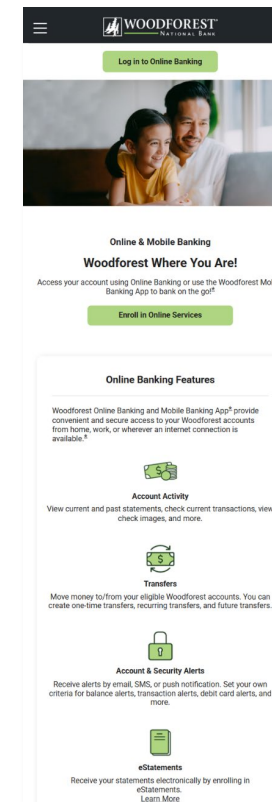
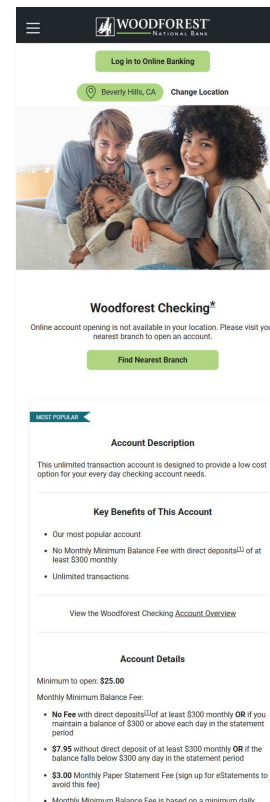
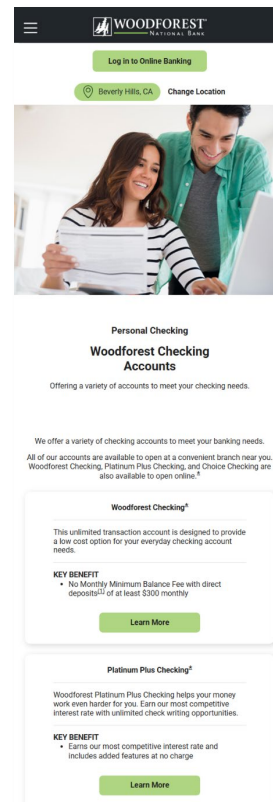
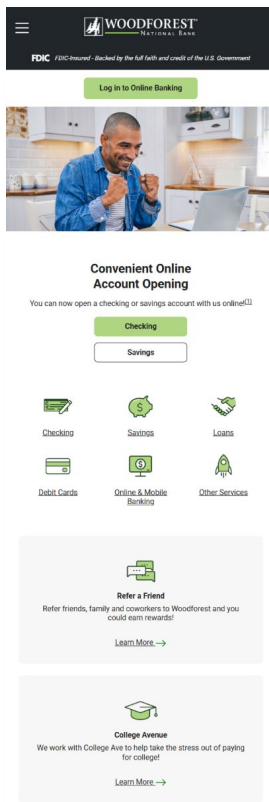


UX Research Study Results

Website Overall Design (Mobile)

User Test Overview

An interactive mobile device 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

