

恒生银行（中国）官网改版预告

尊敬的客户：

为了给您提供更好的服务，我行计划于近期对现有官网 www.hangseng.com.cn 进行改版升级，具体的升级日期将另行通知。

本次改版主要有以下几个方面的优化及调整：

1. 简洁的设计布局



The screenshot illustrates the proposed website layout with the following components labeled:

- A** 网站分类导航
- B** 主宣传区
- C** E-Banking 登录入口, 语言切换, 搜索
- D** 个人理财入口
- E** 优进理财入口
- F** 大中华服务入口
- G** E-Banking 及 HSBCnet 功能登录区
- H** 个人咨询及客户服务热线
- I** 内容区：最新资讯，新闻稿，实用资料，实况分析
- J** 手机平台快速登录扫描
- K** 页脚信息区域
- L** 恒生银行（中国）有限公司
- M** 联系我们
- N** 客户中心
- O** 网上银行
- P** 网络指南
- Q** 工作机会
- R** 公司资料
- S** 下载中心
- T** 营业时间及节假日营业声明
- U** 特别声明及隐私权政策声明
- V** 联系电话及地址
- W** 网站地图
- X** 网站公告
- Y** 网站帮助
- Z** 网站反馈

2. 网银登录区调整：如上图所示，目前的网银登录入口在首页的网银登录区 G。

注：本次调整仅限于网银登录区的位置及设计风格，现有网银界面及功能均保持不变。





3. 清晰便捷的导航：下拉式图文助您迅速定位

The screenshot shows the mobile version of the Hang Seng Bank website. At the top is a green header bar with the bank's logo and name. Below it is a white navigation bar with tabs for '首页' (Home), '个人理财' (Personal Finance), '商业理财' (Business Finance), '投资' (Investment), '大中华服务' (Greater China Services), '市场信息' (Market Information), '恒生简介' (Hang Seng Introduction), '联系我们' (Contact Us), and '网页指南' (Website Guide). A search bar with a magnifying glass icon is located at the top right. On the left side of the main content area, there is a vertical sidebar with links to 'VIP优越理财' (VIP Superior Finance), '「优越」理财' (Superior Finance), '优化理财' (Optimized Finance), '信记卡服务' (Xinji Card Services), '账户及存款' (Accounts and Deposits), '保险' (Insurance), '楼宇按揭贷款' (Building Mortgages), '私人贷款' (Personal Loans), '自助理财及其他银行服务' (Self-service Finance and Other Bank Services), and '服务一览' (Service Overview). The main content area features a large image of a man in a suit sitting at a desk, with text below it reading: 「优越」理财，优越尊享，用心管理你的财富。

4. 支持主流移动浏览器



5. 个人理财，投资及大中华服务所属页面风格的全新设计



恒生银行（中国）有限公司

2016年6月12日



The Notice on forthcoming Hang Seng Bank (China) Public Website Revamp

Dear customer,

In order for us to serve you better, we plan to revamp our Public Website www.hangseng.com.cn in the near future, the maintenance window will be announced shortly. The key features of the upgrading are as below:

1. New homepage design

The screenshot shows the updated homepage with a green header bar containing the bank's logo, language selection (Chinese), and links for "Hong Kong HK", "Branch Network", and "Search". Below the header is a navigation menu with links for Home, Personal, Business, Investment, Corporate Clients, Mortgages, About Us, Contact Us, and Site Map. A banner displays the "Hang Seng Index" value (34,048.23) and the "Hang Seng China Enterprises Index" value (12,808.90). The main content area features a large image of a woman holding a coin to her eye, with the text "Focus on wealth Focus on you". Below this are sections for "Personal Banking", "Business Banking", and "Investment Services". A sidebar on the right provides links for "Personal e-Banking", "Business e-Banking", and "Hang Seng HSBCnet", along with "Register", "Demo", and "Security" buttons. At the bottom, there are sections for "Latest News", "Press Releases", "Useful Information", "Market Insight", and "More Convenience at the Mobile Platform", which includes a QR code.

2. New e-Banking Login Area

Ps: Only the login area's style will be adjusted, current e-banking layout and functions will not be impacted.

The screenshot shows the login interface for e-Banking. It features a "Login" button at the top right, followed by three checkboxes for "Personal e-Banking", "Business e-Banking", and "Hang Seng HSBCnet". Below the checkboxes are buttons for "Register", "Demo", and "Security". The background is white with a green border around the form.



3. Interactive navigation

The screenshot shows the Hang Seng Bank website. At the top, there is a green horizontal bar with the bank's name in Chinese and English. Below it is a white header bar with links for Home, Prestige, Business, Investment, Greater China, Contact Us, and Search. A red circular icon with a white 'A' is on the left. On the right is a search bar with a magnifying glass icon. The main content area features a large image of a gold ingot. To the left is a sidebar with links for VIP Prestige Banking, Prestige Banking, Personal Banking, Debit Card, Account and Deposit, Insurance, Mortgagae, Loans, and Self Services/Other Services. At the bottom, there are three promotional banners: 'Friends recommended plus Superior service', 'Full currency exchange service of personal online banking - Super exchange rate Time and worry saving.', and 'Prestige Banking Hotline 8008 30 8008 / 4008 30 8008 800 906 882 (Hong Kong)'.

4. Better mobile experience



5. New design pages of Personal, Investment and Greater China services.



In the event of any inconsistency between the Chinese and English versions, the Chinese version shall prevail.

Hang Seng Bank (China)
12-Jun-2016