

Analyze of 'Mijn Robeco' app

Inhoud

- Research questions.....2
- Login3
- Overview4
- Charts.....5
- Assignments overview6
- Wallet overview7
- Menu.....8
- News9
- Conclusion.....10

Research questions

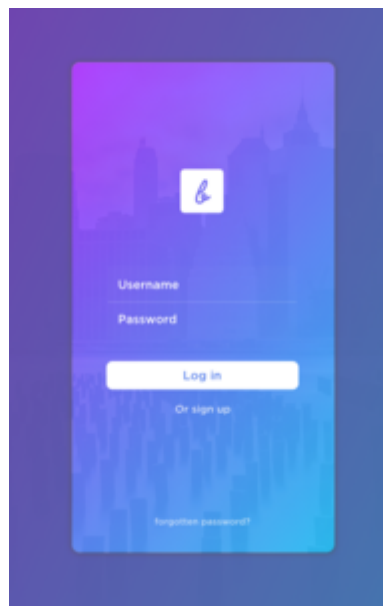
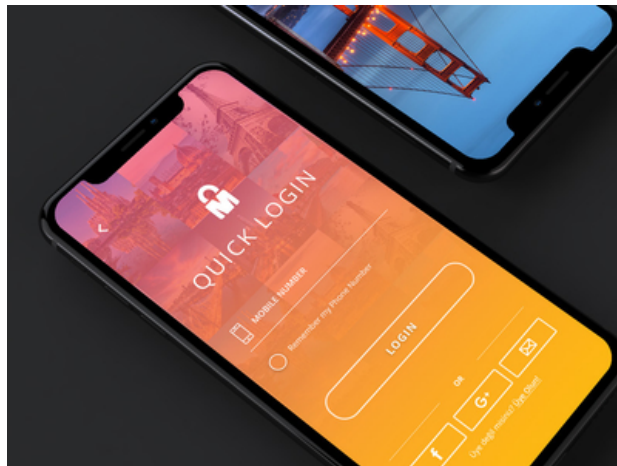
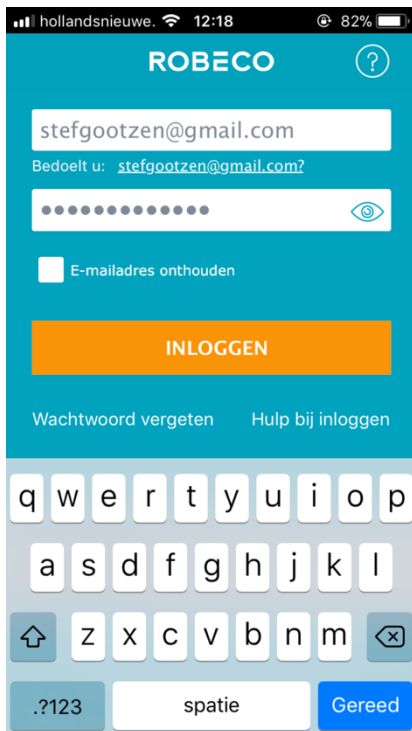
Before we start the research I need to have a goals. What are the things I'm going to change within the app, and what are the things I'm going to focus on. Therefore I have set a few research questions that keep me focused on the important parts I need to change.

1. What are the popular login screen from apps and how are they build?
2. What are the necessary parts for a login screen?
3. How do other apps show an overview of money ?
4. What are the best ways of showing charts?
5. How can we create a clear view of items that users own within their account?
6. What are the best ways of setting up a menu navigation?
7. How do news app show the most important articles?
8. What is the best overview for news articles?

Login

When we take a look at the login screen, the contrast of the colors are bright and direct. It is almost overwhelming. But this is what you can see on the screen capture. When I'm working with the app these colors aren't that bright and it leaves a vibe behind that it's something for old people.