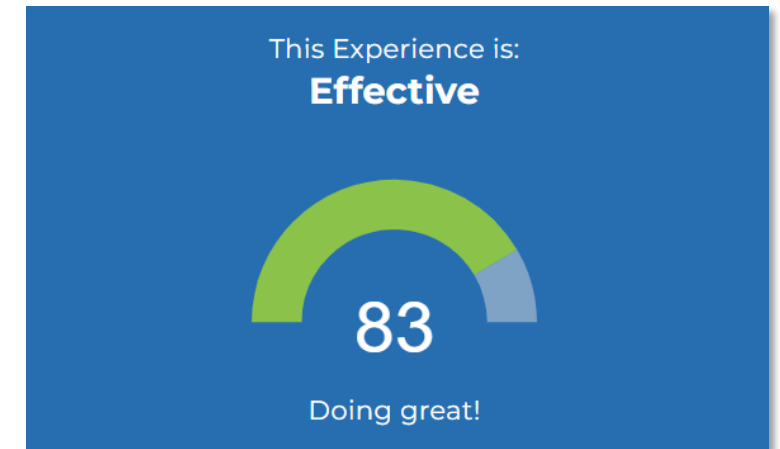
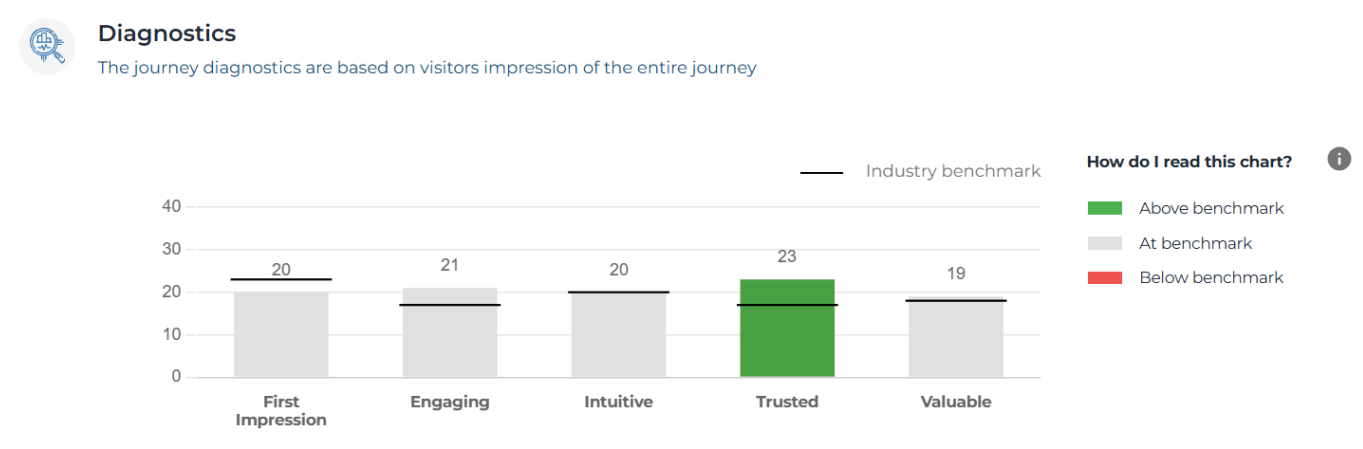


User Test Overview

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: 126 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 & Scannability**
- 2. Use of Color/Icons and Imagery**
- 3. Page Length and Balance**

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



Appealing Visual Design & Scanability

Key Insights

Appealing Visual Design & Scanability

Most found the website appealing and commented on the professional design, calming color scheme and clean layout.

Those who found the pages to be appealing commented on the professional, attractive design and tasteful color scheme and the straightforward design of the pages enabled users to easily scan the content to find what they were looking for.



"Just the design of the webpages exudes confidence and professionalism, if I came across this site I would find it interesting, and intriguing. Definitely worth trying out."

