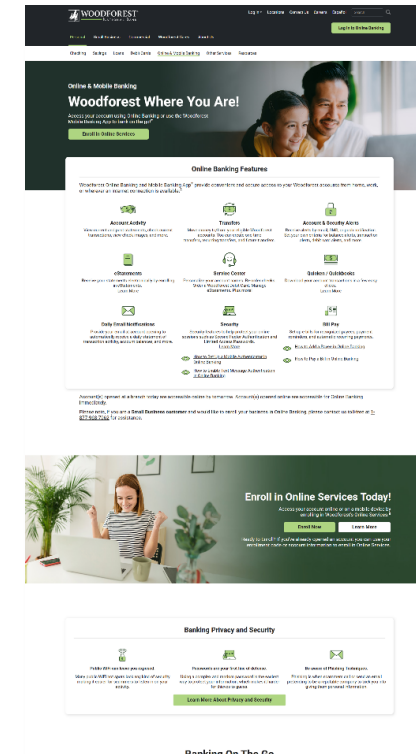
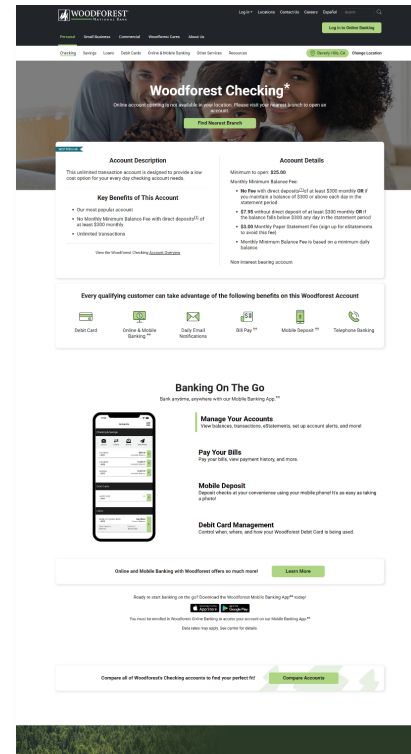
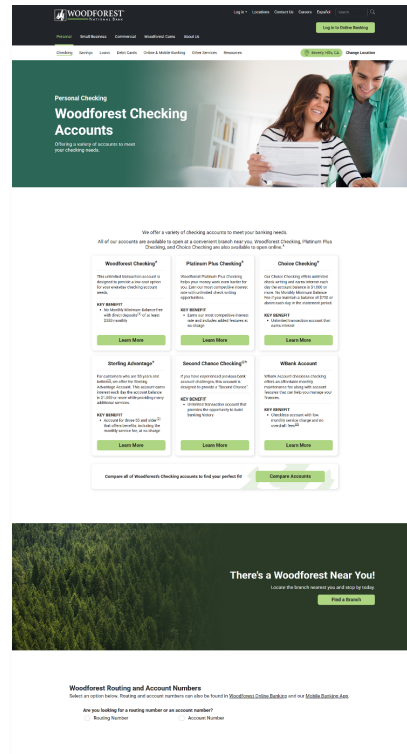
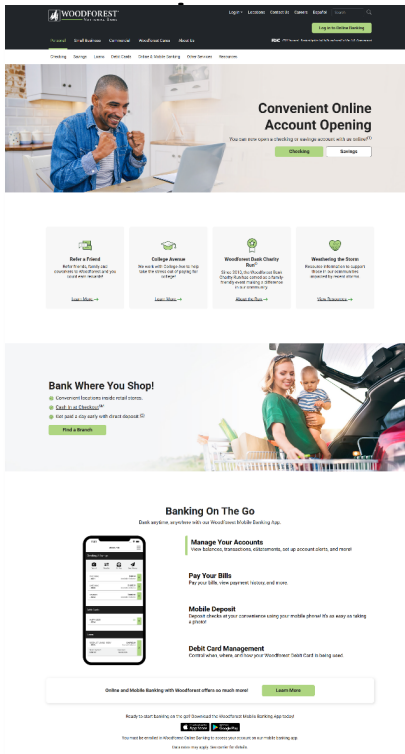


UX Research Study Results

Website Overall Design (Desktop)

User Test Overview

An interactive prototype displaying four pages developed to facilitate user testing and gather feedback on the website's first impressions, layout clarity, readability, brand alignment, consistency, and overall aesthetic appeal.



