



**MSUX BANK**

Together we grow..  
Bloomington, Indiana, USA

BANKING

LOAN

INSURE

LEARN

INVEST



Login

## Stay connected 24/7 To your accounts

Secure online and mobile banking for your everyday  
Financial needs during these challenging times

Explore



### Online Banking

Check your account balances,  
Pay bills, transfer money  
and monitor spending

[LEARN MORE](#)



### Mobile Banking

Deposit checks, pay bills,  
protect your debit card and  
make payments

[LEARN MORE](#)



### Demo

Get started with online and  
mobile banking with these  
helpful demos

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Login

[Can't Login ?](#)

[Enroll in online banking](#)





## MSUX BANK

Together we grow..  
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PERSONAL BUISINESS WEALTH

Login

Login

[Can't Login ?](#)

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## ERRATIC

Font style and size is disproportionate through out the website. Although the readability is good, but usage of bold fonts distracts the focus.

## BEWILDERING

The login label at the upper right corner is elevated which makes it look like a button.

Long link labels might be perceived incorrectly. For example, "Enrol in online banking", instead of sign up/register button compelled me to read the text twice to reconfirm.

## MISLEADING

Images look elevated due to shadow. Due to preconceived notion of buttons, I feel tempted to click it.

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Services

BUSINESS

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WEALTH



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LOGIN

SIGN UP

**MSUX BANK**

Bloomington, Indiana

12:00 pm



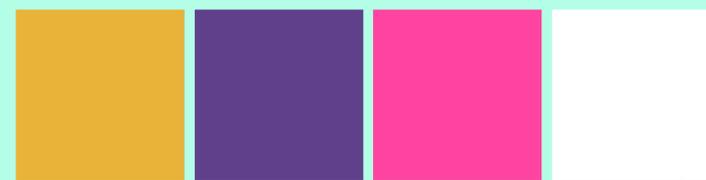
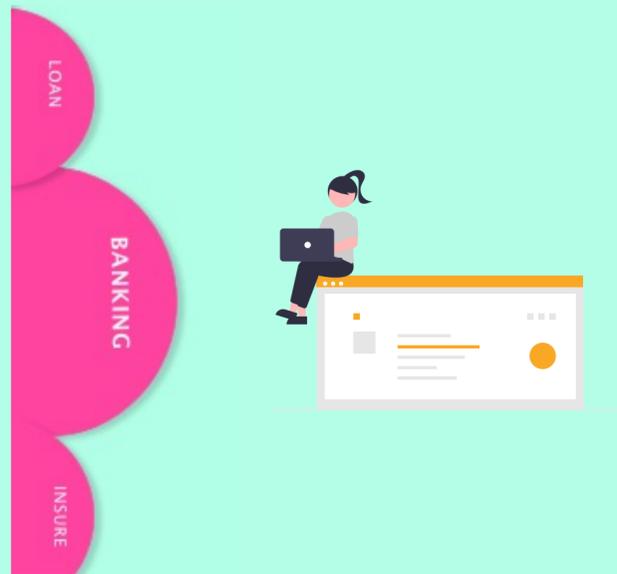
ACCOUNTS



HOME



Help



## Playful

The bubble-gum like menu selector discards the sophistication of conventional bank applications. Thus, I feel the curvy edges of design elements eliminate the seriousness and giving rise to a very energetic playful feel.

## LOUD

The bold color palette, serves too much of color contrast to handle. Banking website involves operation which demands serious attention. The loud colours invoke chaotic energy in me.

## NAIVE

Login section is positioned in-front of contrasting colours backdrop which hinders it's discoverability. The quirky illustrations adds up to creative-pop aesthetic of the website, it certainly feel like kids attitude, which is very creative but it's interpretation is difficult. Thus, the design is highly creative but I feel the

LOGIN

USERID

PASSWORD

Sign IN

Sign UP

SERVICES

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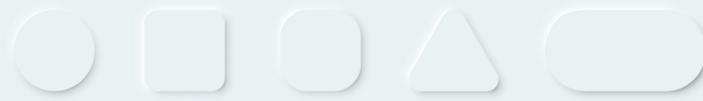
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## FUTURISTIC

Taking reference from neomorphic design, I was motivated to implement this style in serious place. The monochrome and 3d elements feel cohesive with the enriched futuristic space I would envision.

## SLEEK

The subtle queue of selection i.e, the small white dot is coherent with the overall aesthetic of page. Moreover, the monochromatic colour enhances the readability and discoverability of the information on page.

## FAKE

The unnecessary highlights ar often calls users for preying. This has been discussed a lot on the context of ethics. Whenever I encounter a good looking website, I make it sure to validate the authenticity of website. Too good to be true might me have a feeling

## Reflections

Mapping experiences to design elements and vice versa not only enabled me to view varied aspect of design elements and experience but it proved pivotal in understanding the how to navigate through the thinking process. Naturally, we express our emotion via words, expressions and gestures but the answer to **'WHY did we think that way?'** cannot be answered completely, but it certainly can be evaluated. The evaluation can lead to plethora of results which can be used to design, re-design, define and redefine experiences.

For example, the subtle differences in font sizes could distort the preconceived hierarchical information map in our head. The evaluation of the same can help us to define varied number of experiences which ranges from designing educational application for ease of readability for student to manipulative employment of fonts, words in advertisement industry.

In conclusion, there is no single way of designing experience, the intention and expected perception of the same may not align perfectly, but it's not impossible.