# Participant 7

**Interviewee comments:**

Starting with **BNF Bank**, initially I was requested to locate the personal loan service, and I found it easily, mainly due to the conciseness of the user interface, and it was also very straightforward to notice the menus and sub menus. However, the term deposit account service was far more difficult to find, as it was in the last column (of three), and the services are only shown when I hover over the specific column. I believe I changed webpages over 15 times until I found the correct page. The user experience would have been better if the services didn’t require me to hover over the columns to be shown.

Then moving on to **HSBC**, I was asked to start with the fixed term deposit this time, and intuitively, I searched in the top drop-down menu and found it quicky as it was in the first (left-most) column. The same also applies to the personal loan task, which I found in little to no time due to the clarity of the services within the menu. Overall, although the UI from BNF was better, this website felt easier to navigate, as I felt the services were presented better. I prioritize a menu with all relevant services over a high level of UI.

Lastly, whilst using the **Lombard Bank** website, I found both services within seconds, as the layout is quite similar to HSBC. Although the deposit accounts page was full of text, personally I found it helpful, as I have a high level of patience when it comes to browsing, and I think it helps that I’ve been in IT for over 20 years. But I do understand if the general person would find that amount of text in one webpage frustrating. Although the layout is like HSBC, I do prefer HSBC more, as I feel it’s more user friendly.

**Researcher remarks:**

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