Review
Interactive
Prototype

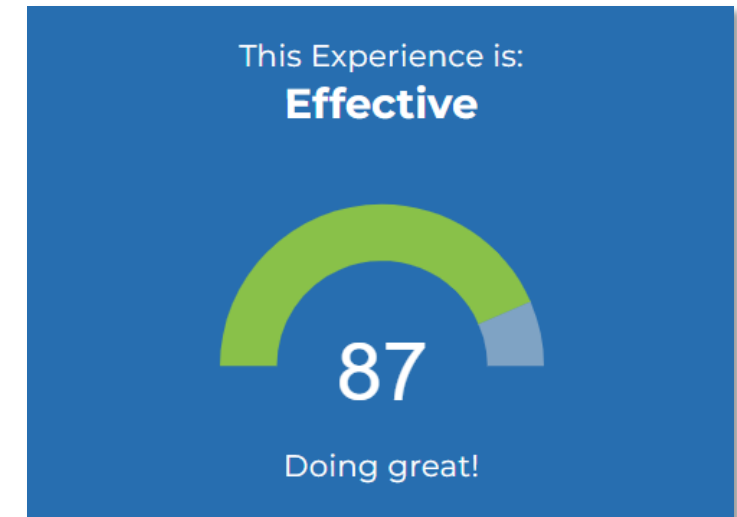
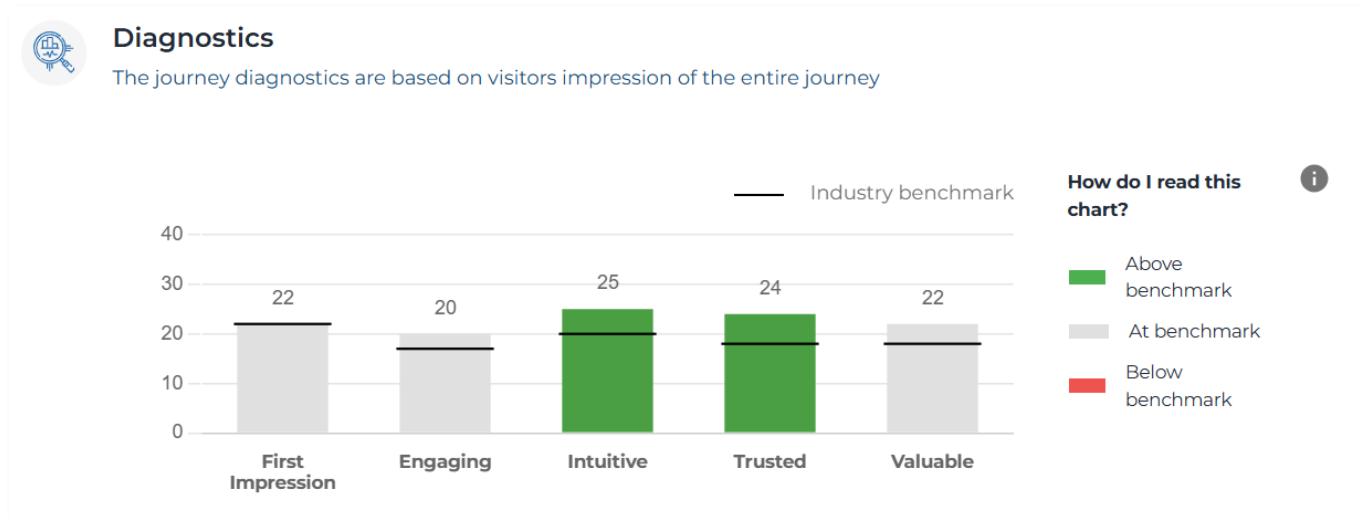


User Test Overview

Research Goal: Evaluate how effectively the website's visual design supports a positive and intuitive user experience

- Do visual elements enhance usability, build trust, and reflect the brand's identity?

Participants: 121 testers reviewed the interactive prototype and provided feedback.



[View WEVO Test Dashboard](#)

Test Participant Audience

Anyone under the age of 65 who has visited their bank's website in the past three months.

Key Insight Categories

We've grouped the feedback into three key categories to help frame the discussion. These are high-level themes based on patterns we observed across user input.

- 1. Appealing Visual Design & Brand Consistency**
- 2. Ease of Website Structure and Page Layouts**
- 3. Page Length and Balance**

We'll walk through each category in more detail over the next few slides.



Appealing Visual Design & Brand Consistency

Key Insights

Appealing Visual Design & Brand Consistency

The color scheme used was seen as being appropriate for a banking website, as well as calming.

