

## Brand Color:

Primary 85%



Secondary 15%



## Font Family:

Style: Black  
Font size: 80pt

**Noto Sans**

Style: Black  
Font size: 56pt

**Noto Sans**

Style: SemiBold  
Font size: 40pt

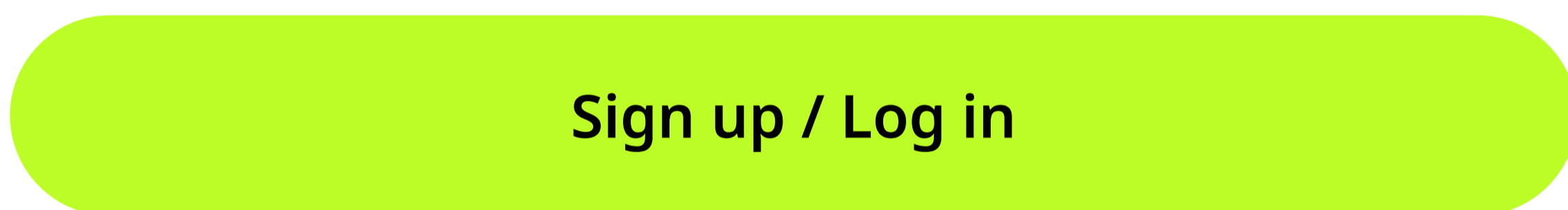
**Noto Sans**  
Style: Medium  
Font size: 32pt

**Noto Sans**  
Style: Regular  
Font size: 32pt

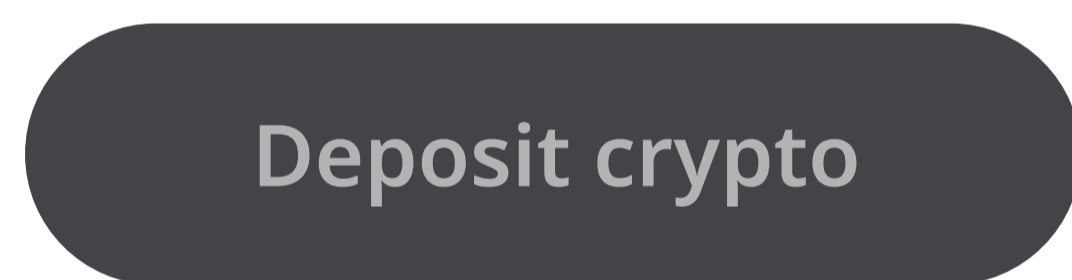
**Noto Sans**  
Style: SemiBold  
Font size: 32pt

## CTA Button:

Primary button 100%



Secondary button 50%



## Icons:



## Illustration Style:



# Heuristic Evaluation

Evaluator: Shannon  
Date: 24 October 2024  
Product: OKX app  
Task: VD Assignment

## 1

### Visibility of System Status

**The design should always keep users informed about what is going on, through appropriate feedback within a reasonable amount of time.**

- Does the design clearly communicate its state?
- Is feedback presented quickly after user actions?

