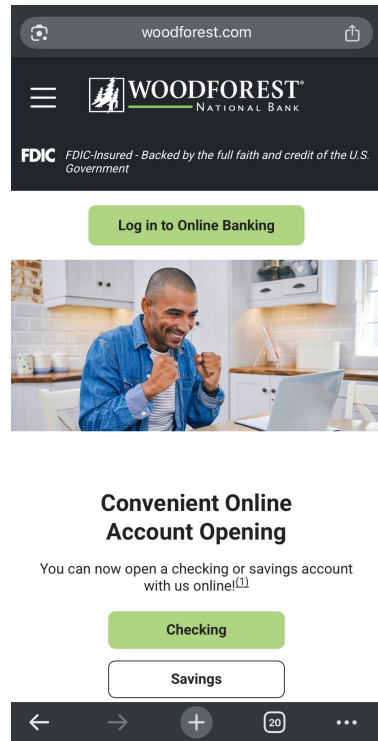


UX Research Study Results

Website UX/Functionality (Mobile Device)

User Test Overview

Our live site, on mobile view, was used to test user experience and overall functionality determined by a testers completing tasks.



[Link to website](#)

User Test Overview

Research Goal: How effectively the website enables users to complete tasks efficiently and intuitively by assessing if information is presented clearly.

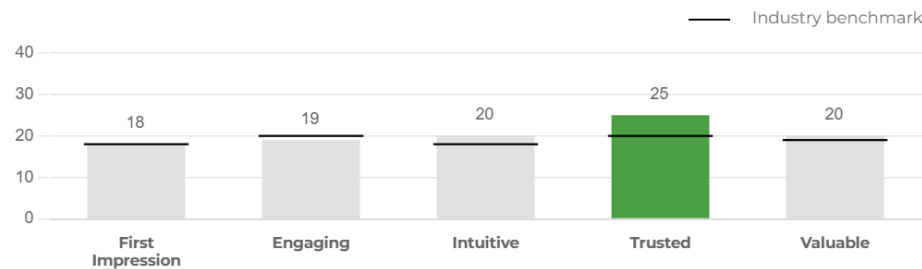
- Is there anything else they would expect to have on specific pages or within the site?

Participants: 123 testers reviewed the interactive prototype and provided feedback.



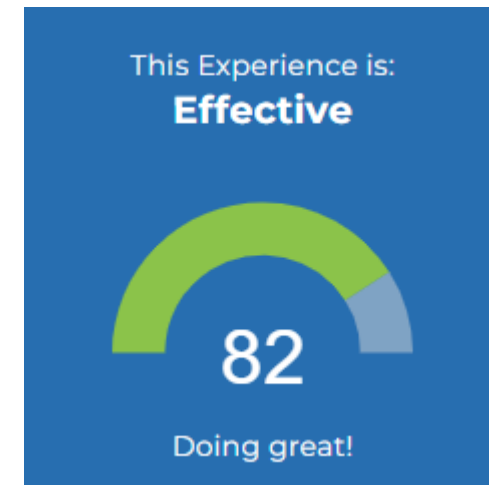
Diagnostics

The journey diagnostics are based on visitors impression of the entire journey



How do I read this chart?

- Above benchmark
- At benchmark
- Below benchmark



[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.

Task to Complete

- Start from the **Homepage** - <https://woodforest.com> – and proceed to the **Woodforest Checking page** and locate the *'Minimum to open'* amount
- Proceed to the **Online and Mobile Banking page** to observe the features and locate *the ninth feature listed*
- Proceed to the **Privacy & Security page** and locate the *phone number you need to immediately call to report fraud* to the bank
- Proceed to the **Contact Us page** and locate the *email address for general inquiries*
- Proceed to the **CRA & Community Development page** and locate the *bank's five community development initiatives*
- Proceed back to the **Homepage** and the *task is complete*

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. Website Structure and Consistency

2. Intuitive Features

3. Experience Ease and Effort

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



Website Structure and Consistency

Key Insights

Website Structure and Consistency

Most prospective users found the website's structure, navigation, and features intuitive and well-organized, with many reporting that they could easily find the information they needed and that elements behaved as expected.

Navigation was seen as consistent and predictable, supported by detailed drop-down menus, logical page organization, and a cohesive design that maintained familiarity across pages.