The visuals used were also seen as being a positive representation of Woodforest, and the kind of experience they would offer; also, they found the use of visuals and icons to be very or extremely relevant and supportive.



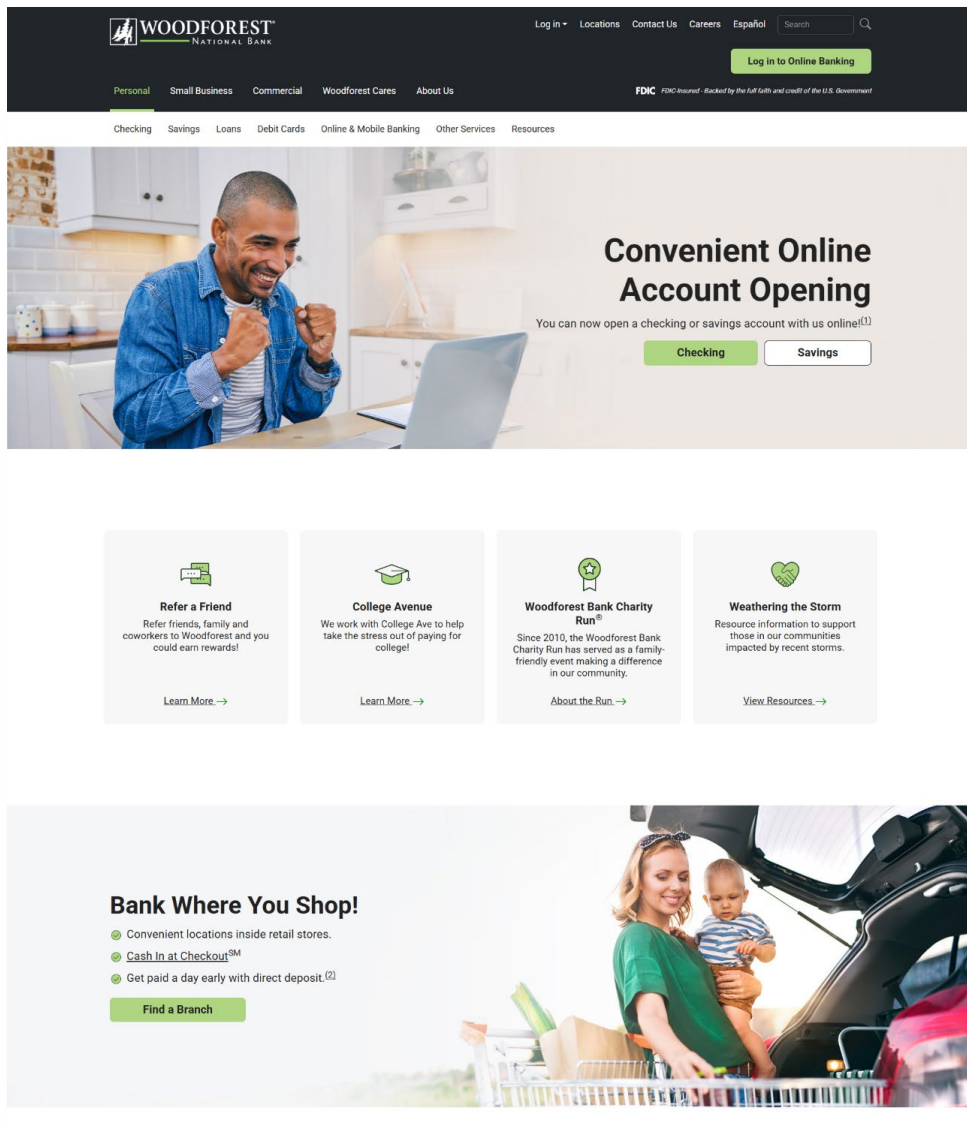
"I thought it was bright and the colors mixed well. I also found it soothing. The pictures were a good match as well, although I would have liked to have seen them more realistic."