I directly notice that it comes over blurred. When I'm entering the email and password. This is something that is just bad. After a day of activity I wanted to open the app once again and I had to sign in again. Since this is an app where you manage money I can understand that it logs out after a certain amount of time, but I think the option to remind your password must be given.



When looking at the login page there has to be made a new one that speaks more to the target audience and to the popular styles that are out there. I added examples of how it can be done with the contrast of the current style. The content we ask is the same just like the positioning. But with the change of the background, colors and logo we can easily make a better and up to date login screen.

Overview

The overview of 'Mijn Robeco' has also a lot of points of improvements. First of all the content you get is standard text en numbers. When you start out you most of the time have one funding type. This leaves space for other info. When you click on you finding type a new window will open. Here you get info about the funding type, only to be displayed as a picture that is too wide to view. The next thing I noticed was that there is a number above the total amount. This number seems to be there without any reason.

Overview Screenshot (Left):

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Totaal	Beleggen	Rendement dit jaar
€ 200,39	€ 200,39	€ 0,39

Fondsen € 200,39

KOERS	SINDS 01-01-2018	WAARDE
Robeco ONE - Neutraal	0,20%	€ 200,39

OVERZICHT | GRAFIEKEN | OPDRACHTEN | PORTEFEUILLE

Robeco ONE Neutraal Screenshot (Right):

Robeco ONE Neutraal 1

Fondsmanager: Ruud van Suijdam, Jeroen Blokland

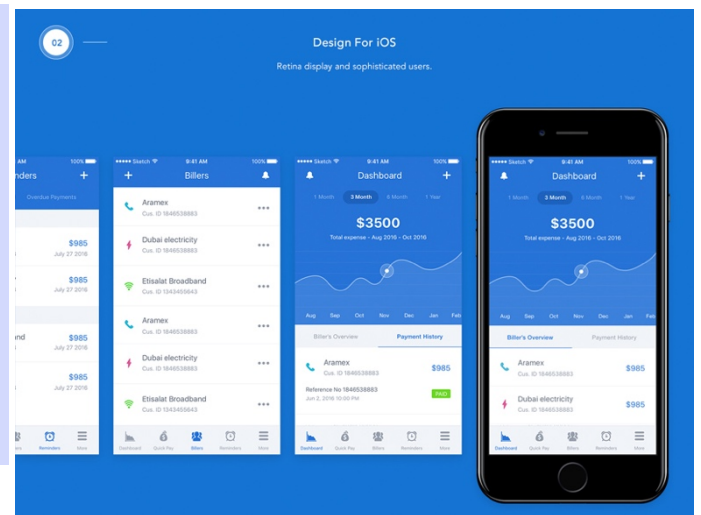
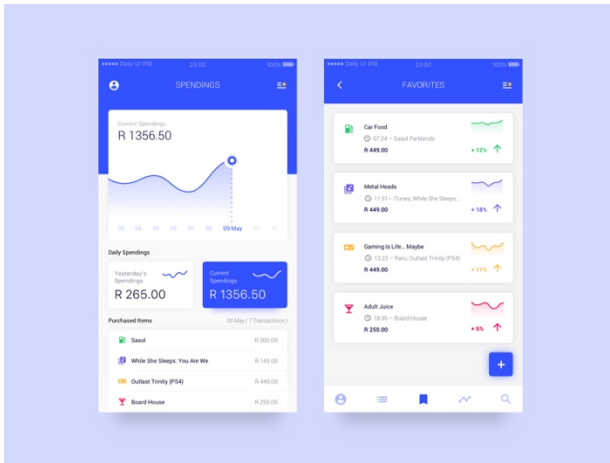
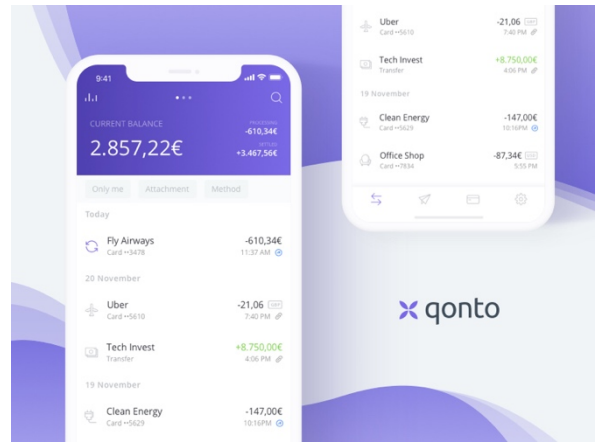
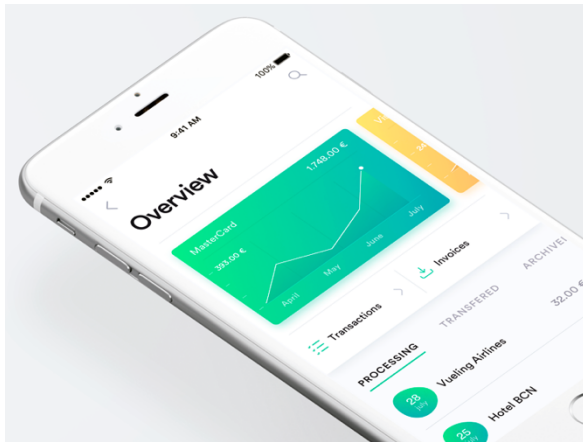
- Gemak
- Transparant
- Flexibel

