

K. J. Somaiya College of Engineering, Mumbai-77

Batch: **Roll No.:**

Experiment / assignment / tutorial No. 1

Grade: AA / AB / BB / BC / CC / CD / DD

Signature of the Staff In-charge with date

Title: To understand the trouble of interacting with product/machines in day-to-day activity.

Objective: To understand and analyse the potential flaws in design of device/product/application under consideration.

Expected Outcome of Experiment:

Course Outcome	After successful completion of the course students should be able to

Books/ Journals/ Websites referred:

https://play.google.com/store/apps/details?id=com.snapwork.hdfc&hl=en_IN&pli=1

Pre Lab/ Prior Concepts:

New Concepts to be learned:

- Constructive criticism of existing device/product/application for better designs and usability.

Selected Device / Product / Application –

HDFC Mobile Banking Application

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Features/Characteristics OS selected Device / Product / Application

- **User Interface (UI):** Clean and user-friendly design, intuitive navigation.
- **Security:** Multi-layered authentication, including biometrics (fingerprint, face ID).
- **Account Management:** Easy access to account details, transaction history, and statements.
- **Payments:** Seamless UPI integration, bill payments, and fund transfers.
- **Investment Management:** Access to mutual funds, fixed deposits, and other investment options.
- **Customer Support:** In-app chat support, FAQs, and help resources.
- **Additional Services:** Credit card management, loan details, and insurance services.

Things that work well:

- **Security Features:** Strong security protocols like biometric authentication ensure user data safety.
- **App Performance:** The app is well optimised and face negligible lags and bugs.
- **Investment Options:** The app provides comprehensive investment options directly accessible from the platform.
- **Timely Updates:** Regular updates to improve performance and add new features.
- **Login:** Users can easily initiate the login process with biometric authentication.

Things that doesn't work well:

- **Ease of Use:** The app is hard to navigate with a poorly designed interface.
- **Payment Integration:** UPI payments and other fund transfers are not as easy to use as some other well reputed apps like Google Pay.
- **Customer Support:** In-app customer support may sometimes be slow to respond, leading to user frustration.
- **Notification System:** Frequent notifications are easy to miss as there is no proper notification system.

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Design flaws with justifications:

1. Lack of Key Feature Accessibility:

- a. **Issue:** Important features and functionalities are not easily reachable within the app.
- b. **Impact:** Users struggle to find and use key banking features quickly, leading to a frustrating experience.

2. Inconvenient Notification System:

- a. **Issue:** There is no dedicated section to view/interact with important bank updates.
- b. **Impact:** Users cannot view, manage, interact with important bank updates like salary notifications causing them to miss out on critical updates.

3. Confusing UPI and Net Banking Integration:

- a. **Issue:** UPI and Net Banking are combined in one section without clear differentiation.
- b. **Impact:** Users find it challenging to navigate and use these features effectively due to the lack of clear separation, leading to confusion and potential errors.