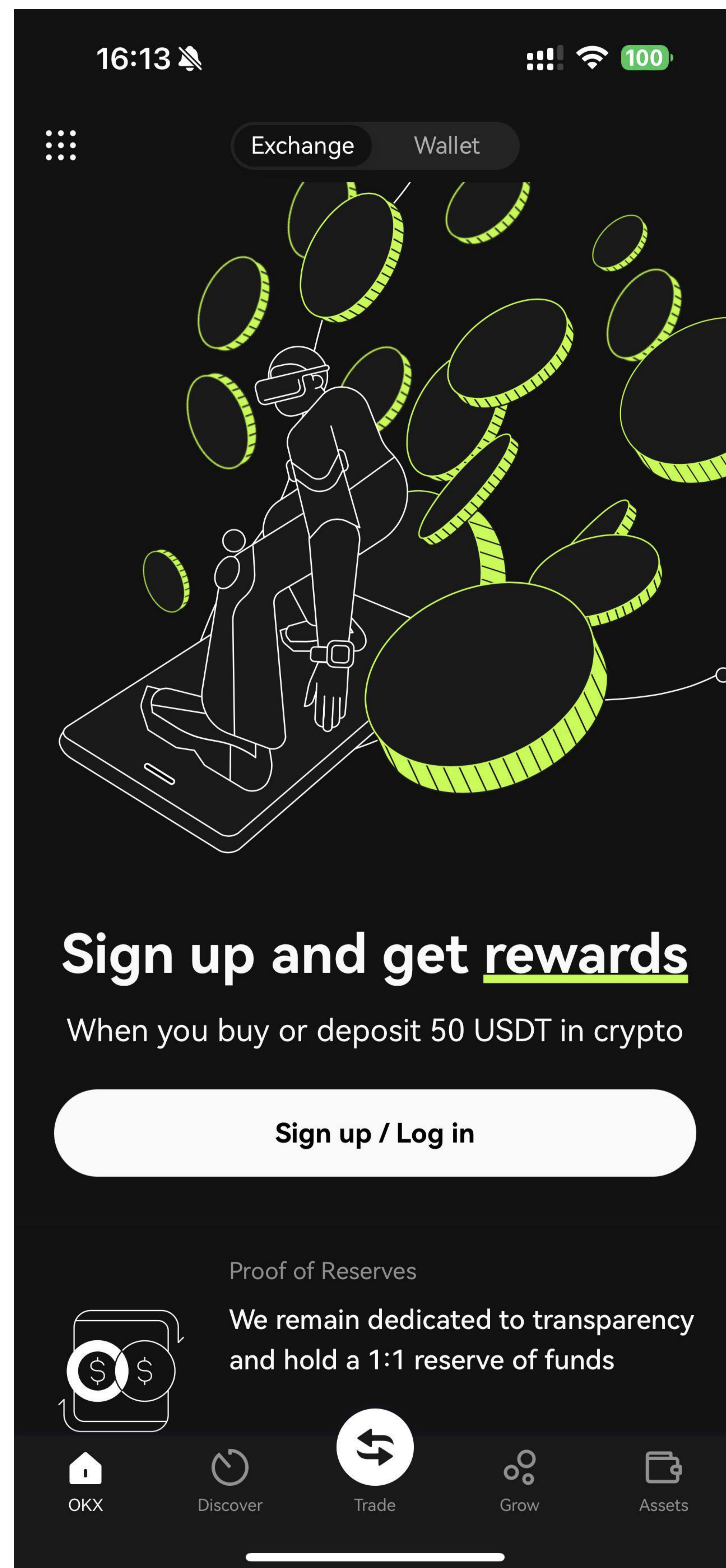
### Issues

- CTA btn color were not consistent
- Some buttons lack clear meaning; for example, the check icon does not indicate that an action will follow
- Dark mode does not bring out the each of the cards clearly
- There is a lack of clarity regarding the actions users should take, as most colours are predominantly white
- Lacking knowledge base to educate novice user

