



IDFC First Bank - Heuristic Evaluation

UX Case Study

ABOUT

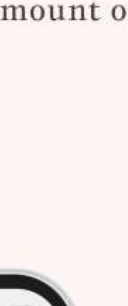
The IDFC FIRST Bank mobile app is a secure, user-friendly platform offering seamless banking services at your fingertips. It allows users to manage accounts, view balances, and track transactions easily. With features like instant fund transfers via UPI, NEFT, and IMPS, as well as bill payments and mobile recharges, it simplifies everyday banking. Users can apply for loans, manage investments, and track credit card spends conveniently. Advanced security features, including biometric login and two-factor authentication, ensure data protection. The app also provides personalized dashboards, in-app customer support, and nearby branch locators, making it a comprehensive tool for all banking needs.



10 USABILITY HEURISTIC EVALUATION



Visibility of System Status



Match Between System & the Real World



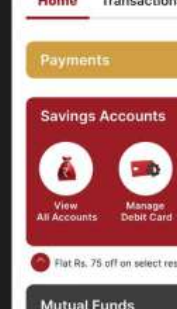
User Control & Freedom



Consistency & Standards



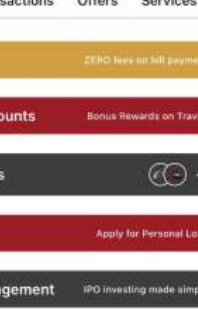
Error Prevention



Recognition Rather than Recall



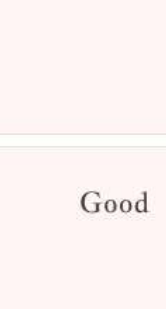
Flexibility & Efficiency of Use



Aesthetic & Minimalist Design



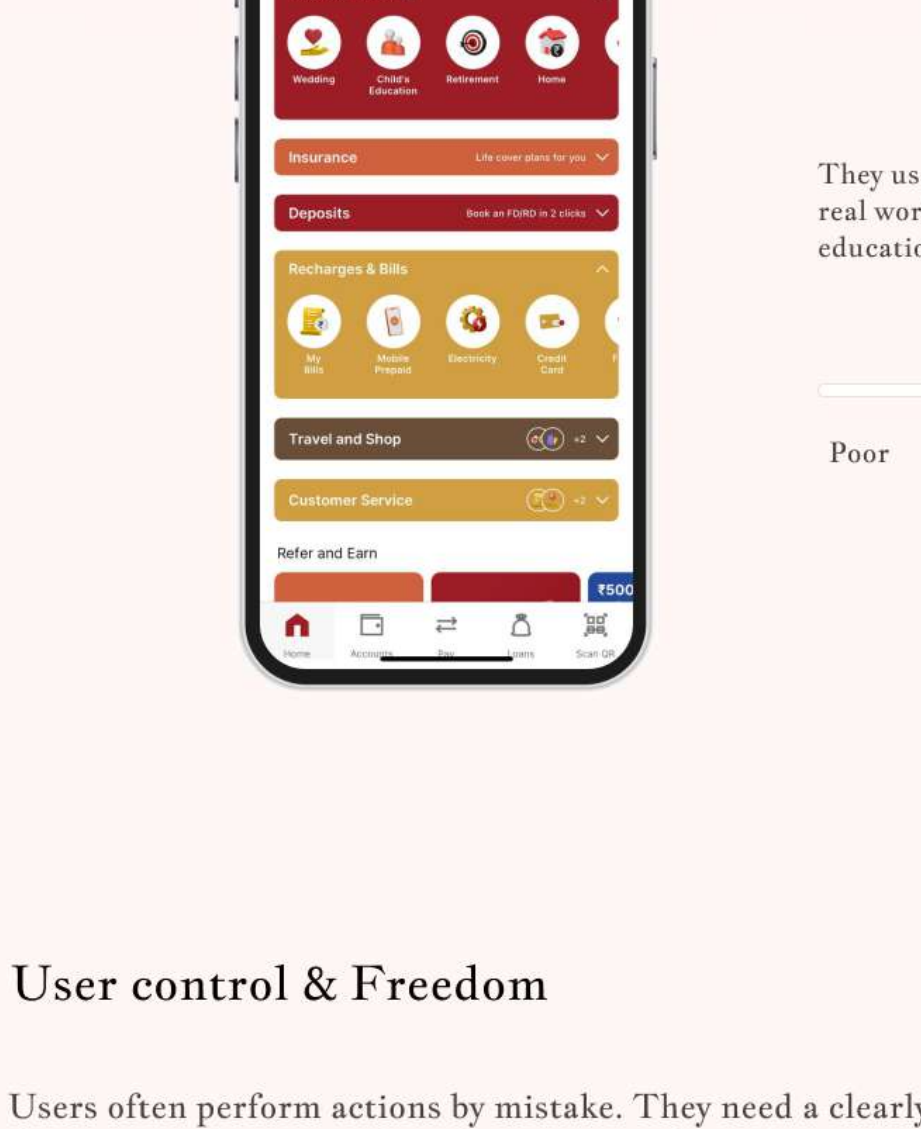
Help Users Recognize, Diagnose & Recover from Errors