Female, 45 - 54, High School Diploma/GED, \$100k - \$150k, 45-54, Yes



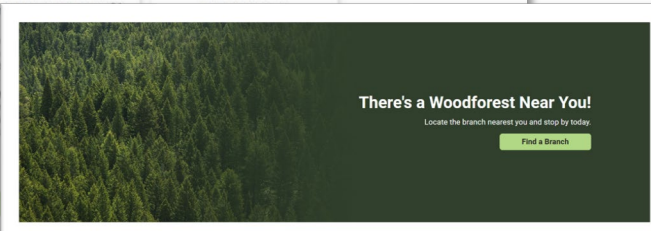
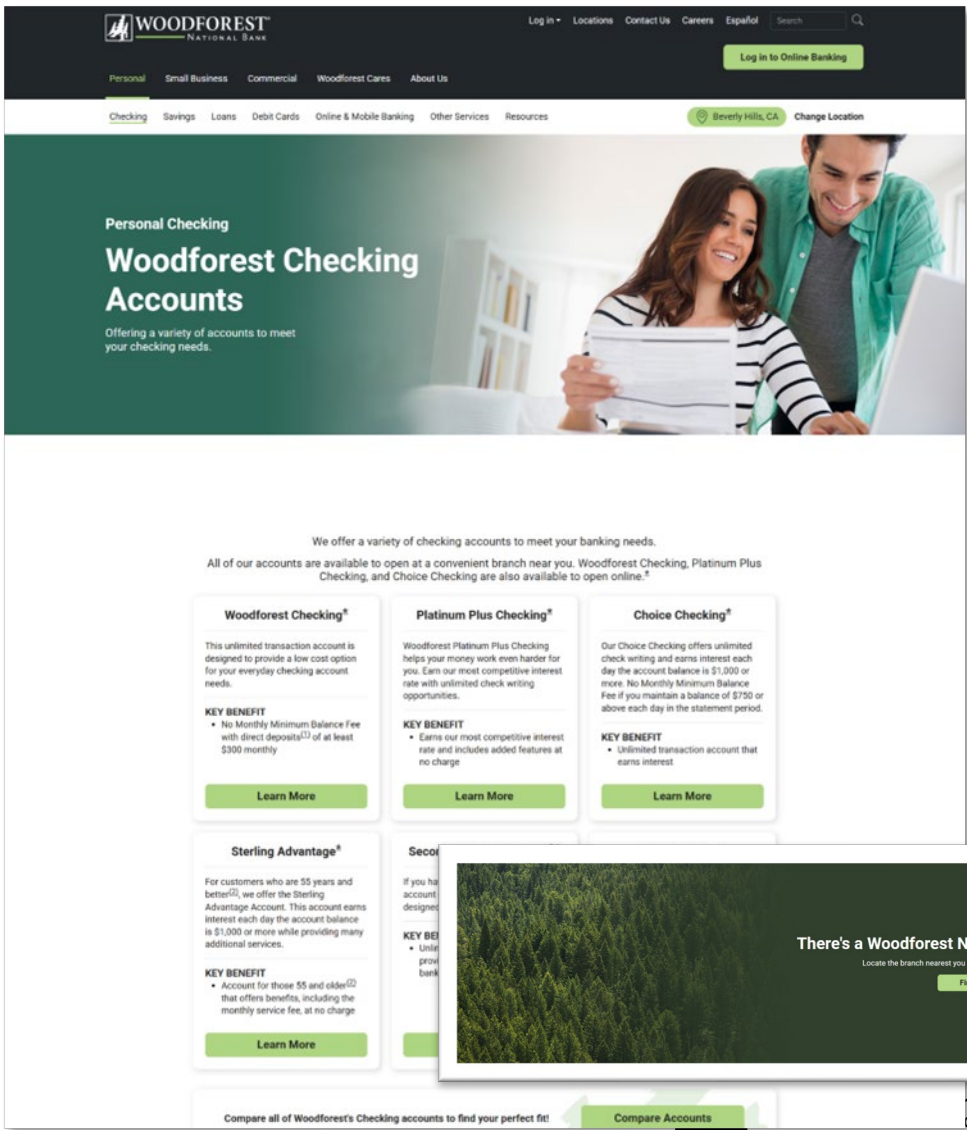
"The green color on a dark background is very calm and soothing."

Female, 55 - 64, Some College, \$0 - \$50k, 55-65, Yes



☀️
?"The colors were bright enough to make it attractive and pleasant to be on, without making things hard to read or so dark or bright that I would have to strain my eyes."
Female, 45 - 54, Bachelor's Degree or Higher, \$100k - \$150k, 45-54, Yes

☀️
?"white and green are a great contrast they pop out the black font. The Green vast forest in the background compliments the website very well."
Female, 35 - 44, High School Diploma/GED, \$100k - \$150k, 35-44, Yes



WOODFOREST
NATIONAL BANK

Appealing Visual Design & Brand Consistency

78.5% of test participants found our website moderately, very, or extremely appealing.

