

# Usability Testing of Navigation on a Bank Website

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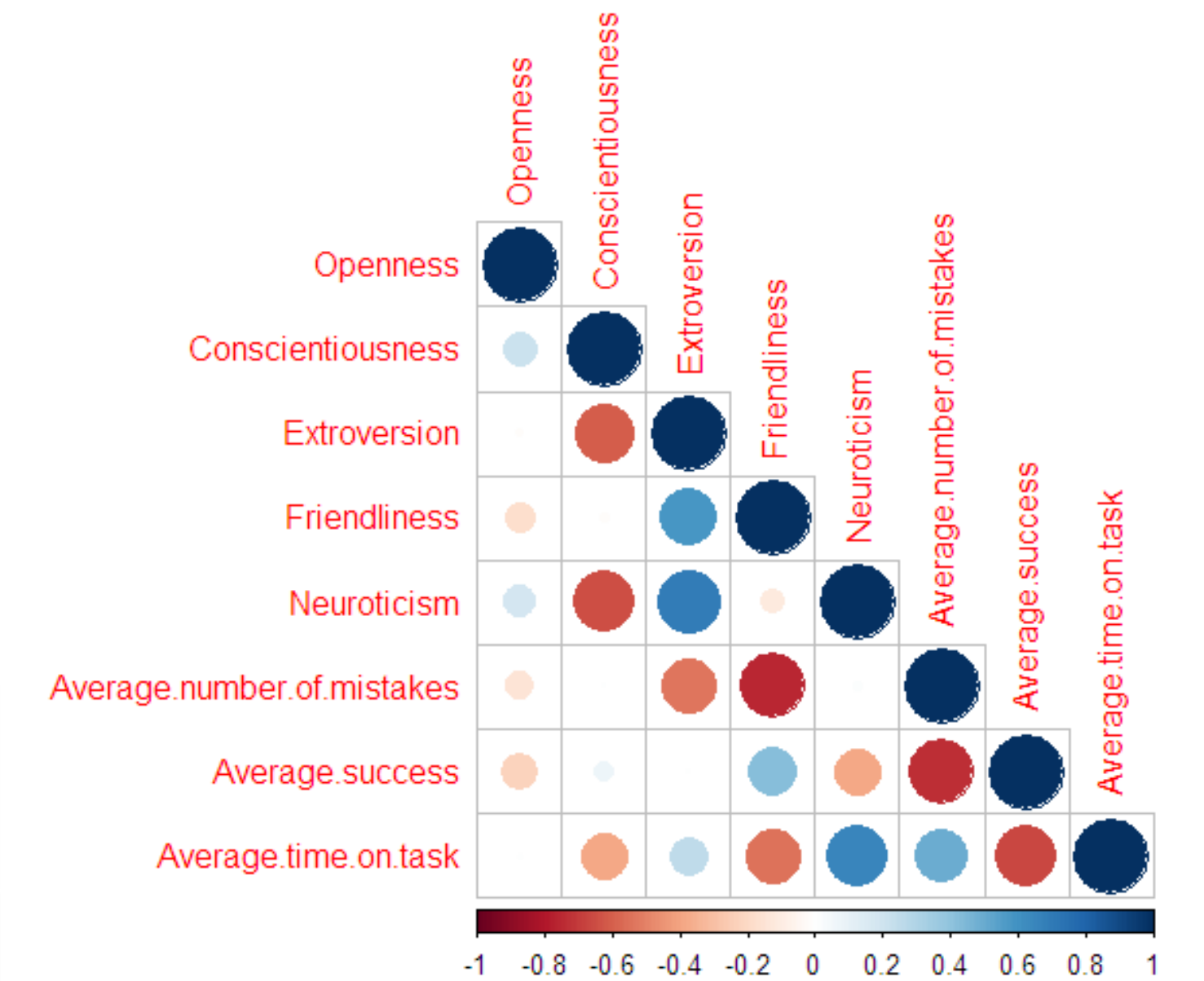
## Goals

- ❖ test usability of a website in the banking domain and its navigation
- ❖ identify usability issues in the interface and offer improvements
- ❖ implement recommendations and test the website again
- ❖ collect information about personality of participants and use it in evaluation
- ❖ employing eye tracking

## Formative study

- ❖ 7 participants
- ❖ tasks aimed at students
- ❖ metrics - time on tasks and success
- ❖ correlations between types of personalities and metrics
- ❖ problematic areas according to metrics:
  - ❖ too much information in unstructured text
  - ❖ missing FAQ
  - ❖ wrong help in search box in contacts (address)
  - ❖ faulty distribution of links in bottom menu

## Results



## Results

Tasks	Average success (%)	Average time on task (seconds)
1.	100	35.14
2.	85.7	59.86
3.	57.1	55.57
4.	28.5	127.57
5.	85.7	46.29
6.	71.4	82.71
7.	100	86.29
8.	28.5	107.86
9.	100	65.00

## Changes

Základné informácie o Študentskom účte FUN

ÚČET	Poplatok za vedenie	Karta	Internet banking	Výpis	Odoslané platby	Cestovné poistenie	Sporenie
Študentský účet FUN	2,50€ / 0,00€ (mesačne <sup>1)</sup> )	VISA Electron CL	✓	elektronicky (1x mesačne)	✓	✗	✓

<sup>1)</sup> Zľava z poplatku za vedenie bude uplatnená po splnení podmienok potrebných pre získanie zľavy.  
 ✓ Služba je zahrnutá v cene balíka  
 ✗ Služba nie je zahrnutá v cene balíka

## Summative study

- ❖ 20 participants
- ❖ metrics - time on tasks, success, time to first fixation, fixation duration
- ❖ improvements based on formative study:
  - ❖ basic information entered into the table
  - ❖ added FAQ into bottom menu
  - ❖ provided better help in the search box in contacts (location) and linked map with Google maps
  - ❖ organized items in the bottom menu according to context