Toon meer ▾

Fondscategorie	Mixfondsen
1-jaar rendement	5,94%
3-jaars rendement Annualized	3,58%
Morningstar	★★★★☆
Dividenduitkerend	No

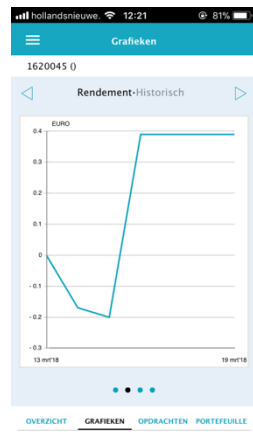
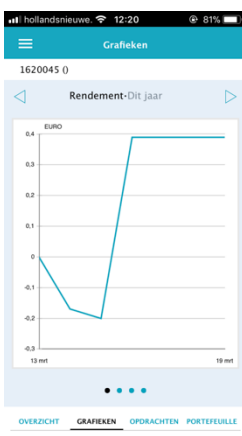
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The things we can improve aren't much, but we can put it in a different style and setup. Also we need to find a new way of opening a view within the app. If we look at the examples I think we can view the course where you invest in as a chart and the costs with the % they rose or descent just the same only with another font and highlights.



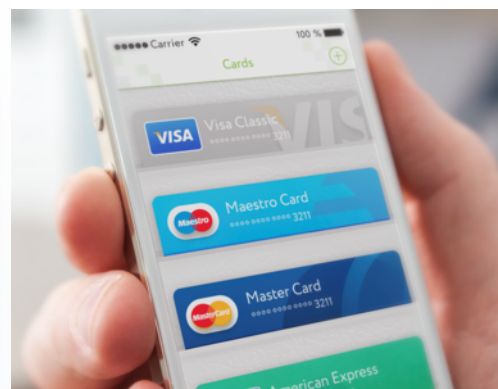
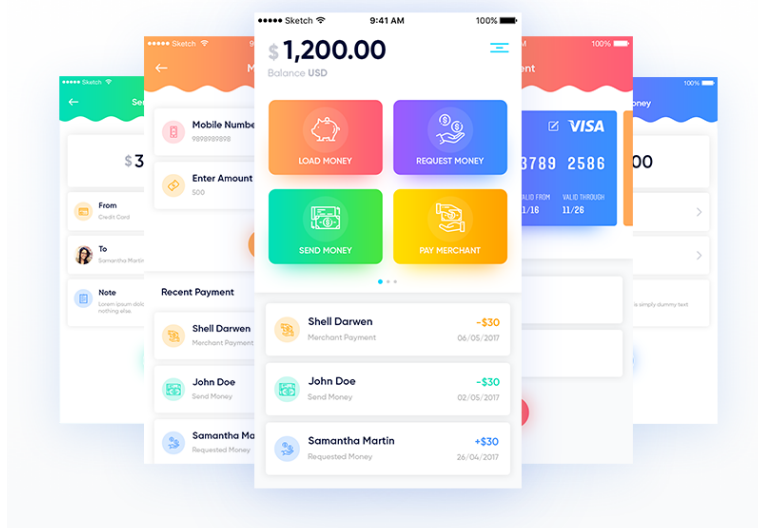
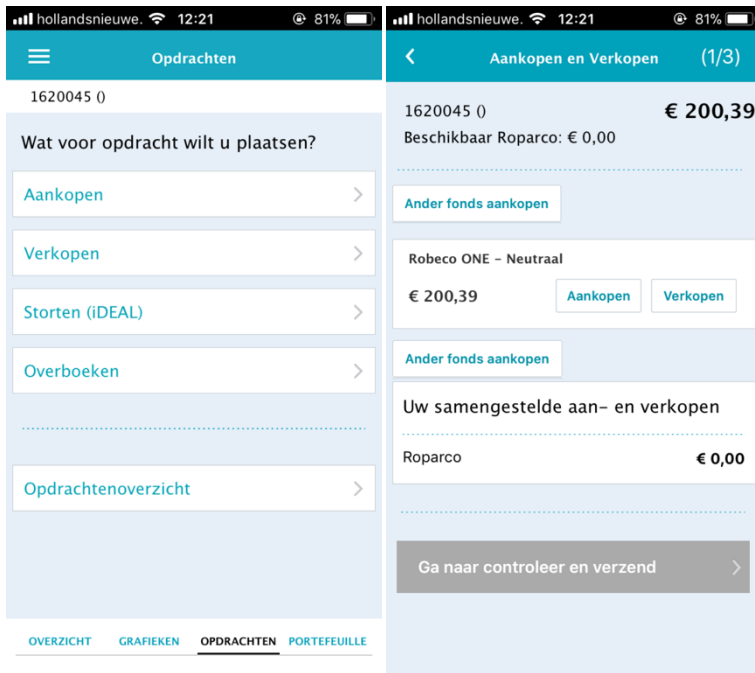
Charts

The examples that I gave above are fitting with the charts part of the app. If we look at what they have now it isn't impressive at all. Sure the user just started but there has to be more info to give at them and in a nicer way. I think we can put those stats in the same page as the overview.



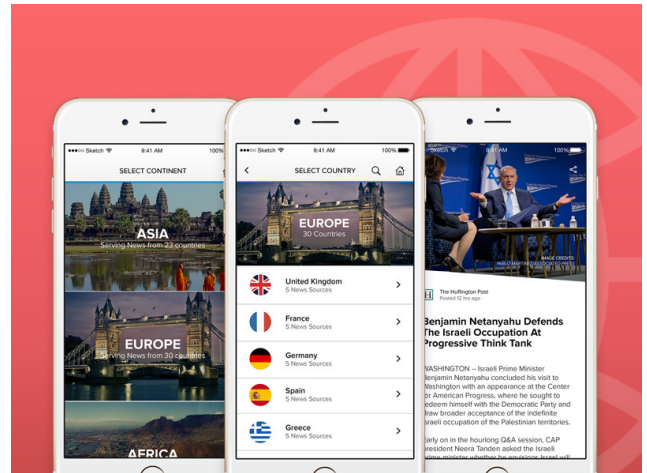
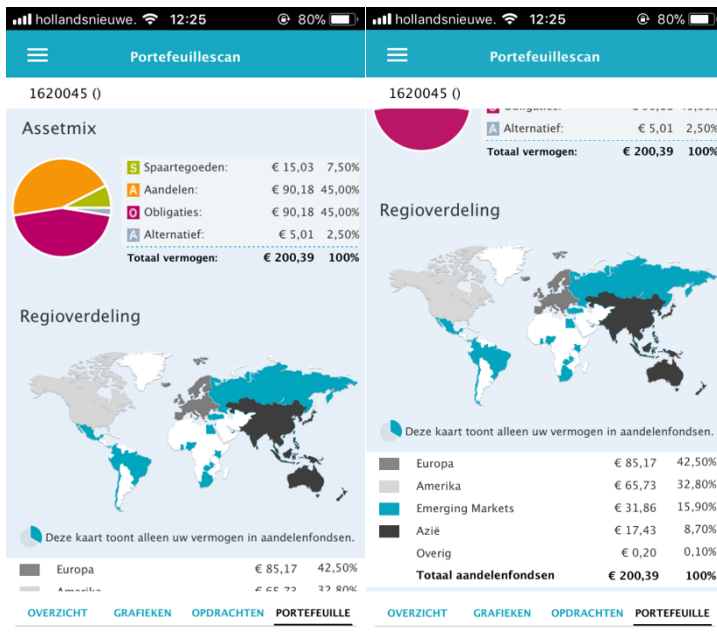
Assignments overview