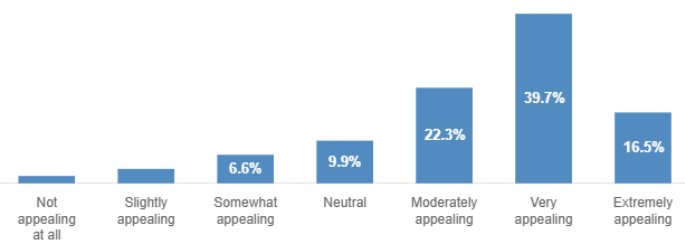


Visual Appeal

Customized questions made to visitors about the experience

How visually appealing did you find the design of this website?

JOURNEY LEVEL



79.3% of test participants found our colors and contrast made content moderately, very, or extremely effectively stand out.

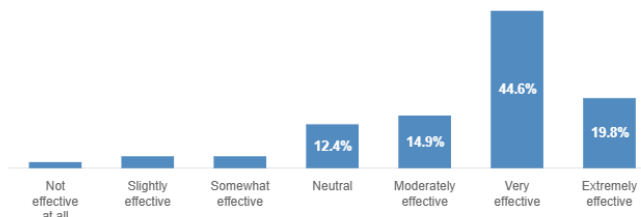


Color Impact

Customized questions made to visitors about the experience

How effective were the colors and contrast in making content stand out clearly?

JOURNEY LEVEL



77.7% test participants found our images and icons moderately, very, or extremely helpful to understand content.

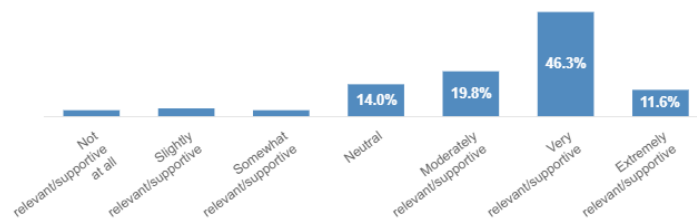


Imagery

Customized questions made to visitors about the experience

How relevant and supportive were the images and icons in helping you understand the content?

JOURNEY LEVEL





Ease of Website Structure and Page Layouts

Key Insights

Ease of Website Structure and Page Layouts

Most felt they were able to immediately find the content they were looking for, due in part to the location of key content, the visual bolding of important information, and use of icons to direct their attention.



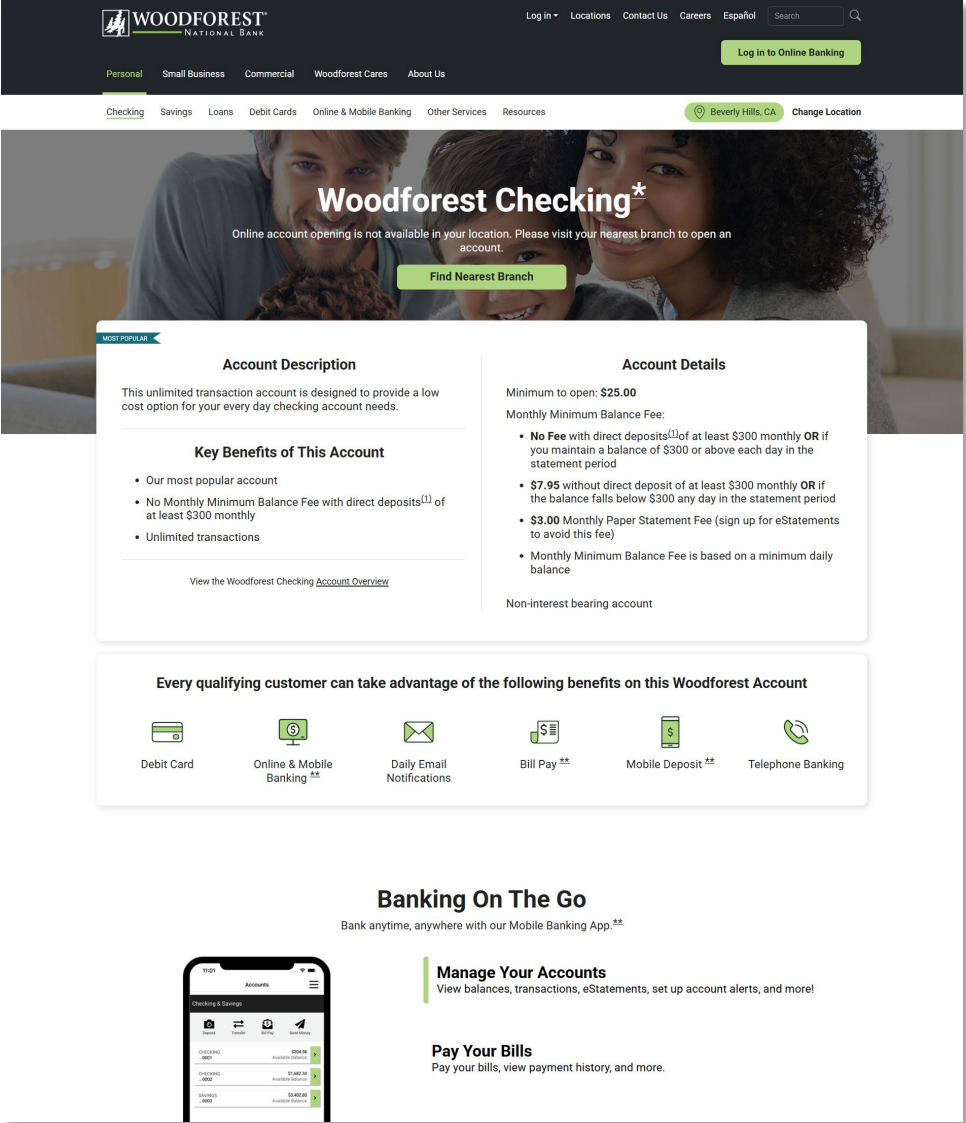
"Everything was laid out in a very easy to see and detailed manner. The options for each particular item was in the location one would expect it to be in if they were wanting to make an inquiry for that particular category. The print was bold and legible. The inquiry buttons stood out and were easily noticeable."