Help & Documentation

1: Visibility of System Status

The design should always keep users informed about what is going on, through appropriate feedback within a reasonable amount of time.

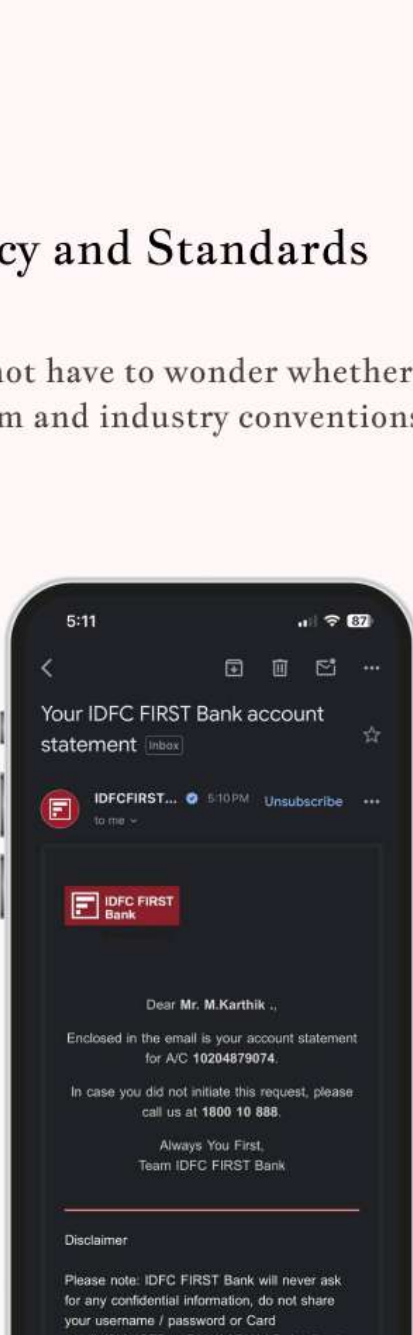


In the home page, users can view their account balance and this shows that the platform keeps the users informed.



2: Match Between the System and the Real World

The design should speak the users' language. Use words, phrases, and concepts familiar to the user, rather than internal jargon. Follow real-world conventions, making information appear in a natural and logical order.



They use symbols & icons which resembles the real world (eg - home, wedding , child's education etc)



3: User control & Freedom

Users often perform actions by mistake. They need a clearly marked "emergency exit" to leave the unwanted action without having to go through an extended process.

