# Participant 8

**Interviewee comments:**

Starting with **BNF Bank**, the landing page instantly caught my attention, with a calming a visually pleasing colour scheme and layout. The first task had me attempt to find the personal loan service, which I found within seconds, as the layout and menus were quite straightforward. For the second task, I thought I completed it and concluded that portion of the experiment. Rather than ending on the fixed term deposit account service, I stopped on the internet banking term deposit. I think this was due to how similar the service names are, but nonetheless I failed to locate the service. Another important factor which affected this is the fact that the service is not listed under the appropriate category in my opinion.

Then moving on to **Lombard Bank**, I found the drop-down menu to be easily recognizable and straightforward to navigate. The services’ placement was helpful, as everything was collated together with meaning. I found both the personal loan page and the deposit accounts page without any issues and in good. Although the user interface does not come close to that of BNF, the services were still accessible, and navigation was quite easy.

Lastly, using **HSBC**, I also located both services within seconds, it took me slightly longer to find the fixed term deposit account, as it was listed at the bottom of the services list. Even though I found the services easily, I still think that the top drop-down menu is not easy to identify, as I initially thought it was a non-interactable section with headers and titles. The experience was very similar to that of Lombard.

**Researcher remarks:**

The participant completed 5/6 tasks, the failed task was due to them thinking they found the correct page, but was just a similar service.