Female, 45 - 54, Some College, \$50k - \$100k, 45-54, Yes



"The layout is quite user friendly and full of important information about different types of accounts"

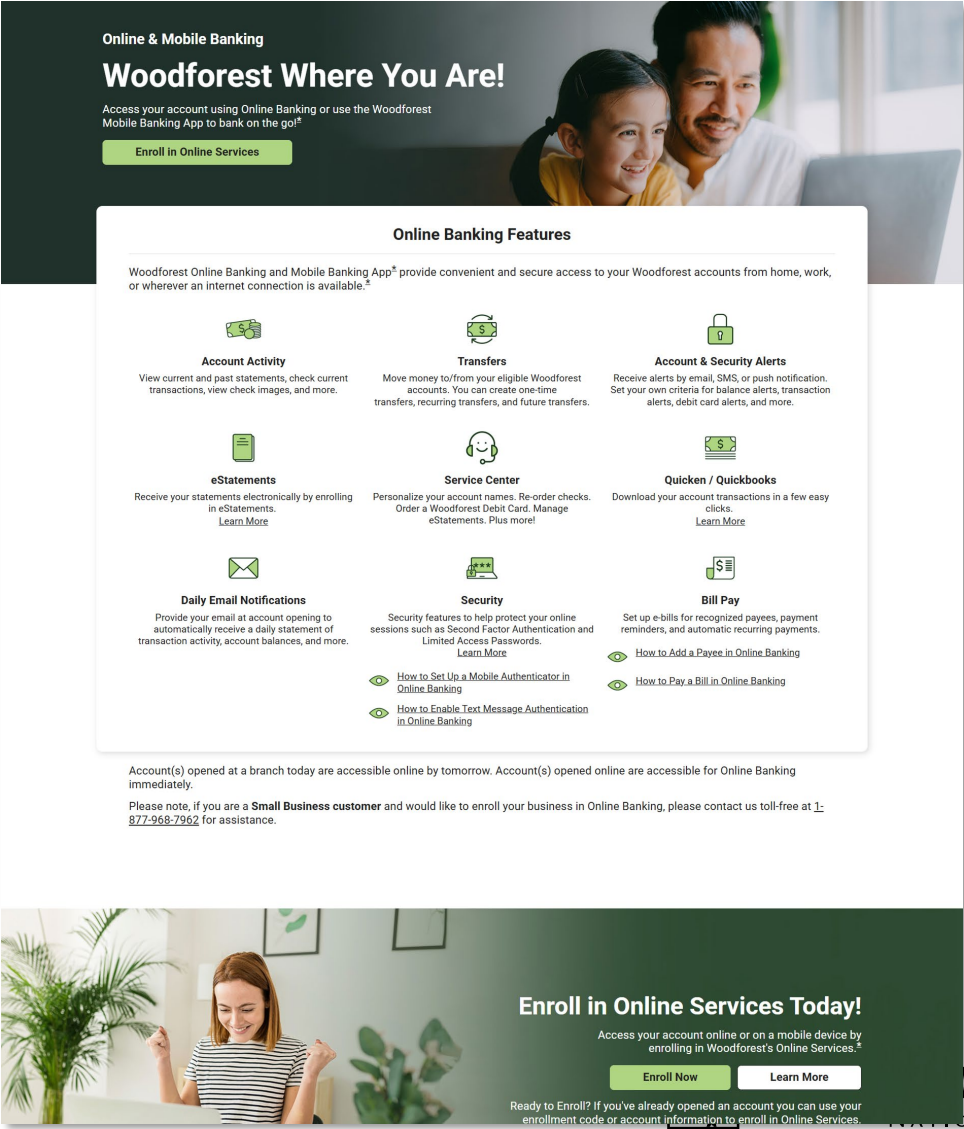
Female, 55 - 64, Some College, \$50k - \$100k, 55-65, Yes



