

Recruitment Criteria for Usability Testing of Mobile Banking Apps¹

Recruitment Criteria:

- Physical/Legal entities - holders of bank cards <BANK NAME>, including holders of payroll cards.
- 25-45 years
- Gender: male - 50%, female – 50%
- The user of the mobile banking application of any Bank (transfers money, pays for services, browses through bank statements)
- Active Internet users (for example, who have paid for services or made online purchases in the last six months at least once)
- Income per family member from 50 000 rubles
- Have a higher education, employed at the moment
- Regularly pay utility bills using the UPD (Unified Payment Document²) (have paid no less than 3 times for the last 6 months)
- None of the participants should be a representative of the following professional areas:
 - Media
 - Marketing
 - IT
 - Design and user research

The First Group of Participants: iOS Users

What are the interaction problems that interfere with the performance of the most common tasks by novice iOS users?

Recruitment Criteria:

- iPhone users for at least six months
- [Rest of the profile the same as the criteria above]

The Second Group of Participants: Android Users

What are the interaction problems that interfere with the performance of the most common tasks by novice Android users?

Recruitment Criteria:

- Users of a smartphone on Android for at least six months
- [Rest of the profile the same as the criteria above]

¹ Courtesy of UsabilityLab LLC.

² UPD is a kind of a bill that is fairly common in Moscow.