emphasizes the benefits of each piece. For example, use specific benefits like "create professional digital business cards in seconds" instead of generic descriptions.
3. **Customer Testimonials:** Testimonials can be highly impacted by detailed personal stories and positive experiences using NexaLink.co. Including customer images or trademarks can also add credibility.

5. Findings and Recommendations

5.1 Evaluation Summary
Digital business cards often have room for improvement in readability, usability and efficiency. The NexaLink.co website homepage could benefit from a more attractive visual design and clearer communication of its value proposition.

5.2 Final Recommendations

5.2.1 Digital Business Card

1. **Increase Font Size:** Increase text size to increase readability, especially on a small screen.
2. **Replace Small Icons with Labelled Buttons:** Use large buttons with clear labels to make actions like calling, emailing, or visiting a website intuitive.

3. **Integrate Social Media Sharing Options:** Include buttons to share contact information across social media platforms.

5.2.2 NexaLink.co Website

1. **Update the Banner Image:** Use creative and relevant design that effectively communicates NexaLink.co unique value proposition.
2. **Strengthen the banner caption:** Highlight the specific benefits of NexaLink.co digital business cards to better attract potential users.
3. **Improve the section on three key areas:** Use clear and concise language that emphasizes the user benefits of each feature.
4. **Enhance Customer Testimonials:** Use strong personalized customer testimonials that demonstrate positive experiences with NexaLink.co including personal comments and photos for additional credibility.
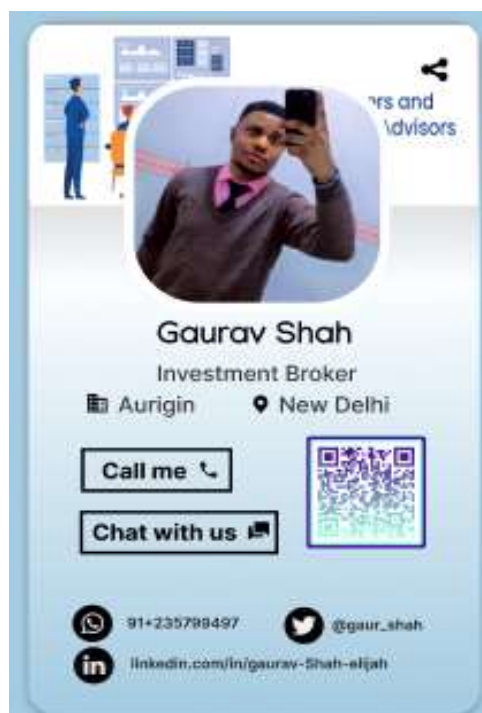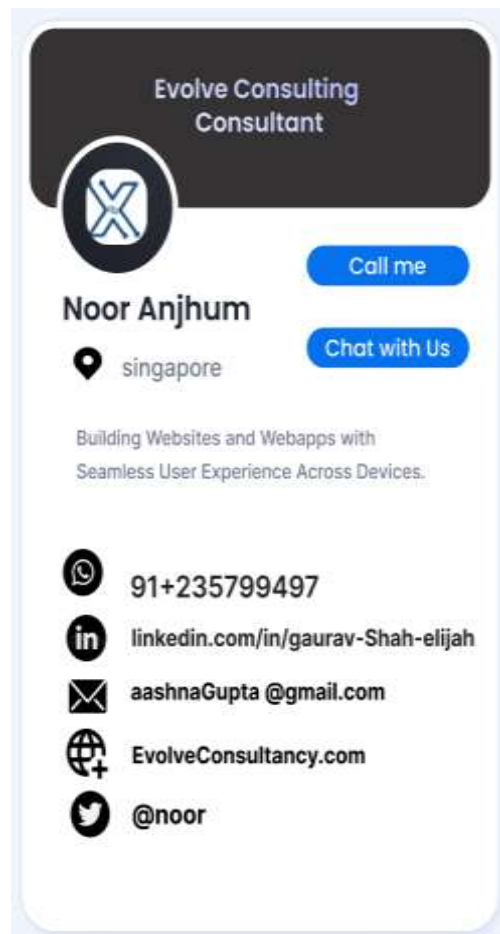
6. Conclusion

By incorporating suggested enhancements, digital business cards can be user-friendly and effective. Additionally, an attractive and informative NexaLink.co website homepage can attract more users and increase registrations on the platform.

7. Appendices

Appendix A: Current Design Screenshot

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Appendix B: Proposed Design Mockup

Appendix C: Home Page Navigation Menu Critique

Image of the current home page navigation menu

Image of the proposed home page navigation menu