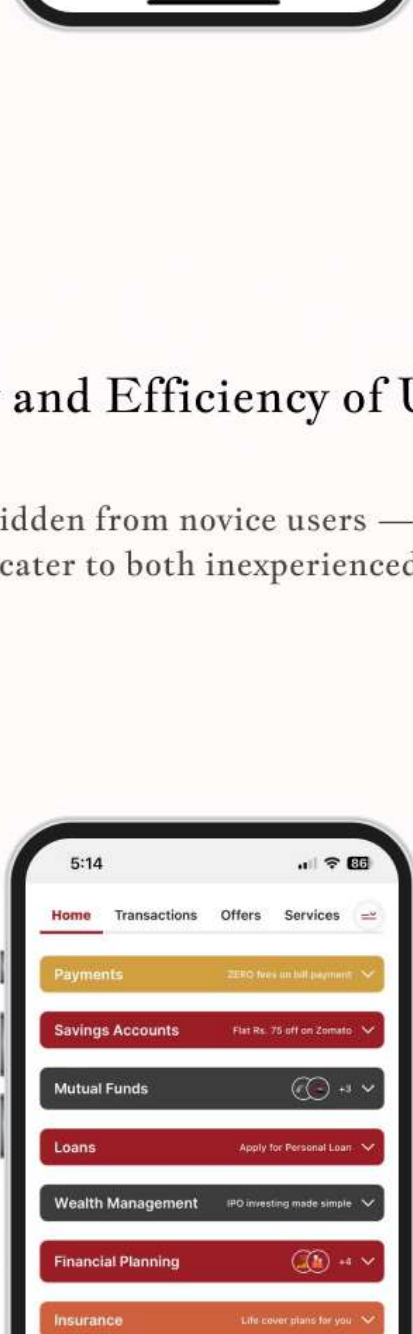


Users have their control and freedom to change the respective things which shown in the mockup such as MPIN, preferred account, manage debit & credit cards, manage daily transfer limits etc.

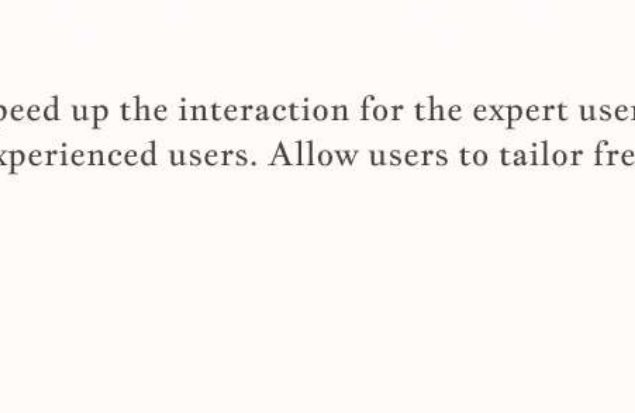


4: Consistency and Standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform and industry conventions.

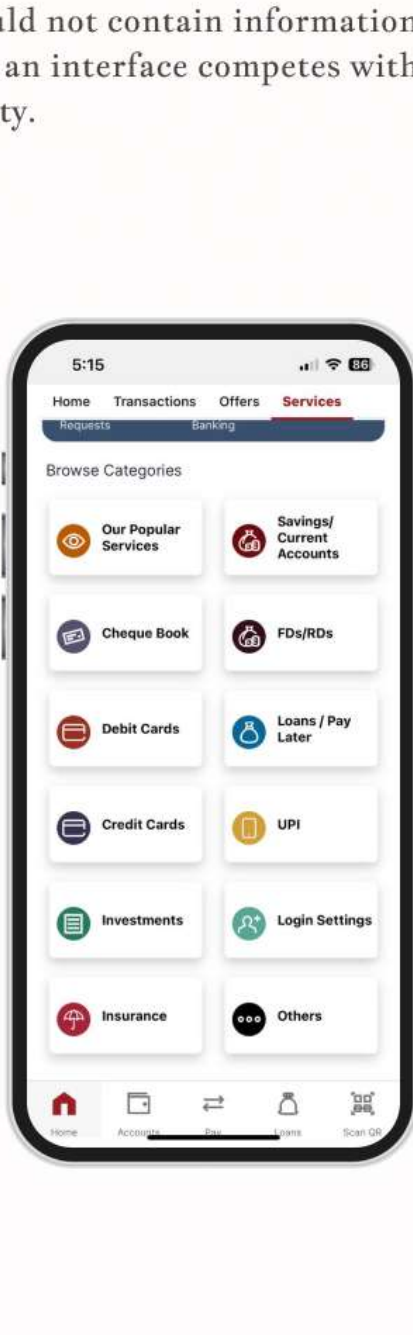


They'll send us the monthly account statements every month without fail.

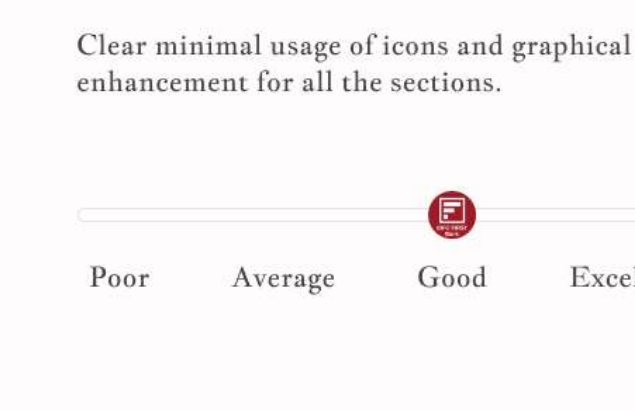


5: Error Prevention

Good error messages are important, but the best designs carefully prevent problems from occurring in the first place. Either eliminate error-prone conditions, or check for them and present users with a confirmation option before they commit to the action.