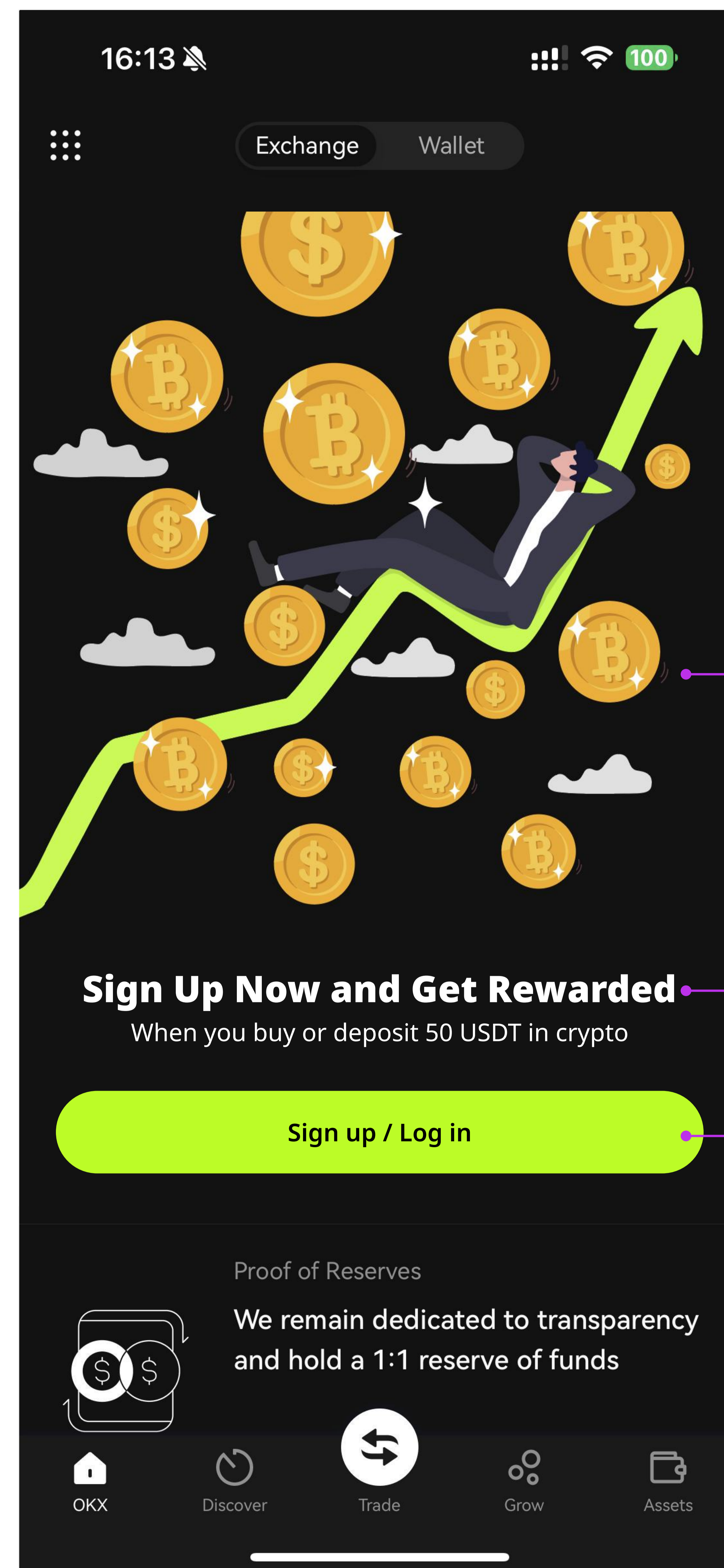
### Recommendations

- Utilizing the brand's more prominent color for the CTA button to attract users' attention
- Using appropriate icons for corresponding actions
- Adding an outline will enhance the visibility of the cards
- Use meaningful illustration to highlight the ease of using the OKX app
- Use compelling and enticing copy to capture users' attention
- Include section on knowledge base to educate novice user