Male, 55 - 64, High School Diploma/GED, \$50k - \$100k, 55-65, Yes



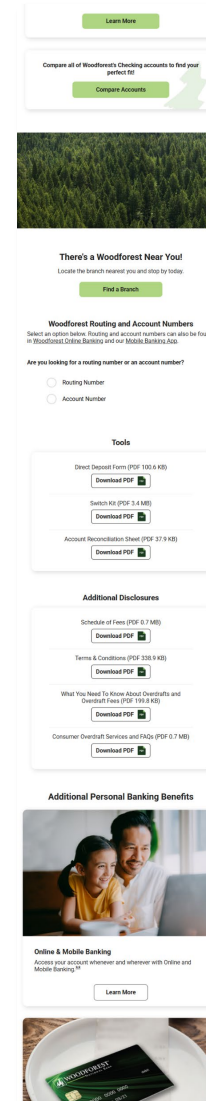
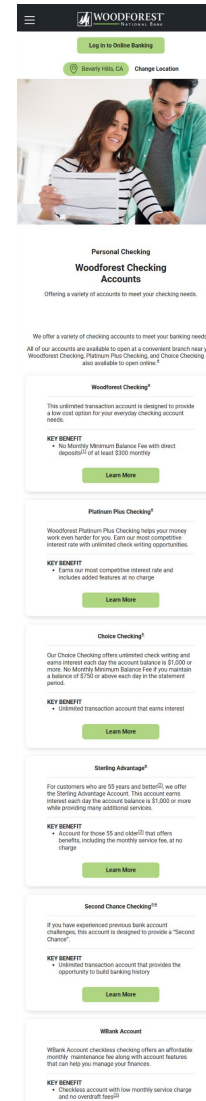
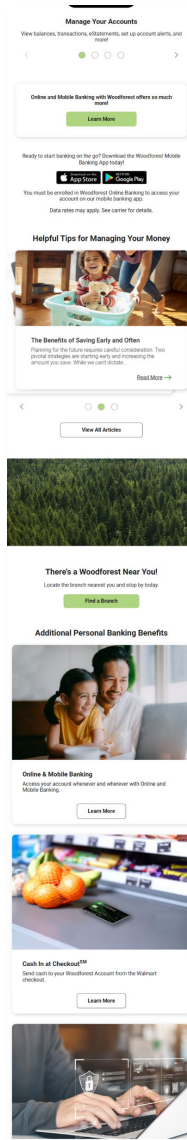
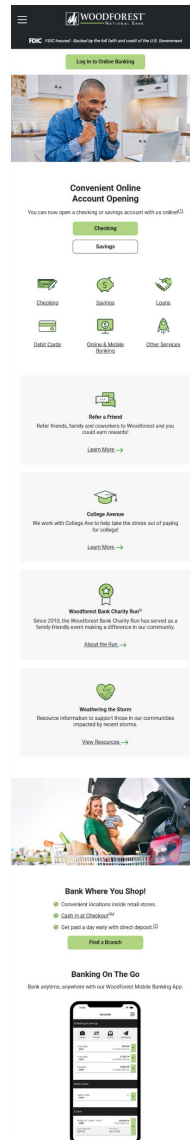
"I didn't have to search and search to find exactly what I would need. It was all in plain sight, easy to access. Typically when you have to search and search for things, it feels like there's something they don't want you to know. It's very frustrating."

Female, 45 - 54, High School Diploma/GED, \$0 - \$50k, 45-54, Yes



"The pictures showed diversity in clients. The touches of green throughout the website were perfect, just enough, not too much."

Female, 35 - 44, Associate's Degree, \$0 - \$50k, 35-44, Yes



"Everything was well laid out. Super easy to navigate to find exactly what I would need."

Female, 45 - 54, High School Diploma/GED, \$0 - \$50k, 45-54, Yes



Appealing Visual Design & Scanability

74.6% of test participants found our website moderately, very, or extremely appealing.

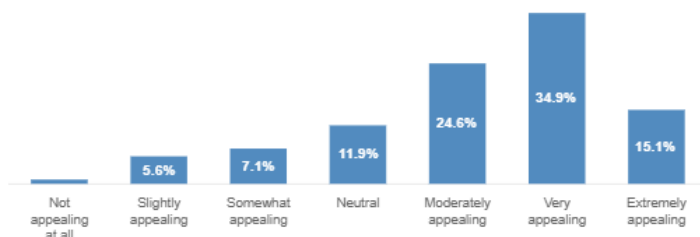


Visual Appeal

Customized questions made to visitors about the experience

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

JOURNEY LEVEL



83.3% of test participants felt scanning the page to quickly spot important information somewhat easy, easy, or very easy.

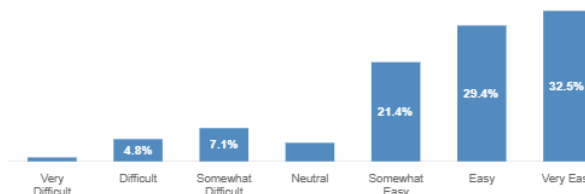


Ease of Scanning

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



75.4% test participants felt the layout of the pages were balanced or very balanced.

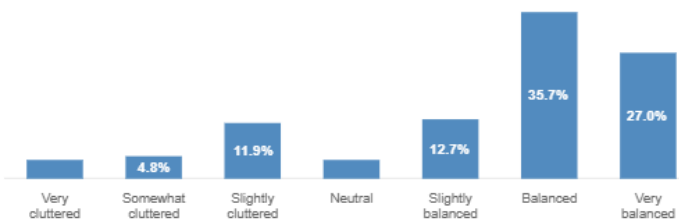


Layout

Customized questions made to visitors about the experience

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

JOURNEY LEVEL





Use of Color/Icons and Imagery

Key Insights

Use of Color/Icons and Imagery

Most felt white and green colors created a soothing presence with effective use of black, while also creating contrast for easy readability. The images and icons were seen as being clear and useful to respondents.



