

Public Summary for Website and Brand Identity Design for the new e-learning platform ComplianZen Academy

ComplianZen is a Spanish compliance consultancy company (helping businesses meet law regulations, especially in the financial field) that is working on a brand expansion that will provide training about the topics they provide service about. This Bachelor Assignment consists on the design of a catalog-like website for their training courses that enhances user motivation through ease of navigation.

Additionally, the project involves developing a brand identity for a new academic branch that would improve the platform's visibility and market differentiation. The focus is on User Interface and Interaction design, excluding the programming of the website itself. In a market saturated with generic, low-quality e-learning courses on compliance, ComplianZen Academy aspires to set a benchmark for quality training with exclusive, cutting-edge, and engaging compliance topics. Their brand image should reflect this ambition.

The approach began with online research on Usability, Design Heuristics, the effect of aesthetics in website and techniques to ensure ease of navigation. Information was mainly obtained from three sources. Tools included Google Scholar for literature, existing web designs for inspiration, and IDE lecture content. The main takeouts were divided into the topics mentioned, and then subdivided into their relevance in the project, things to evaluate and tips that could be considered during the design process. Afterwards, the target user was analysed starting from client insights, followed by a PACA analysis for user profiling and a task analysis to identify challenges, leading to the Value Proposition Canvas. Later on, evaluations of the first concepts were conducted. An online survey helped evaluate the user's perception on the brand identity. Also, a mid-fidelity interactive prototype was evaluated through interviews and surveys, evaluating usability and brand identity. Consent forms and structured interviews ensured ethical and efficient data collection.

The evaluation of ComplianZen Academy's brand identity revealed several key insights. Approximately 85% of participants were from the target group, indicating relevance. Participants, many of whom had limited experience in compliance, showed strong interest in specialized online training, focusing on areas such as anti-money laundering (AML) and the practical application of compliance knowledge. The website should prioritize intuitive usability to prevent distractions. The brand's logo was recognized by 80% of participants, while the brand colors failed to perfectly convey intended values, though maintaining them ensures cohesion with the parent company. Only 29% correctly identified brand-related content, highlighting the need for improved brand identity integration. Despite these challenges, the brand received a positive reception, averaging an excitement score of 8 out of 10. Continuous feedback and analysis will be essential for enhancing the brand's identity and user engagement.

A website usability evaluation for ComplianZen Academy was conducted with ten employees representing part of the target group. Participants, mostly with 20-35 years of work experience, were evaluated on three tasks and rated for effectiveness,

efficiency, and satisfaction. Task 1 was successful, with all participants finding a course in compliance within 90 seconds. Task 2 did not meet the time requirement, with only 40% finding the login button intuitively due to its non-intuitive positioning. Task 3 focused on page interest for strategic user experience enhancement. Usability ratings averaged 5.2 for effectiveness, 5.1 for efficiency, and 5.5 for satisfaction, indicating success but highlighting areas for improvement. Participants emphasized the site's manageability, simplicity, and intuitive navigation, but noted issues with Task 2. Suggestions included clearer language, more direct access to courses, and improved login button placement. Design feedback led to various improvements, including a redesigned menu, interactive features, and enhanced navigation. Despite minor issues, the prototype was well-received. After this feedback, an improved version of the website was created, resulting in the final design sent to the company.

The project resulted in a new catalog-like website for ComplianZen Academy where they are able to show users their different types of training on compliance. The research and evaluation helped to create a tailored User Interface and Interaction design, enhancing user engagement. The design enhancements, including intuitive navigation and interactive features, aim to improve user experience and distinguish the brand. Moreover, a remarkable brand identity and ComplianZen Academy was created, setting a high standard for compliance training in a saturated market. Future efforts should address feedback on brand identity and usability issues. Continued user testing and feedback will be essential for refining the platform, enhancing content personalization, and integrating advanced interactive features to further engage users and strengthen the brand's market position.