Onboarding - Original



Onboarding - Revamp

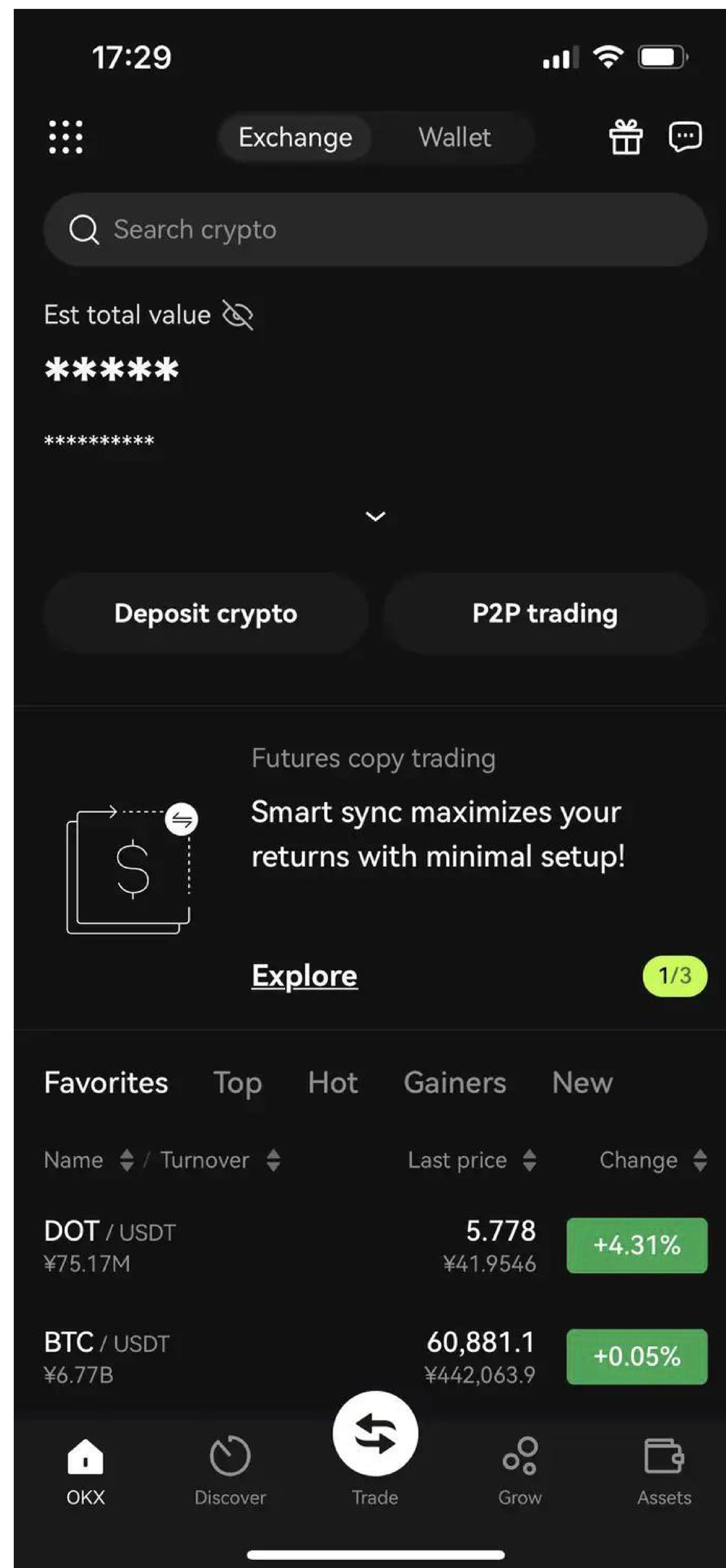


Meaningful illustration, to visualise its a breeze to use OKX app

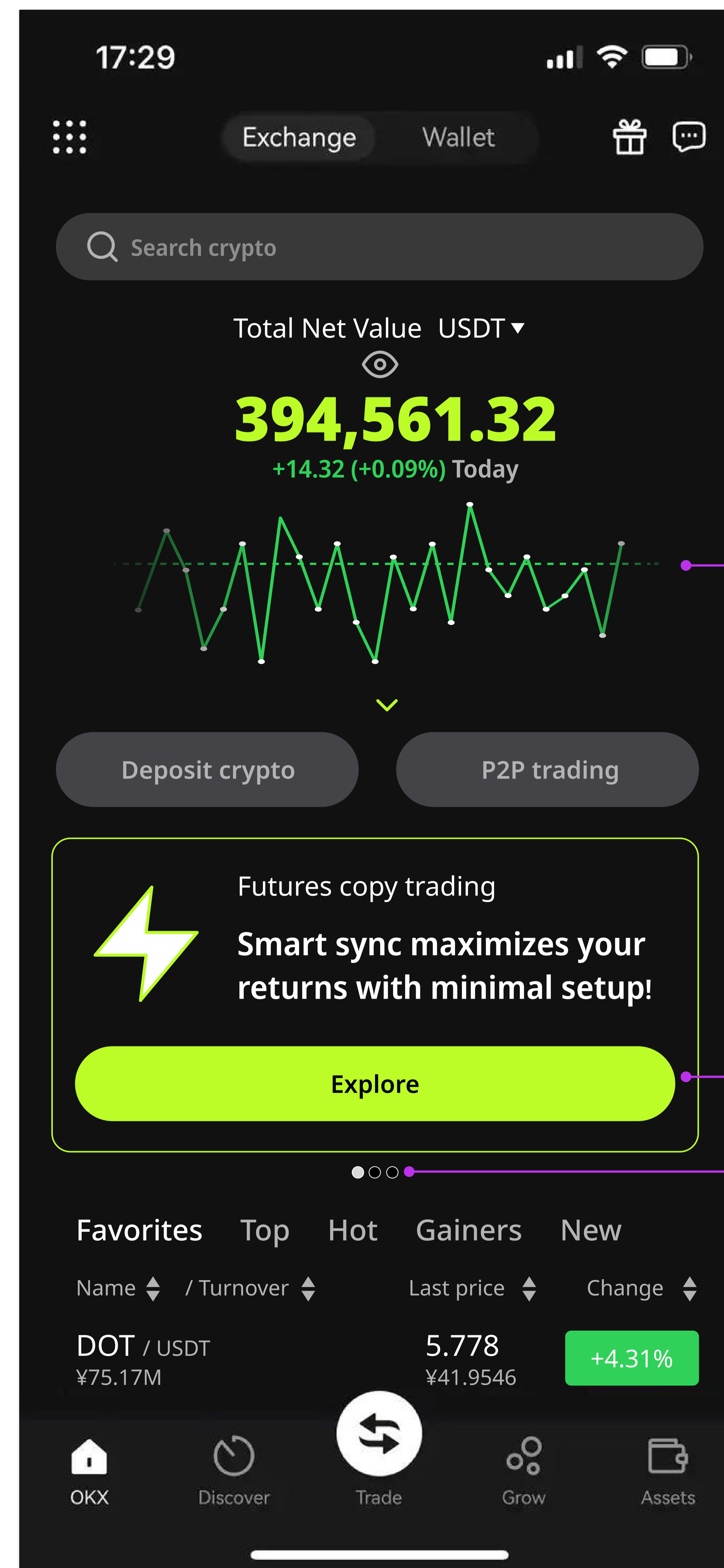
Rephrase the headline to get user to "Sign up Now to Get Rewarded"

