# Participant 1

**Interviewee comments:**

Whilst using **BNF bank**, I didn’t think the columns in the landing page were a menu, nevertheless I located both the personal loan and the fixed term deposit quite easily. This was strongly aided by my technical expertise. Although I was instructed not to use the keyboard during the experiment, it still caught my attention how awkwardly placed the search bar is, at the bottom left of the bank hidden in a hamburger menu. Whilst attempting to locate the fixed term deposit task, I ended up on a different service due to the naming being similar. Overall, the user experience was good, but not great.

Moving to **HSBC**, whilst the landing page was more condensed with text, the top menu bar was easier to fixate upon than the column layout in the BNF site. I located both services easily without any issues, due to the menu showing the services in an ordered and straightforward manner.

Lastly, **Lombard Bank’s** landing page was like that of HSBC, resulting in the same outcome of locating the top menu bar easily. Felt that I located the personal loan task easier than I would have if I hadn’t used the HSBC website prior, but regardless, the effect was minimal overall. For the second task, where I had to locate the fixed term deposit page, I found a few issues. When I accessed the page with all the deposit account options, I thought the side menu was a drop-down menu, because of the arrows adjacent to the service name, but when I clicked it, I was sent to another webpage. I also felt it quite unnecessary to have to read through a bunch of text and scroll down to find the desired service, rather than it being one of the options in the sub menu, so carrying out the second task was quite difficult in comparison to the first. A direct link to each service would have been much more user-friendly.

**Researcher remarks:**

Given that this participant has good technical prowess, the timing of how long it took to locate the services directly correlates with their technical skills.