Testimonial:

"The icons were the biggest factor in making me know what content was where. I liked that it was easy to find and made information easy to find."

Female, 45 - 54, High School Diploma/GED, \$100k - \$150k, 45-54, Yes



Ease of Website Structure and Page Layouts

72.7% of test participants felt the layout of the pages were balanced or very balanced.

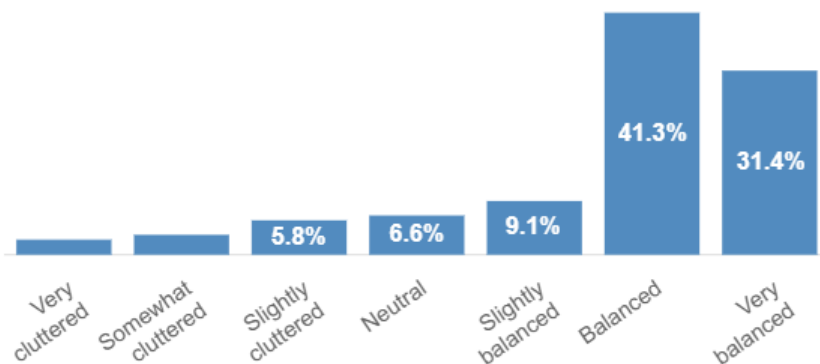


Layout

Customized questions made to visitors about the experience

How balanced and uncluttered did the layout of the pages feel?

JOURNEY LEVEL



86.8% of test participants felt scanning the page to quickly spot important information somewhat easy, easy, or very easy.

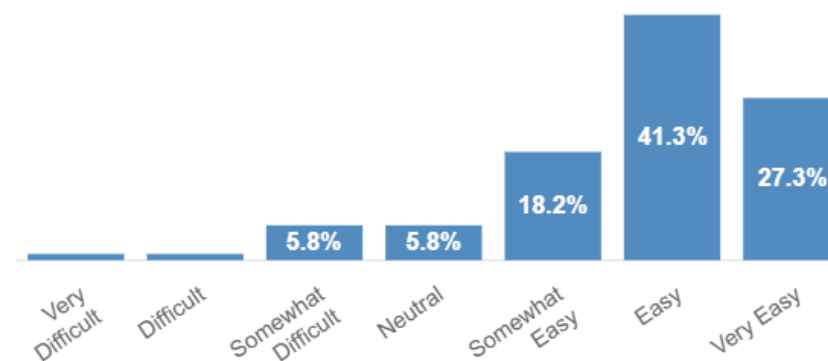


Ease of Scanning

Customized questions made to visitors about the experience

How easy was it to scan the page and quickly spot the most important information?

JOURNEY LEVEL





Page Length and Balance

Key Insights

Page Length and Balance

Most found the pages to be balanced and well structured, with clear sections and categories.

In particular, there were users who felt the spacing between information contributing to a sense of balance on the pages.



"It was a very balanced page. There were the right amount of photographs to give the bank a personal feel and not overwhelm the user with nothing but words. The boxes provided organization and made the page efficient."