Proposing to use the Lime green colour as the primary as its more distinct as a CTA button

OKX homepage - Original



OKX homepage - Revamp

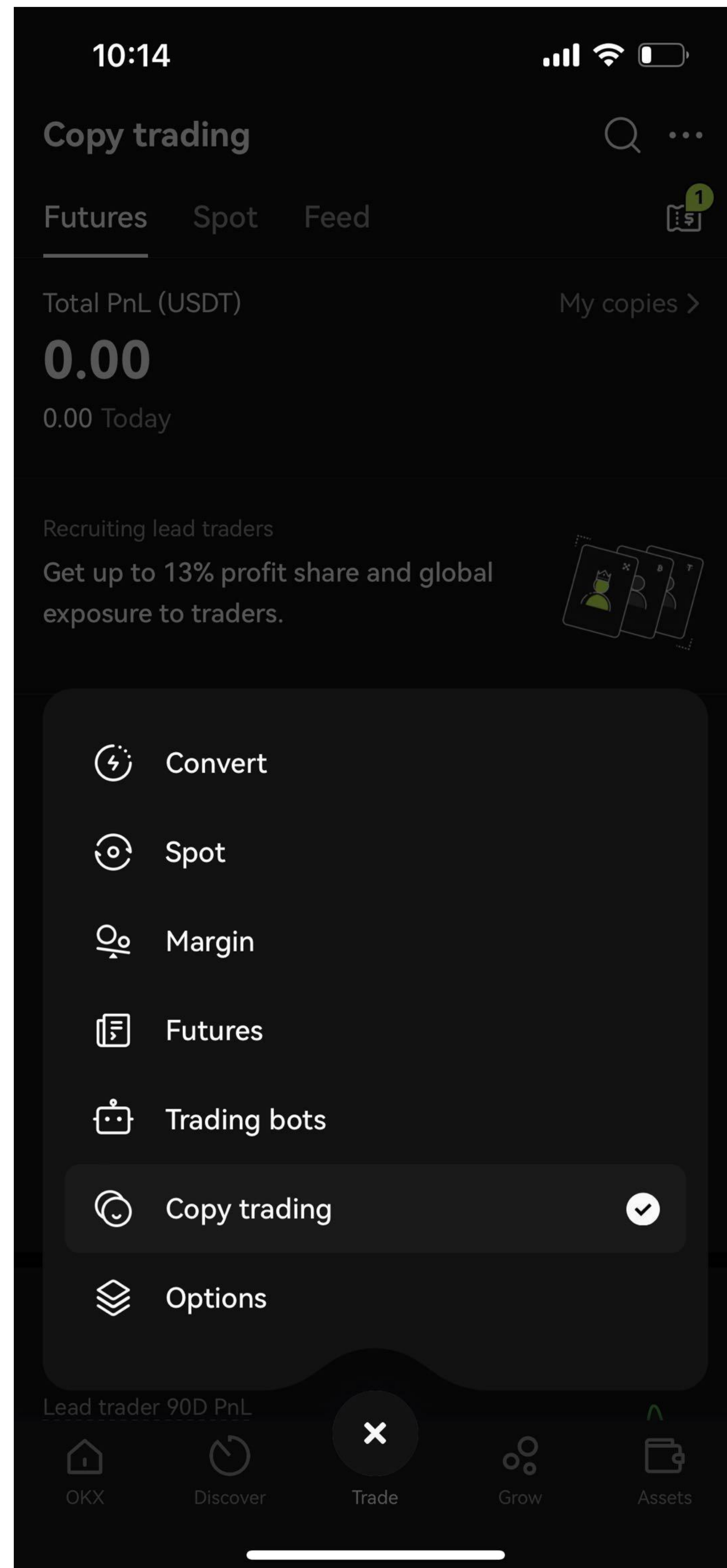


With this dotted line in the data visualization it allow user to track the average growth, wider