"Because the main navigation menu and design elements remained the same on every page, allowing me to always predict where to click next"

Male, 25 - 34, High School Diploma/GED, \$50k - \$100k, 25-34, Yes



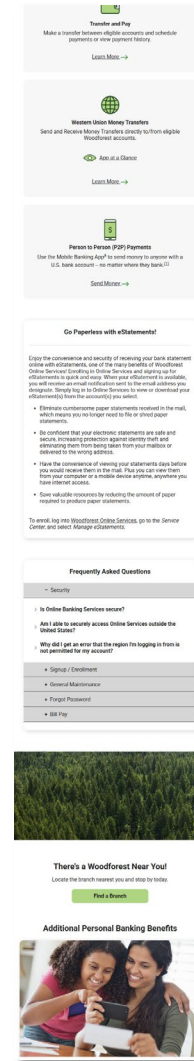
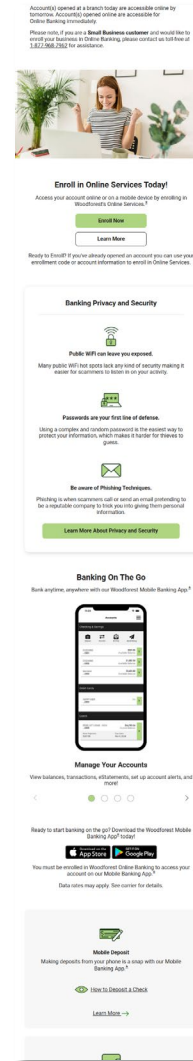
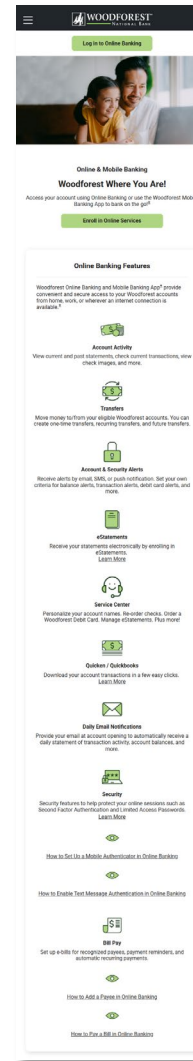
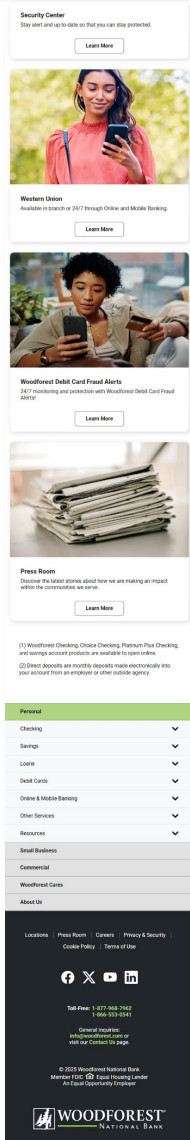
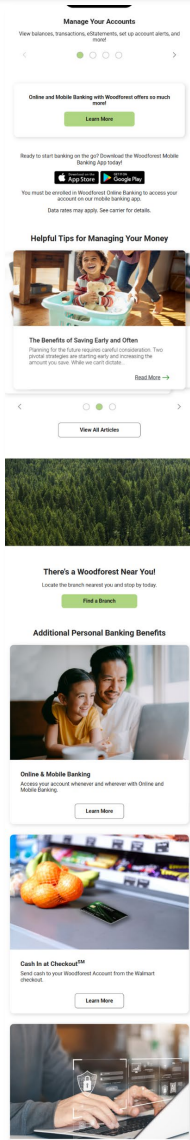
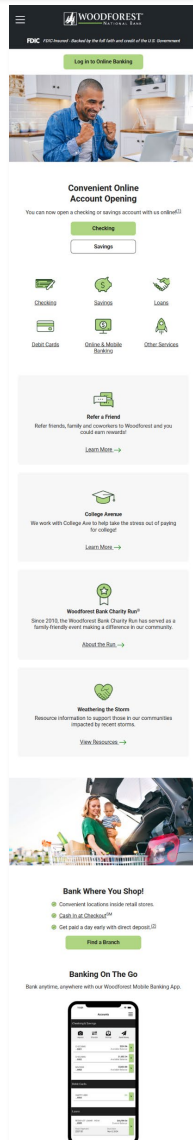
"It looked very professional and was very easy to find the information that would be important to you and your household financial needs."

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



"The flow of information and moving through the different sections together. Information was very easy and it did conform well."

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



"Each page brought you to the next objective."

Female, 25 - 34, High School Diploma/GED, \$0 - \$50k, 25-34, Yes



WOODFOREST
NATIONAL BANK

Website Structure and Consistency

74.8% of test participants found our website's structure matched their expectations to a moderate extent, large extent or completely.

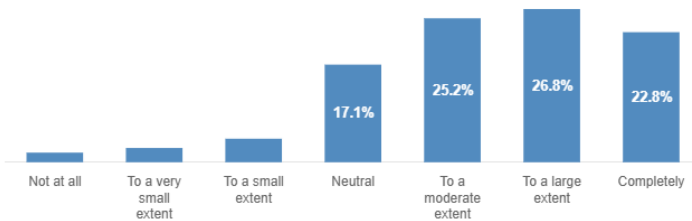


Website Structure

Customized questions made to visitors about the experience

To what extent did the website's structure match your expectations?

