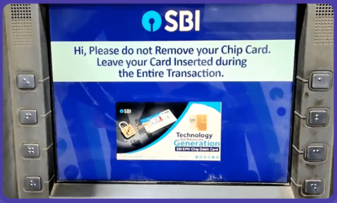
HEURISTIC EVALUATION

The existing screens of SBI ATM were **evaluated based on the 10 Heuristics** defined by Nielsen Norman Group and marked them 1-4 according to the severity of problems to identify any design flaws related to the User Interface.

I - Visibility of System Status

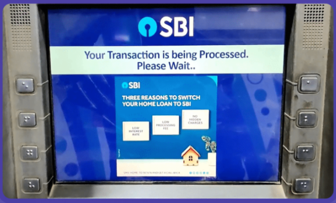
Card Removal Warning



Hi, Please do not Remove your Chip Card. Leave your Card Inserted during the Entire Transaction.

SBI
Technology
Generation
SBI EMV Chip Debit Card

Transaction Processing



Your Transaction is being Processed. Please Wait..

SBI
SBI
THREE REASONS TO SWITCH YOUR HOME LOAN TO SBI
LOW INTEREST RATE
LOW PROCESSING FEE
NO HIDDEN CHARGES

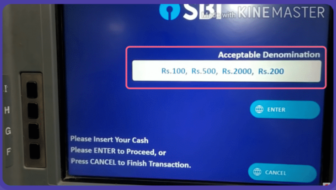
Problem:

- The page takes a long time to load. The lack of a loading bar or any other visual cue frustrates the user.

Severity: 2

II - Match between System and the Real World

Cash Deposit



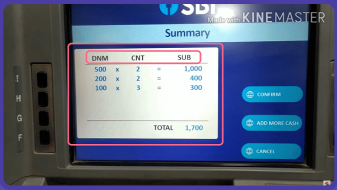
Acceptable Denomination

Rs.100, Rs.500, Rs.2000, Rs.200

Please Insert Your Cash
Please ENTER to Proceed, or
Press CANCEL to Finish Transaction.

SBI
Made with KINEMASTER
ENTER
CANCEL
I
H
G
F

Cash Deposit Summary

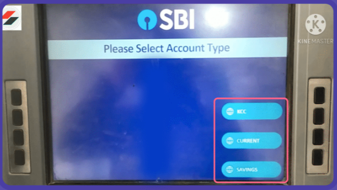


Summary

DNM		CNT		SUB
500	x	2	=	1,000
200	x	2	=	400
100	x	3	=	300
			TOTAL	1,700

SBI
Made with KINEMASTER
CONFIRM
ADD MORE CASH
CANCEL
I
H
G
F

Account Selection



Please Select Account Type

SBI
KCC
CURRENT
SAVINGS
KINEMASTER

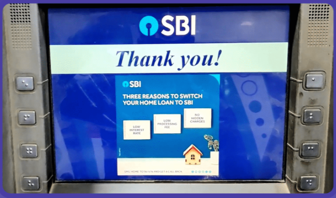
Problem:

- White box looks like text entry field.
- White box looks like editable text field.
- Use of confusing terminologies.

Severity: 3

III - User Control and Freedom

Thank You Screen


SBI
THREE REASONS TO SWITCH YOUR HOME LOAN TO SBI

Thank you!

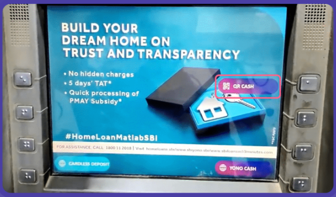
Problem:

- Should include end session button, otherwise people tend to spam the cancel button.

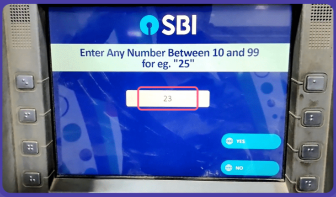
Severity: 1

IV - Consistency and Standards

Landing

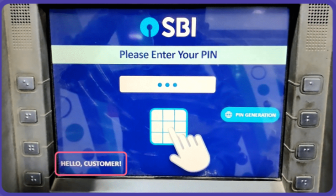

BUILD YOUR DREAM HOME ON TRUST AND TRANSPARENCY
• No hidden charges
• 5 days' TAT*
• Quick processing of PMAY Subsidy*
#HomeLoanMatlabSBI
QR CASH
CARDLESS DEPOSIT
YONO CASH

Keypad Trial / Enter Amount


SBI
23
YES
NO

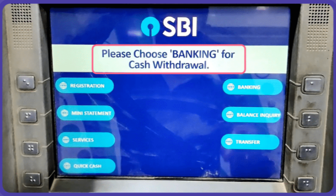
Enter Any Number Between 10 and 99 for eg. "25"

Enter PIN / Enter New PIN


SBI
PIN GENERATION
HELLO, CUSTOMER!