view of the chart provide more performance history for user to monitor

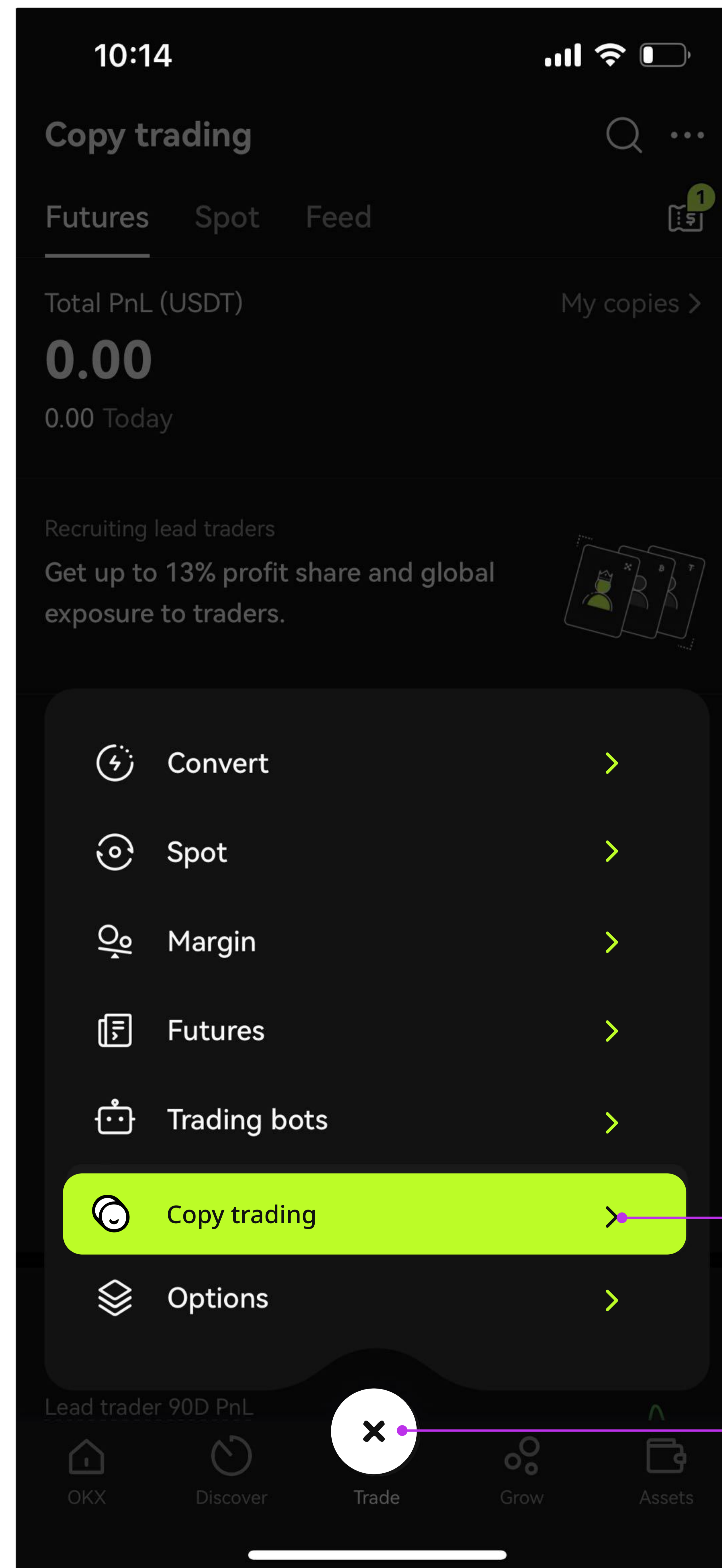
Added in a CTA btn to urge user to check out this card, using the proposed new Primary CTA btn, its more striking in colour and capture the user attention