Looking at the assignments we can do there are a few. I don't think we need to do much here. The content isn't much. We can only change the view. However when we go into the assignments we can view the content different. In my opinion it all looks to serious. Yes in some degree it needs to be. However with bigger and brighter buttons it can look nicer and even be more understandable. The examples I gave a ways of presenting the info. The content isn't relevant in these. c



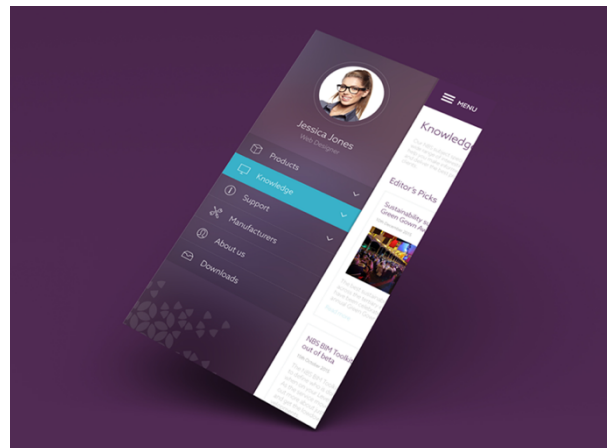
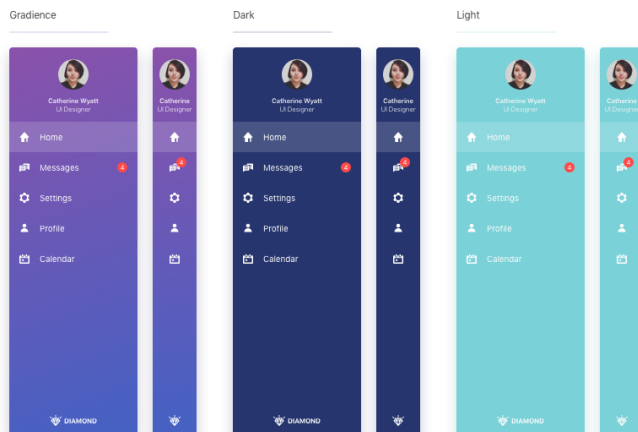
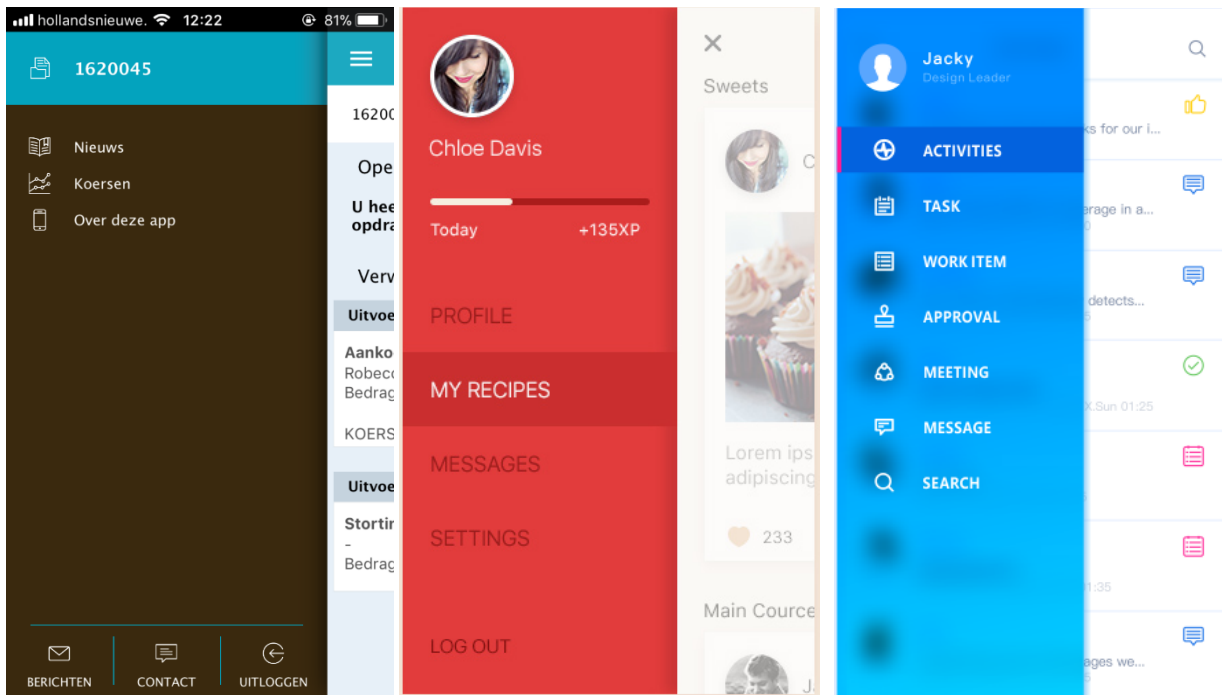
Wallet overview