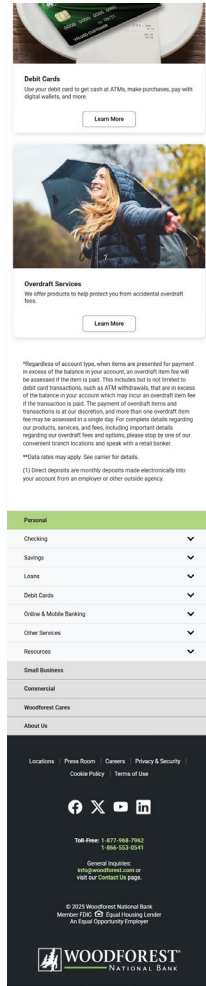
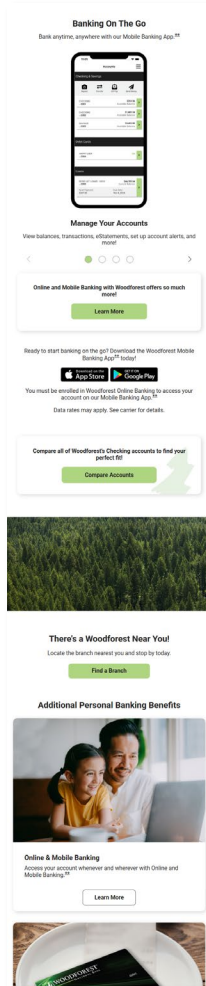
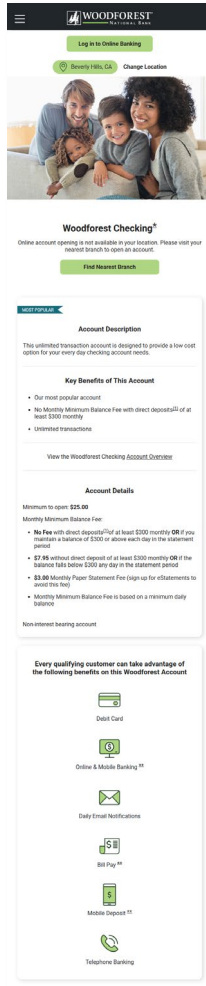
"The black and white is classic and easy to read. The green accents harken to the name of the company without interfering with legibility. Green also makes sense for a bank, as it tends to be soothing and is the color of money."

Female, 35 - 44, Some College, \$0 - \$50k, 35-44, Yes



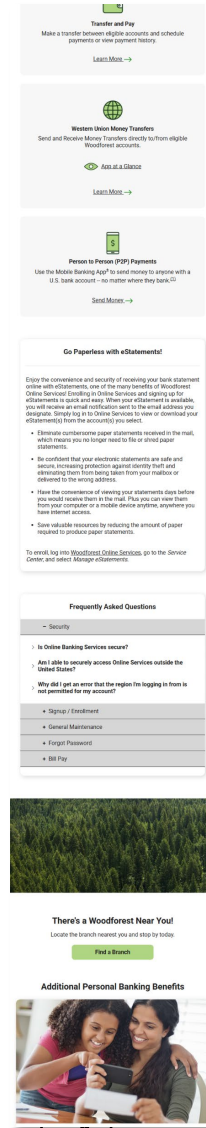
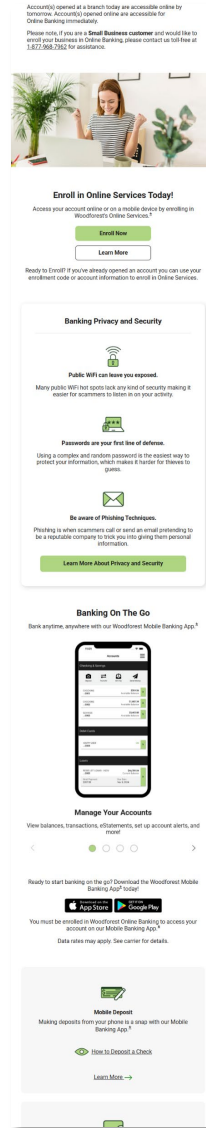
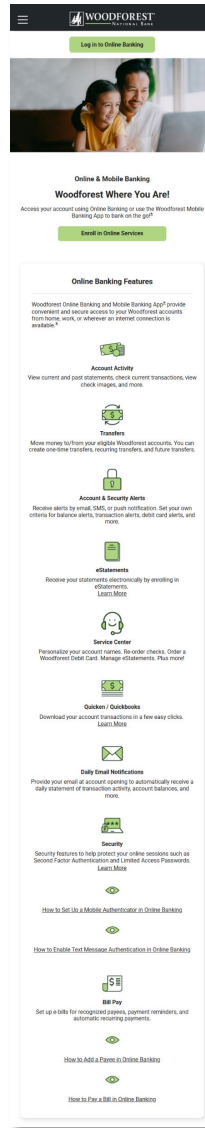
"The images were on point and great representation of the information."