Please Enter Your PIN

Services


SBI
REGISTRATION
MINI STATEMENT
SERVICES
QUICK CASH
BANKING
BALANCE INQUIRY
TRANSFER

Please Choose 'BANKING' for Cash Withdrawal.

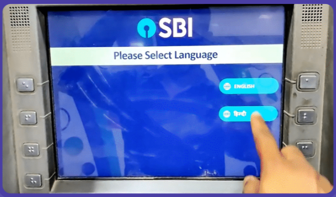
Problems:

- Button overlaps the background elements.
- The entered text is too light and lacks clearity.
- "Hello, Customer" is placed where action buttons usually appear.
- Cash Withdrawal doesn't stand out.

Severity: 4

V - Error Prevention

Language Selection


SBI
ENGLISH
हिंदी

Please Select Language

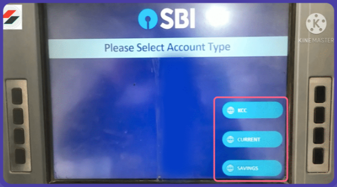
Problem:

- Page to select language appears after home page with instructions in default system language.

Severity: **2**

VI - Recognition Rather Than Recall

Account Selection


Please Select Account Type
SBI
KINEMASTER
KCC
CURRENT
SAVINGS

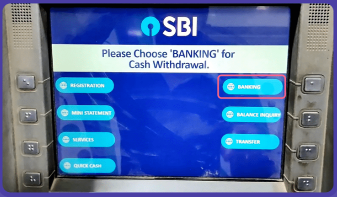
Problem:

- Account type which are not linked with user's account are also mentioned.

Severity: **1**

VII - Flexibility and Efficiency of Use

Services


Please Choose 'BANKING' for Cash Withdrawal.
SBI
REGISTRATION
MINI STATEMENT
SERVICES
QUICK CASH
BANKING
BALANCE INQUIRY
TRANSFER

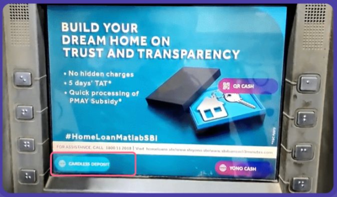
Problem:

- Cash withdrawal, the most used service is placed inside banking page.

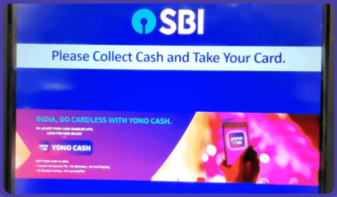
Severity: **1**

VIII - Aesthetic and minimalist design

Landing


BUILD YOUR DREAM HOME ON TRUST AND TRANSPARENCY
• No hidden charges
• 5 days' TAT*
• Quick processing of PMAY Subsidy*
#HomeLoanMatlabSBI
QR CASH
CARDLESS DEPOSIT
YONO CASH

Cash and Card Collection


Please Collect Cash and Take Your Card.
SBI
INDIA, GO CARDLESS WITH YONO CASH.
YONO CASH

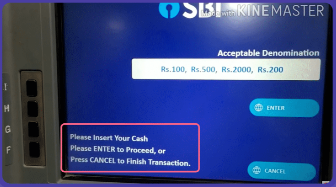
Problems:

- Button color is almost similar to that of background making it difficult to notice.
- The ad might distract the user from message.

Severity: **2**

X - Help and Documentation

Cash Deposit



Acceptable Denomination

Rs.100, Rs.500, Rs.2000, Rs.200

Please Insert Your Cash
Please ENTER to Proceed, or
Press CANCEL to Finish Transaction.

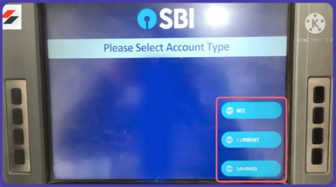
SBI
Made with KINEMASTER
ENTER
CANCEL
I
H
G
F

Problem:

- Lack of proper instructions.

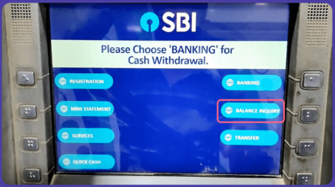
Severity: 1

Global Heuristic(s) Violations



Please Select Account Type

SBI
KINEMASTER
KCC
CURRENT
SAVINGS



Please Choose 'BANKING' for Cash Withdrawal.

SBI
REGISTRATION
MINI STATEMENT
SERVICES
QUICK CASH
BANKING
BALANCE INQUIRY
TRANSFER

Problem:

- Lacks a progress bar for multistep processes.
- Used the same icon for each button.
- Lacks information icon for tips and suggestions.
- Lacks back button.
- Lacks font size customizability.
- Misaligned text inside the button, lacks padding.

Heuristics Violated:

I - Visibility of System Status
II - Match between System and the Real World
III - User Control and Freedom
IV - Consistency and Standards