

Usability Testing of Navigation on a Bank Website

Veronika BALÁŽOVÁ*

*Slovak University of Technology in Bratislava
Faculty of Informatics and Information Technologies
Ilkovičova 2, 842 16 Bratislava, Slovakia
veronika@balazova.sk*

Nowadays, when almost everything can be found on the Web, it is important for the websites to be as usable, user-friendly and easily searchable for what the users need as possible. In addition, it is now true more than ever before that “competition is just one click away from us”. That means if a website does not give the users exactly what they need, they leave the page and look for the information somewhere else, or this experience makes them dissatisfied, angry, or frustrated.

A user interface of a website determines how the users will use the site - whether they will effectively reach their goals, less effectively, or not at all. Therefore, it is important to improve user experience of a website in order to find information in the most effective way. This may be also related to the fact, what kind of person the user is.

The main goal of our work is to test and improve user experience and usability of a website in the banking domain, mainly navigation which is on the website. According to [2], good navigation is one of the most important things on the website, because when people cannot find what they want, they will not stay on the website and maybe they will not come back again.

We conduct a study that aims to test the usability. Our first goal is to identify usability issues in the interface and then offer improvements, therefore we conduct a formative study. Secondly, after proposing sites improvements we try to implement the remedies to eliminate these errors. Newly designed version of the page is tested based on user studies and compared with the previous version. In both studies we use eye tracking to get a better understanding of the participants' actions . In addition, we assume that a type of users' personalities can influence the way, how they solve tasks and problems on the website. For this purpose, in both studies we collect also the information on the participants' personalities using the standardised Big Five questionnaire [1].

* Supervisor: Róbert Móro, Institute of Informatics, Information Systems and Software Engineering

The initial results shown that there are some correlations between types of personalities and metrics, which are average time on task, average success and average number of mistakes and these correlations are shown in Figure 1.

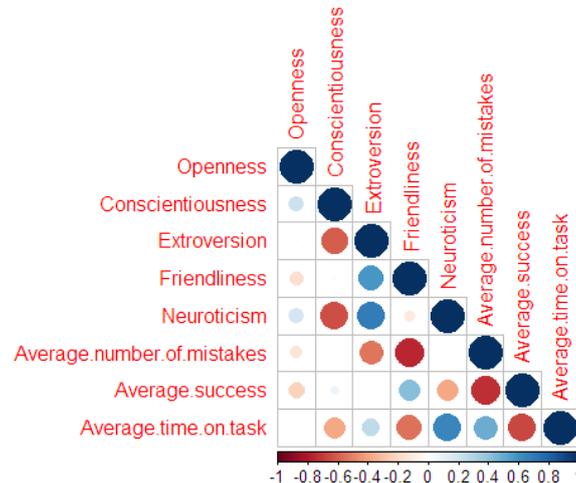


Figure 1. Correlation matrix showing correlations between the personal characteristic of the participants and some of the measured metrics.

To evaluate the value of our improvements we use appropriate metrics, such as time to first fixation, total fixation duration and also time on tasks, number of mistakes and success. We expect, that there will be higher success rates and lower time in solving the tasks.

Extended version was published in Proc. of the 12th Student Research Conference in Informatics and Information Technologies (IIT.SRC 2016), STU Bratislava..

Acknowledgement. This contribution was created with kind support of ČSOB Foundation and is partial result of the project University Science Park of STU Bratislava, ITMS 26240220084, co-funded by the ERDF.

References

- [1] Hřebíčková M.: *Five-factor Model in the Psychology of the Personality: Approaches, Diagnostics, and Application* (in Czech). Praha: Grada Publishing, a.s., (2012), p. 256. ISBN 987-80-247-7453-4.
- [2] Krug, S.: *Don't Make Me Think Revisited: A Common Sense Approach to Web and Mobile Usability*. New Riders, (2006). ISBN 987-0-321-96551-6.