Female, 45 - 54, High School Diploma/GED, \$0 - \$50k, 45-54, Yes



 "The colors were easy on the eyes, not flashy, or too bold. Its a well designed page."

Male, 55 - 64, High School Diploma/GED, \$50k - \$100k, 55-65 , Yes



 "The pictures on the pages helped to support the information about the bank very well."

Female, 55 - 64, Bachelor's Degree or Higher, \$150k+, 55-65 , Yes

Use of Color/Icons and Imagery

67.4% of test participants found our images and icons moderately, very, or extremely helpful understand content.

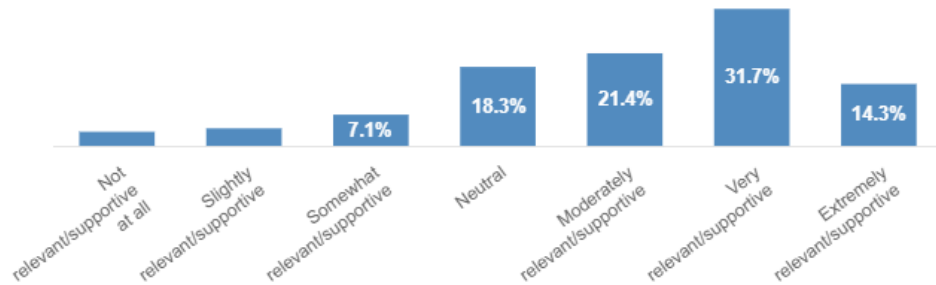


Imagery

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

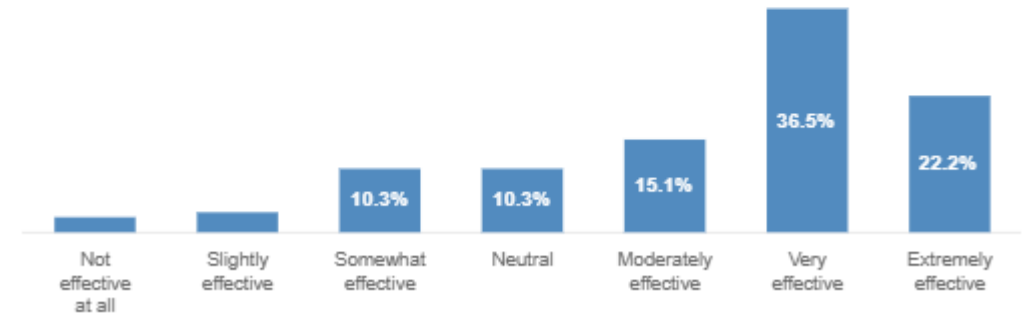


Color Impact

Customized questions made to visitors about the experience

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

JOURNEY LEVEL





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.



"There was perfect spacing in information, text and icons. It was nice to be broken up with images as well."