The wallet overview is the better part of the app. Here you get a clear view where you invested in and in which country. Here we can make some adjustments because if we look at it we don't need a word map. We want to know in which parts we invested. But this can be viewed different. Also by doing this we get an option to give more detail about the stocks in every world continent. The examples I use are the way of doing it different. We can click in the continents for more info and then we get a chart of how it's going there. How we chose the continent can be done in the same as choosing an assignments or like the last two examples on this page.



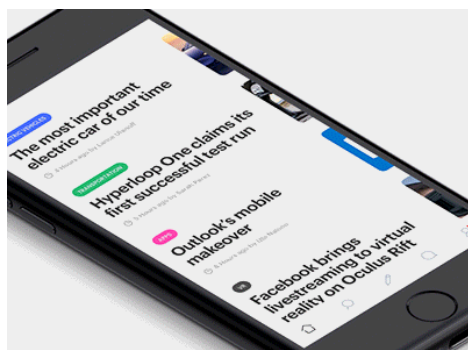
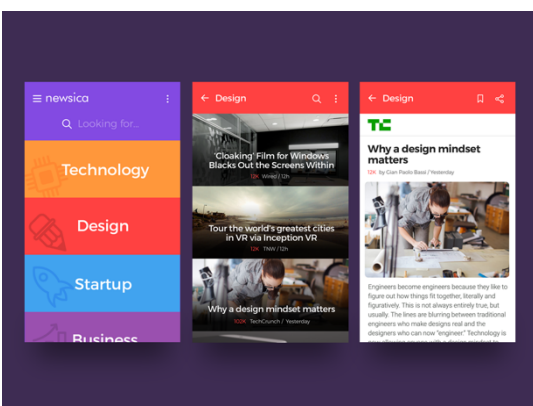
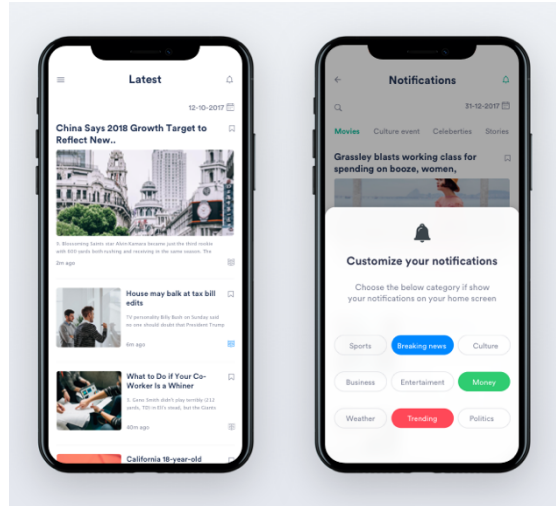
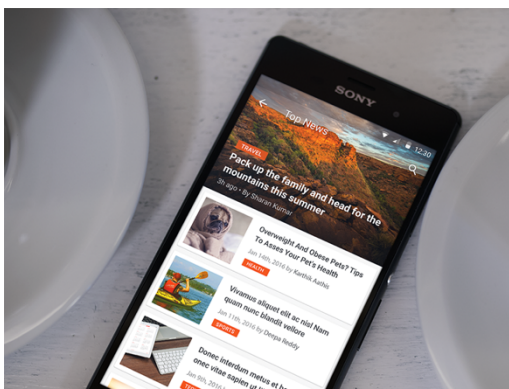
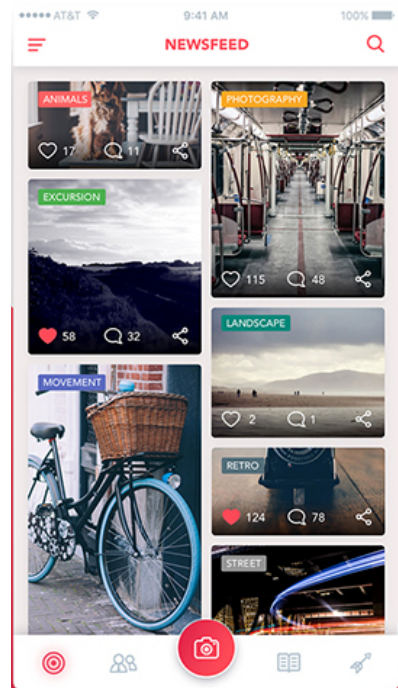
Menu

The menu is something that isn't fitting the app at all. With the blue, white and black theme, brown is something that stand out in a bad way. The way the menu is positions isn't bad, but I can be done better. Another thing that stand out are the choices for, berichten, contact and uitloggen. The menu now looks empty and unnecessary. With little changes we can make it look better and keep the same build. In the examples you can notice how the same menu can be displayed in different ways.



News

The news part isn't really clear. You get articles displayed with little content and you don't exactly know what's it about. It is important for you investments or not? After opening an article the way you can read it is simple and not really stimulating to continue reading. Just like the menu this can be improved with little adjustments.



The way we can make the view better is to take make sure they get to read articles that are sorted by category. This way they only read the things that are imported to them. Another way to sort them is based on their investments. The sorting can be done in different ways. We can first have a menu, or use tags to make sure in which category they belong.

Conclusion

I think the app on his own is bad. However if we look at each individual part there is a way of adjusting it. I don't think the app had to be built from scratch because the content in there is good. Only the view of things need to be adjusted. With taking another look an layout the app can be easier to use. The mist difficult part is to make sure the extended content that is called on from the website is made to fit the new layout. I'm sure there are ways of doing this.