# Participant 2

**Interviewee comments:**

Starting with **HSBC**, I did not find the task of locating the personal loan particularly easy, as I am not much of a reader, and my attention span is short. The website’s services are listed as small text under the drop-down menu, which I can understand, but that did not help me. I was also misled by the fact that a popular service like a home loan, was separate from the personal loan service. Moving on to the 2nd task on HSBC, I found it slightly easier to navigate since I was familiar with the layout from the 1st task. I opted to search for the service in the drop-down menu, starting from left to right, luckily, it was one of the first services., that’s why I located it in little time.

Then whilst using **Lombard Bank’s** website, I was instructed to locate the fixed term deposit account first, which I ended up not completing. After searching for a good minute, I gave up and the researcher pointed me towards where it was after the experiment was over, so that I can give my opinion… the fixed term deposit account was listed in a page with multiple options for different accounts, with a lot of text and paragraphs, it would’ve taken me ages to find on my own. I do think that most people who are not familiar with their website will also fail to locate the service without getting frustrated. On the other hand, the second task to locate the personal loan was far easier, as it was under the personal header in the drop-down menu, and clear to see. I found this task easier to complete than that of HSBC. The website overall, in my opinion contains too much text, and feels like it needs to be updated to a more modern website design.

Lasty, using **BNF** was definitely the easiest experience of the three for me. With a friendly and calming color scheme for the entire website, a clear landing page with obvious sub menus, and it contained much less text than the previous two websites’ landing pages. Locating the first task, which was the personal loan in this case, felt extremely easy, as all I had to do was click on the “Personal” column in the landing page, then under the sub-menu’s services, it easily caught my attention. Lastly, I found locating the fixed term deposit account more difficult, mainly due to me not knowing what the service was prior to the experiment, but I was briefed by the researcher to have a good idea of what I am searching for. I eventually found the service due to how well the layout of the webpage is, and how obvious the services are placed.

**Researcher remarks:**

This experiment was carried out using prescription glasses, as the participant was unable to navigate without them. The participant completed 5/6 tasks, which does correlate well with their technological prowess.