# Participant 5

**Interviewee comments:**

Starting with **HSBC**, I found the landing page to be quite overwhelming with the number of compact areas of text. I think someone not used to navigate banking websites in general will find it frustrating to use, there is too much information on the landing page. Due to my technical experience, I was able to locate the first task (fixed term deposit account) very easily using the drop-down menu. And the same goes for the personal loan task.

Then moving on to **Lombard**, this website’s user interface is one of the worst I have ever used, mainly due to how textually dominant it is, and the overall structure and placement of services seems sporadic. My first task was to find the personal loan page, and I was stuck at first as instinctually, I looked at the top center of the page to find the menu, but it was at the top-left of the page. Once I saw the menu, I found the service under the “Personal” menu header. Then when attempting to find the fixed term deposit account service, I looked at the services in the sub-menu and found “Deposit Accounts”, which I felt was taking me in the right direction. Once I entered the deposit accounts page, I didn’t realize there were more services below, as that required me to scroll down further in the page. I then found the service by scrolling, but didn’t find anywhere to get started, just a paragraph of text under the heading.

Lastly, whilst using **BNF Bank**, although I found the user interface nice, I felt that it was overwhelming as I prefer a simpler UI. I also think that older users might find this website visually overwhelming. While attempting the first task, which was to locate the personal loan service, I found it very easily. But for the fixed term deposit account, I was misled by Lombard’s structure, as I was searching for the service in this website in the business section (it was in the business section in Lombard). The service was also not very clearly worded, I clicked a service called “Fixed Term Account” out of pure curiosity, and luckily that was the service. Overall, the website has the nicest UI, but I found it difficult to locate the services in comparison to the previous two websites.

**Researcher remarks:**

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