Female, 45 - 54, Bachelor's Degree or Higher, \$100k - \$150k, 45-54, Yes



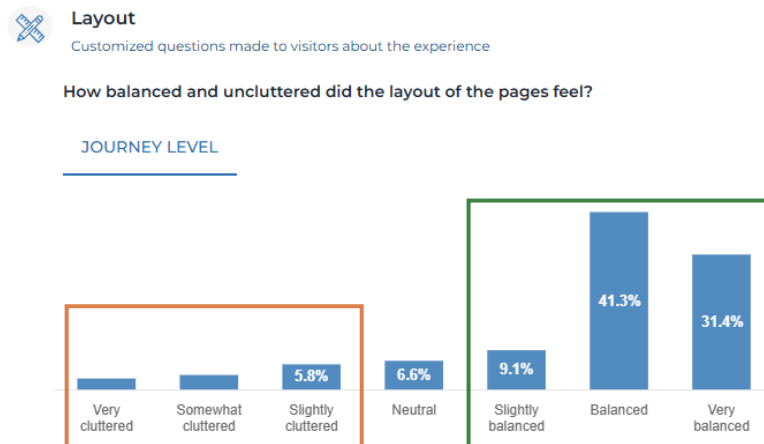
"The entire website looked to be very balanced. The boxes and information was symmetrical on each page which creates visual balance."

Female, 45 - 54, Some College, \$50k - \$100k, 45-54, Yes

Improvement Opportunity: Eliminate Excess on Pages

While scanning was easy for many, there were those who felt the pages contained too much content and required too much scrolling.

In addition, while layout of the pages and visuals felt balanced and supportive, there were those who felt some of the content was not fully relevant to them.



While **81.8%** of prospective users found the layout of the pages to be **slightly balanced, balanced or very balanced**, **12%** said they found the layout of the pages to be **cluttered, slightly cluttered or very cluttered**.

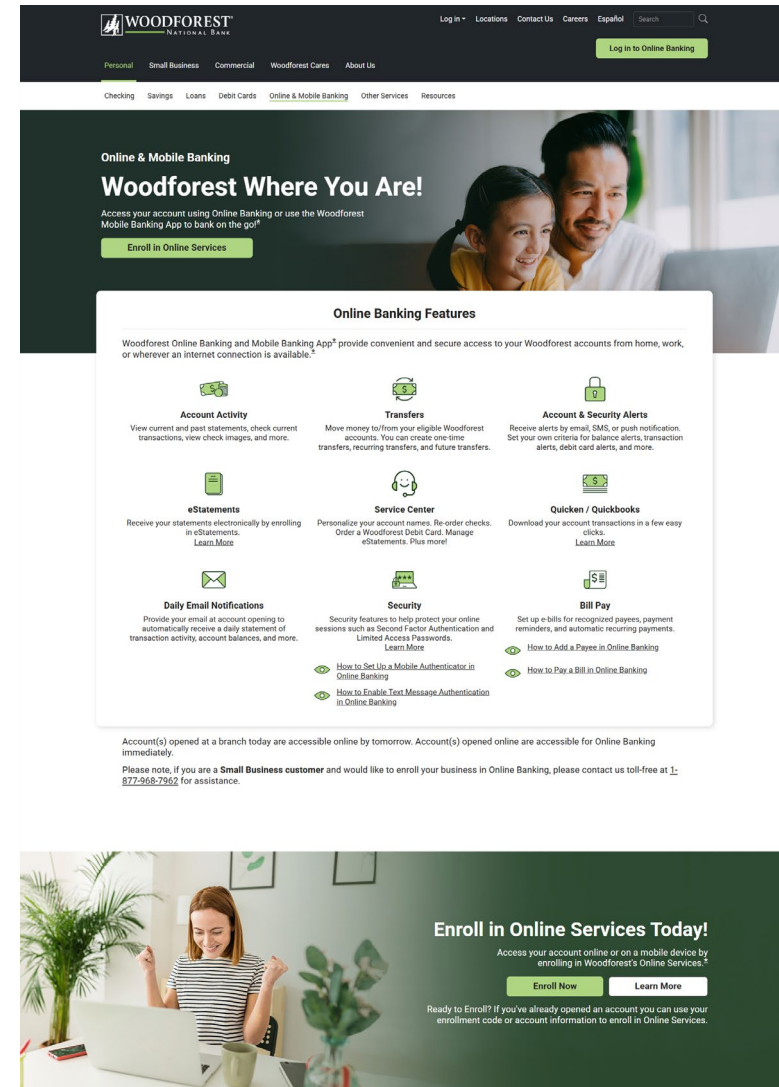


Looking ahead

Design Considerations

Next Steps

- Review content structure of major webpages:
 - Discuss what content is needed
 - Possibly trim content that's not needed



Questions?

Thank you

Daniel Glaze

UX Design Team

Woodforest National Bank

Reach out to Daniel.Glaze@woodforest.com for questions or comments.