# Participant 3

**Interviewee comments:**

Starting with **Lombard**, locating the personal loan was very easy, as I immediately shifted my attention to the “Personal” keyword in the menu, and the service was listed and clearly visible. Then locating the fixed term deposit account was slightly more difficult, as it was in a page filled with text and I had to patiently scroll down and read the entire list of services one by one. Once I found the service, it was not clickable and had no link to proceed, which I am assuming means I would need to contact the bank manually to get started, which does hinder the user experience quite significantly. Overall, the website could reduce the amount of text and divide the site into more clear and concise webpages, as I think the information presented was too dense. Also, the deposit accounts page had a menu on the left side of the page, which at first glance seemed to be a drop-down menu with additional services within it, but when I clicked the arrow, I was sent to another webpage on the site, which was truly misleading.

Moving on to **BNF Bank**, my first thought upon viewing the landing page was its vibrant and user-friendly layout, with a very concise 4 column layout, three of them showing the main service headers. It was extremely easy to locate the personal loan, which was under the “Personal” sub menu, and I was instantly drawn to it without confusion. The second service however did give me some trouble, as I see a fixed term deposit as an investment, but it was listed under a menu called “Current offers”. But overall, the website did provide a good user experience mainly due to the visuals.

Lastly, whilst using **HSBC**, I noticed that although the UI was not as clean as the BNF website, I found that it was easier for me to locate the services, as they were written clearly in the top drop-down menu of the landing page. I found both services with ease, as they were both in the first column of the drop-down menu.

**Researcher remarks:**

The participant completed 6/6 tasks, which does correlate well with their technological prowess.