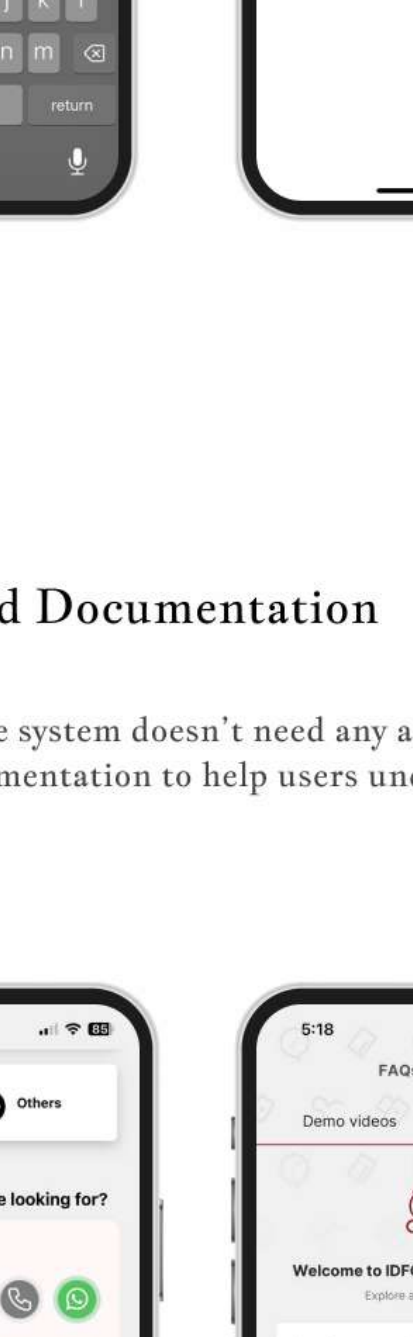


It proactively reminds users of the recipient details before completing a transaction, effectively minimizing the risk of errors.

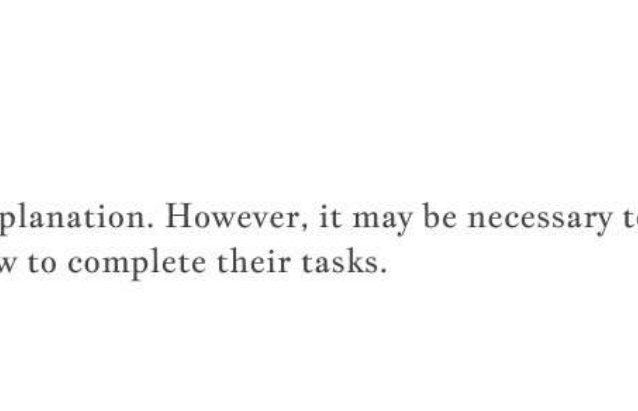


6: Recognition Rather than Recall

Minimize the user's memory load by making elements, actions, and options visible. The user should not have to remember information from one part of the interface to another. Information required to use the design (e.g. field labels or menu items) should be visible or easily retrievable when needed.



Displaying a drop down of exciting features and trending searches rather than making users type them using their memory.



7: Flexibility and Efficiency of Use

Shortcuts — hidden from novice users — may speed up the interaction for the expert user so that the design can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.



Personalized, well-organized features provide users with enhanced flexibility and efficiency, ensuring a seamless and intuitive experience.

8: Aesthetic and Minimalist Design

Interfaces should not contain information that is irrelevant or rarely needed. Every extra unit of information in an interface competes with the relevant units of information and diminishes their relative visibility.

Clear minimal usage of icons and graphical enhancement for all the sections.

9: Help Users Recognize, Diagnose, and Recover from Errors

Error messages should be expressed in plain language (no error codes), precisely indicate the problem, and constructively suggest a solution.

The platform notifies that this UPI ID is invalid and does not exist.

10: Help and Documentation

It's best if the system doesn't need any additional explanation. However, it may be necessary to provide documentation to help users understand how to complete their tasks.

FAQ, Help center and Reporting manager support for the users.

THANK YOU