Female, 35 - 44, Bachelor's Degree or Higher, \$100k - \$150k, 35-44, Yes



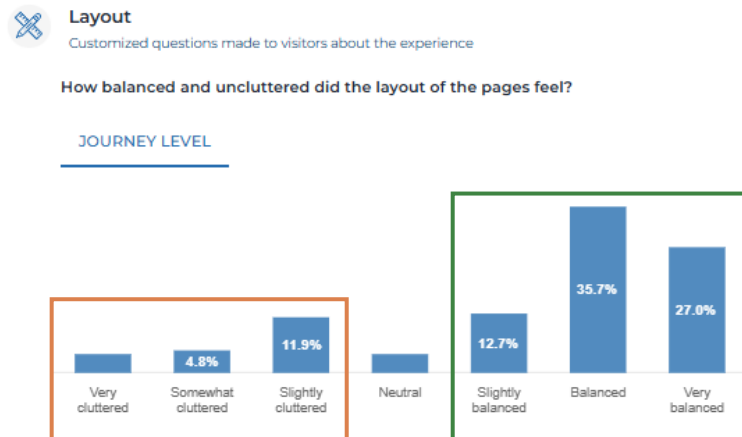
"The pages seem very balanced so it is clear to see what I need to find"

Female, 55 - 64, Associate's Degree, \$0 - \$50k, 55-65, Yes

Improvement Opportunity: Shorten Mobile Device 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 **75%** of prospective users found the layout of the pages to be **slightly balanced, balanced or very balanced**, **21%** said they found the layout of the pages to be **cluttered, slightly cluttered or very cluttered**.

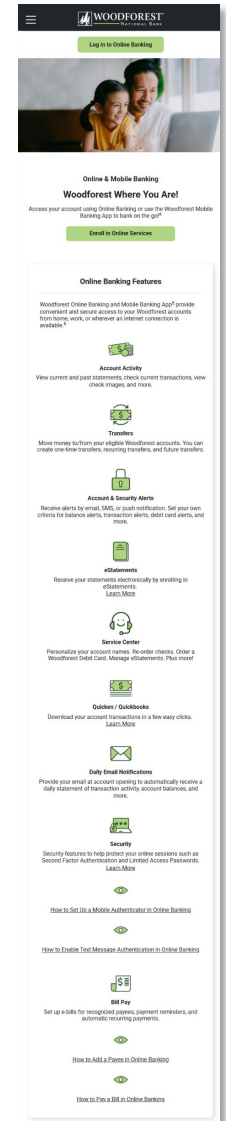
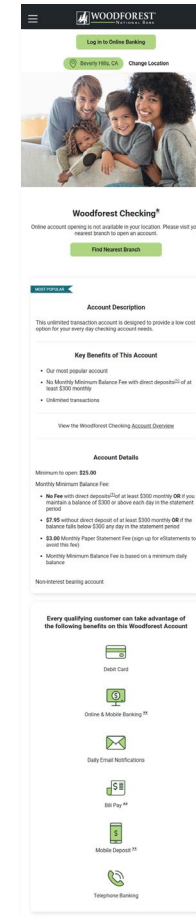
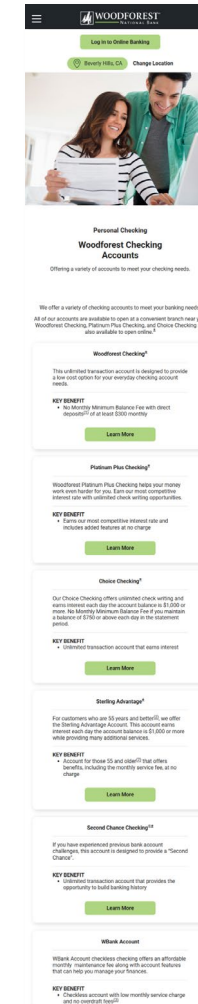
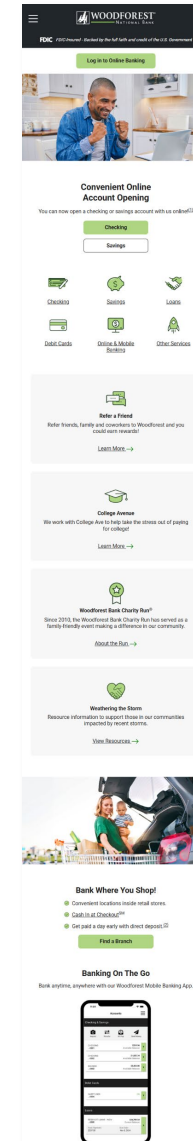


Looking ahead

Design Considerations

Next Steps

- Review content structure of major webpages:
 - Discuss what content is needed
 - Determine how to shorten pages on mobile viewing



Questions?

Thank you

Daniel Glaze

UX Design Team

Woodforest National Bank

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