4. Poor Visual Alignment and Aesthetics:

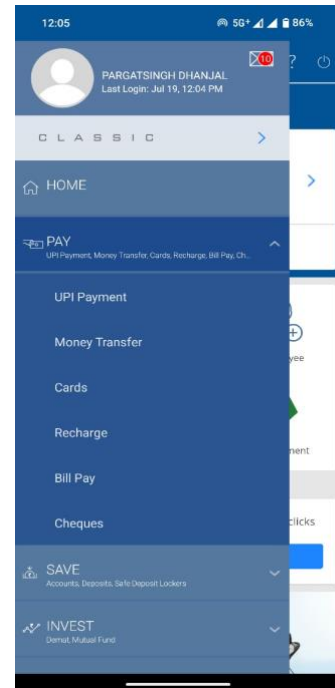
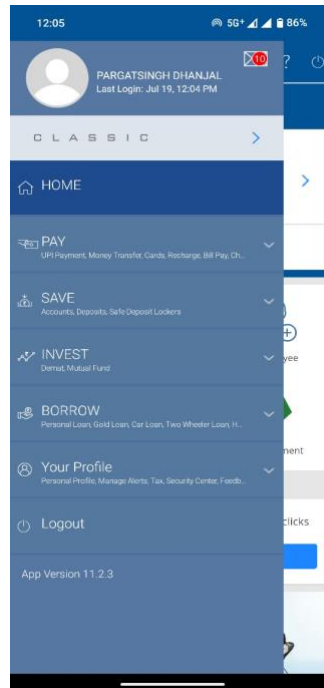
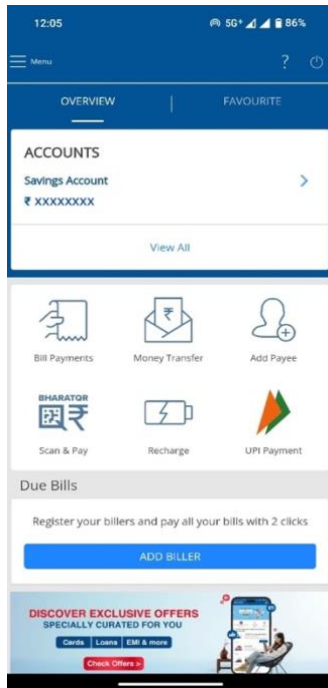
- a. **Issue:** The interface has misaligned text and lacks overall visual appeal.
- b. **Impact:** This disregard for design principles results in a cluttered and unprofessional look, diminishing user confidence and satisfaction.

5. Outdated Design:

- a. **Issue:** The app's design appears outdated and does not reflect modern design standards.
- b. **Impact:** Users may perceive the app as old-fashioned and less reliable, reducing their engagement and overall satisfaction with the app.

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Images of existing Device / Product / Application:



Suggestions for a better design:

Low Fidelity Design Solution: Home Page



Activity:

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1. Critical evaluation of device/product/application.

- **Objective Analysis:** Evaluate the performance, usability, and features of the device/product/application. This includes identifying strengths, weaknesses, and any inconsistencies in functionality.
- **User Experience:** Assess the overall user experience, focusing on how intuitive and accessible the interface is for users.
- **Performance Issues:** Identify any lag, crashes, or bugs that affect the usability or reliability of the product.
- **Security Concerns:** Evaluate the security measures in place to protect user data and privacy.
- **Comparative Analysis:** Compare the product with similar products in the market to identify areas where it excels or falls short.

2. Suggestive measures for optimization of design.

- **Streamline User Interface:** Simplify the design to make navigation more intuitive, reducing the learning curve for new users.
- **Enhance Performance:** Optimize the codebase to improve app speed, reduce crashes, and ensure smooth performance across all devices.
- **Improve Security Protocols:** Implement additional security features, such as two-factor authentication, to protect user data.
- **User Feedback Integration:** Regularly incorporate user feedback into updates to ensure the product continues to meet user needs.
- **Reduce Notification Overload:** Allow users to customize notification settings to avoid overwhelming them with too many alerts.
- **Accessibility Enhancements:** Ensure the product is accessible to users with disabilities by incorporating features like screen readers, high-contrast modes, and easy-to-navigate interfaces.

3. Benefits of critical evaluation of existing device/product/application.

- **Improved User Satisfaction:** By addressing issues and enhancing features, the product becomes more user-friendly, leading to higher customer satisfaction.
- **Competitive Edge:** Regular critical evaluations help the product stay ahead of competitors by continuously improving and adapting to market demands.
- **Increased Reliability:** Identifying and fixing bugs or performance issues increases the reliability and trustworthiness of the product.
- **Cost Efficiency:** Early identification of potential problems can save costs in the long run by avoiding major redesigns or fixes.
- **Innovation:** Critical evaluation encourages innovation by identifying areas where new features or improvements can add value to the product.
- **Enhanced Security:** Regularly evaluating security features helps protect against new threats and ensures user data remains secure.

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Team Members:

- 1. Pargat Singh Dhanjal**
- 2. Vishrut Deshmukh**
- 3. Meet Gala**

Conclusion: We have successfully completed the given experiment.