Bank of Baroda website

Heuristic Evaluation Report

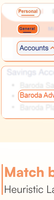
Bank of Baroda is one of India's leading multinational banks, established in 1908. With a strong presence domestically and internationally, it offers a wide range of banking and financial services. Known for its innovative approach and customer-centric focus, Bank of Baroda plays a vital role in India's economic landscape.

Neilsen's 10 Usability Heuristics

1: Visibility of System Status
2: Match Between the System and the Real World
3: User Control and Freedom
4: Consistency and Standards
5: Error Prevention
6: Recognition Rather than Recall
7: Flexibility and Efficiency of Use
8: Aesthetic and Minimalist Design
9: Help Users Recognize, Diagnose, and Recover from Errors
10: Help and Documentation

Visibility of system status

Heuristic Law 1



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

- The Bank of Baroda website generally provides clear feedback when actions are performed.
- For example, loading indicators appear when navigating between pages or submitting forms.

SEVERITY - GOOD

Match between system and the real world

Heuristic Law 2

The website's language should be familiar and reflect the user's mental model.

- The terminologies used on the Bank of Baroda website are mostly clear and understandable, aligning with users expectations for a banking website.

SEVERITY - GOOD

User control and freedom

Heuristic Law 3

Users should be able to easily navigate and undo actions without significant consequences.

- Navigation menus and breadcrumbs provide users with control over their browsing experience.

SEVERITY - GOOD

Consistency and standards

Heuristic Law 4

The website's design elements and actions should be consistent throughout the interface.

- The Bank of Baroda website maintains consistency in terms of design elements such as color scheme, typography, and button styles.
- However, some pages exhibit variations in layout, which could confuse users

SEVERITY - BAD

Error prevention

Heuristic Law 5

The system should anticipate errors and offer solutions or prevent them from occurring in the first place.

- The website provides feedback and validation to prevent form submission errors.
- However, there could be more proactive guidance to help users avoid common errors, especially during account registration or transaction processes.

SEVERITY - POOR

Recognition rather than recall

Heuristic Law 6

Users should not have to remember information from one part of the interface to another.

- The website generally provides clear labels and instructions, reducing the need for users to remember information.

SEVERITY - GOOD

Flexibility and efficiency of use

Heuristic Law 7

The system should cater to both novice and expert users, providing shortcuts and customization options for experienced users.

- Bank of Baroda demonstrates commendable adherence to the principles of flexibility and efficiency in use within its website design. The inclusion of a user-friendly search bar empowers users to navigate the platform seamlessly, facilitating efficient access to desired information

SEVERITY - GOOD

Aesthetic and minimalist design

Heuristic Law 8

The interface should present information in a concise and uncluttered manner, minimizing unnecessary elements or distractions.

- New user might find this clutter confusing and abbreviations unclear
- Bad visibility for buttons
- Outdated moving style advertisements can be distracting
- However, some pages could benefit from further decluttering to improve readability and focus

SEVERITY - BAD

Help users recognize, diagnose, and recover from errors

Heuristic Law 9

Error messages should be expressed in plain language, precisely indicating the problem and suggesting a solution.

- Error messages on the Bank of Baroda website are generally informative and guide users on how to resolve issues.
- However, there is room for improvement in terms of clarity and specificity, particularly for complex errors

SEVERITY - POOR

Help and documentation

Heuristic Law 10

The system should offer adequate help and documentation to assist users in understanding the interface and resolving issues.

- The website provides a help section with FAQs, tutorials, and contact information for customer support.
- However, the accessibility and visibility of help resources could be improved to assist users more effectively.

SEVERITY - POOR

Overall, the Bank of Baroda website demonstrates adherence to several usability heuristics

but there are areas for improvement, particularly in terms of consistency, error prevention, and providing assistance to users.

By addressing these issues, the website can enhance its usability and improve the overall user experience.

THANK YOU

FOR YOUR TIME

-Akshat Mandloi