# Participant 10

**Interviewee comments:**

Starting with **Lombard Bank**, I didn’t like the layout upon first glance, as I struggled to locate the menu location and services were nowhere to be seen. Before finally locating the personal loan service, I ended up in multiple different webpages and services, as I opted to search through the body of the landing page, rather than the drop-down menu. The second task, which was to find the fixed term deposit account service, took me a while to complete, as I couldn’t pinpoint the service in the menu quickly. Once I finally got to the service accounts page, it took me a while to realize that I could scroll down to more services, in fact, I thought that the menu on the left was a drop-down menu with more services due to the arrows next to the service names.

Secondly, I was asked to carry out the same tasks on **BNF Bank** with which I instantly noticed the difference in the user interface, and how much more modern this website is. Due to the column layout, I was easily able to navigate through the services. In fact, the UI gave me more confidence to navigate in comparison to the Lombard website. I was able to locate the fixed term deposit with patience, by reading the services under each column from left to right, which was not frustrating due to the UI being very user friendly. I then found the personal loan service even quicker, as I’d gotten accustomed to the website’s layout quickly. Using this website was far easier than Lombard, and the user experience was definitely better.

Lastly, the experience using **HSBC** was similar to that of Lombard, but I think it was slightly worse for me, as I saw too many services within the drop-down menu, which caused me to lose some focus and read through them quickly. During my attempt to locate the personal loan service, I found it instantly, because as I’ve already said, my preference is to search through the body of the webpage first, rather than the top menu. But for the fixed term deposit account service, I was unable to find it, mainly because of two things… the first being the high number of services within each sub-menu, the second being the wording of the service, rather than simply showing "Fixed Term Deposit" or "Term Deposit", it was prefixed with "HSBC", which confused me a lot.

**Researcher remarks:**

Participant concluded the experiment completing 5/6 tasks.