This shows that there are more cards available, user will swap left to view more

Trade - Original



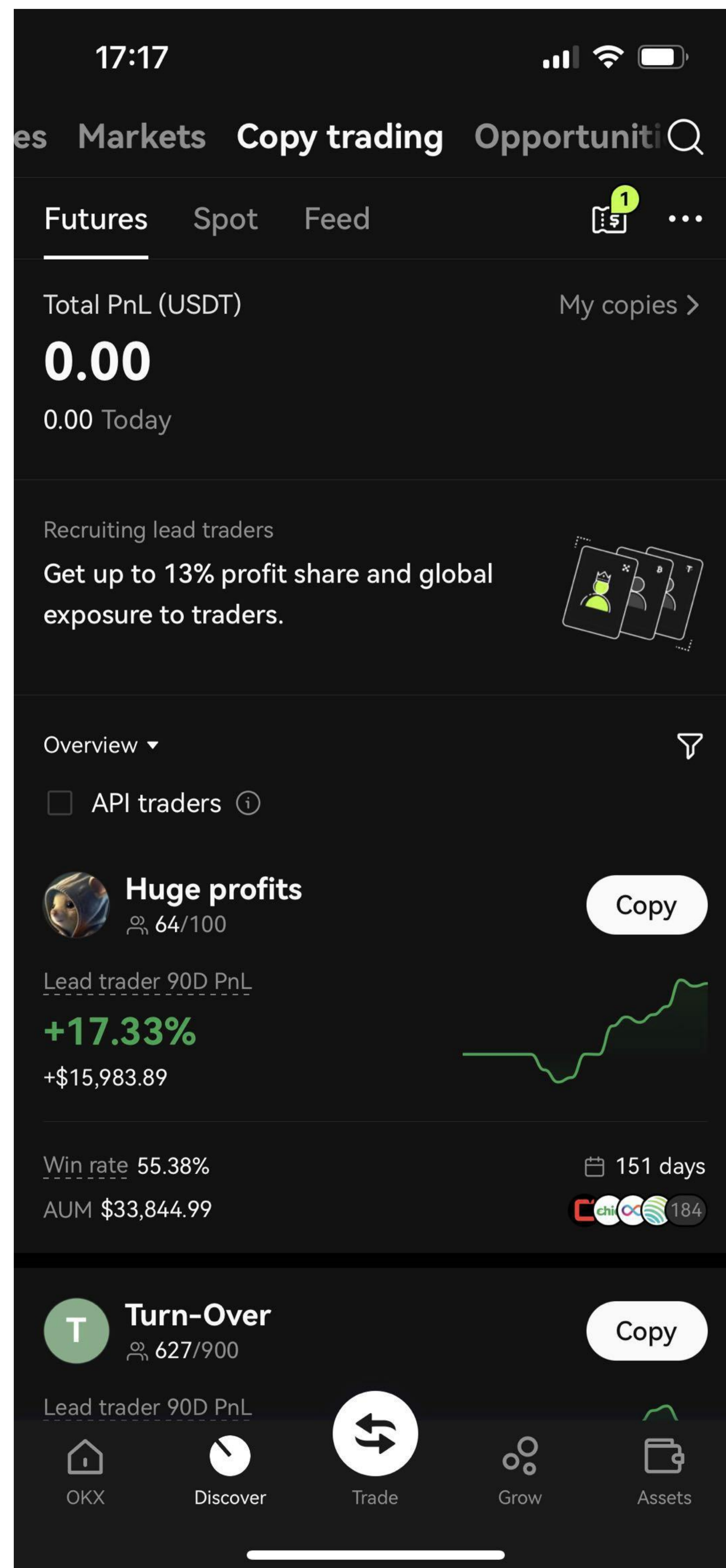
Trade - Revamp



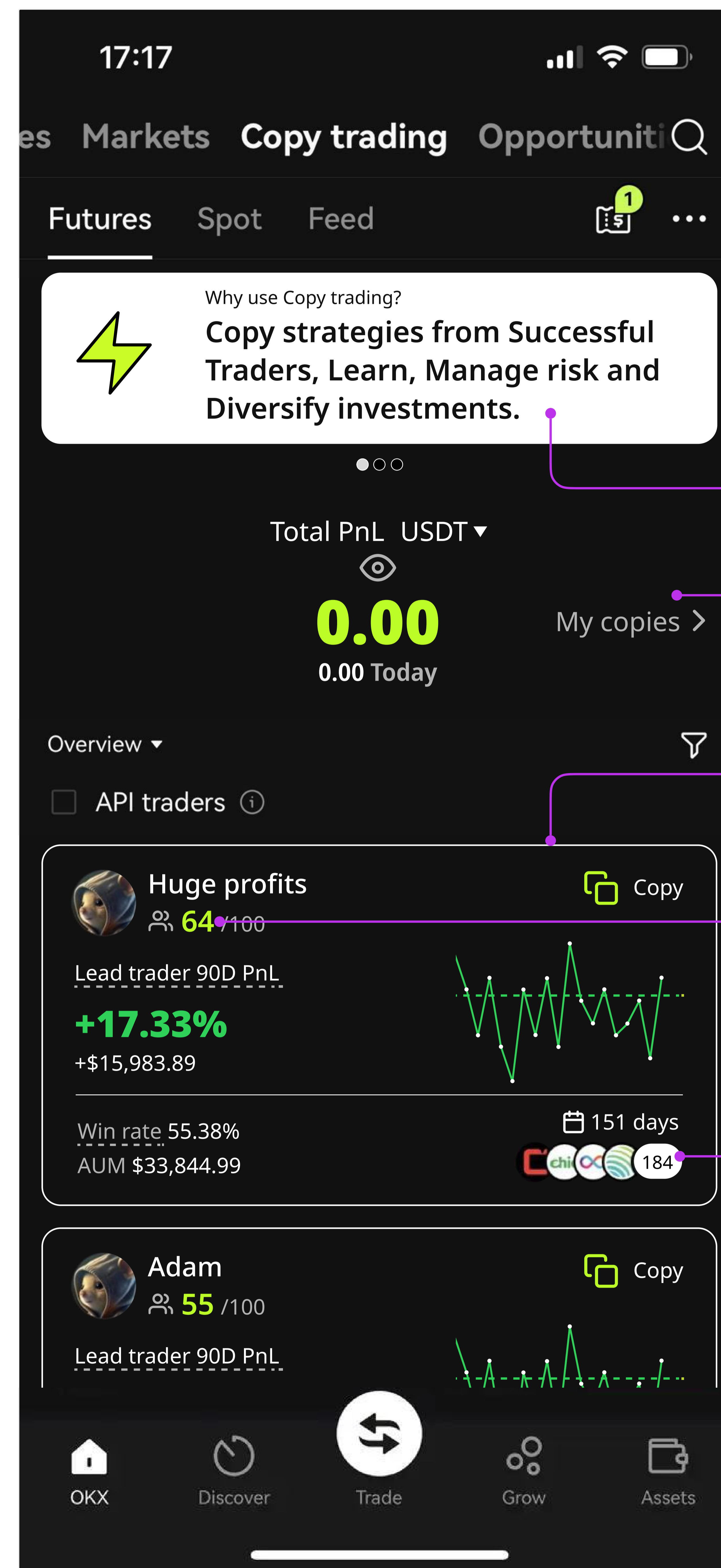
using this > is more suitable, it shows there when click it will lead user to another page

Now the close btn is more obvious to the user

Copy trading homepage - Original



Copy trading homepage - Revamp



This carousel section provide user with information on what is copy trading and also other relevant banners

Simplify and enhance this section by placing the value at the center and incorporating the brand's lime colour

Dark mode ver, the card are not obvious, therefore by adding in an outline it looks more obvious

To inform user that there are lots of followers on this trader. Its similar to how youngster follow most popular social media

Increased this portion here, to inform user that there are lots of followers on this trader. Its similar to how youngster follow most popular social media

# User Flow

## Copy trading