JOURNEY LEVEL

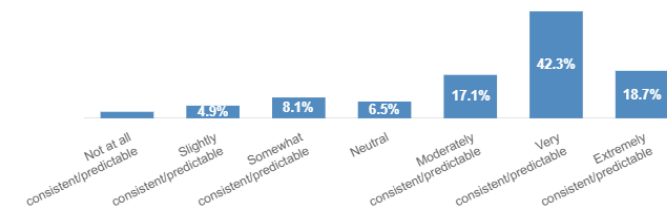


Consistency

Customized questions made to visitors about the experience

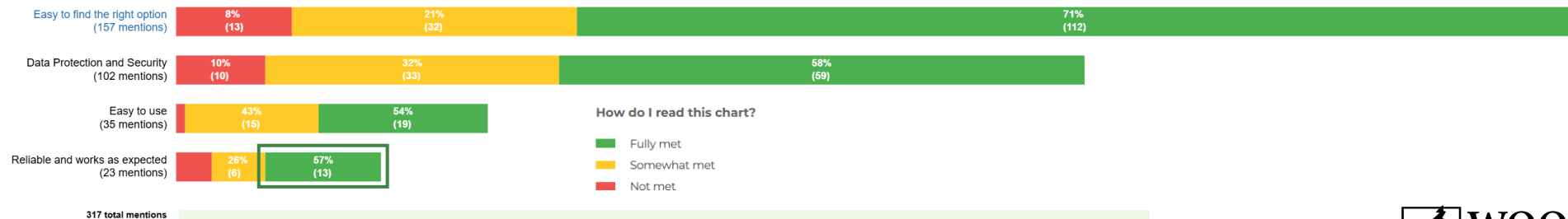
How consistent and predictable did the website feel as you navigated between pages?
Did the website feel similar and make sense as you moved between pages?

JOURNEY LEVEL



Expectation Question

When navigating through a bank website, what are your greatest hopes? What are your greatest concerns?



Of those that expected the website to be reliable and worked as expected on a mobile device
57% of them said it met their expectation



Intuitive Features

Key Insights

Intuitive Features

The majority of users did not find any of the website features to be difficult to use. They noticed how well the pages were laid out and features assisted them in a favorable way to understand how the website functions.



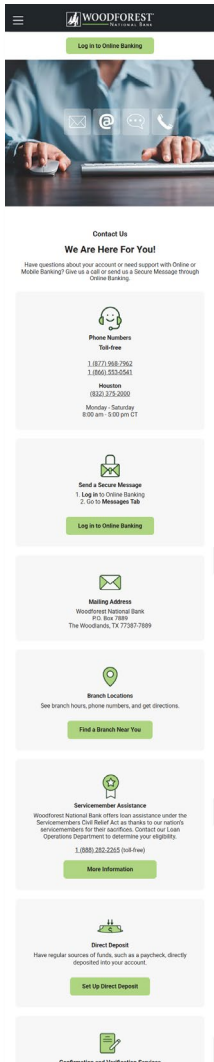
"I genuinely can not think of anything confusing about this site, everything is very well laid out and simple to navigate"

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



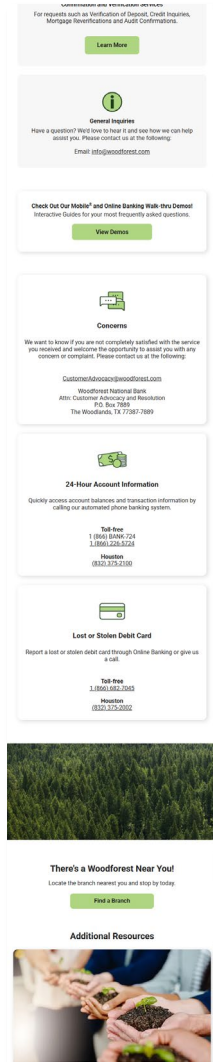
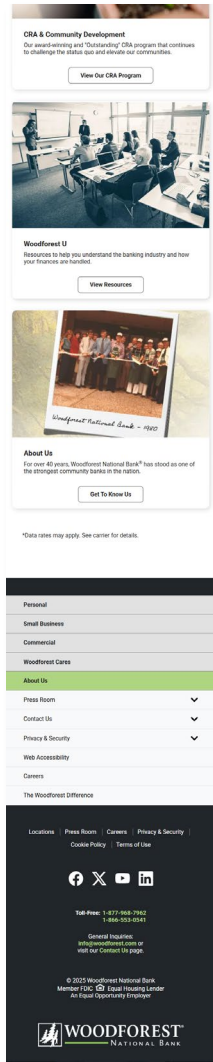
"Everything was clear and organized"

Female, 25 - 34, High School Diploma/GED, \$50k - \$100k, 25-34, Yes



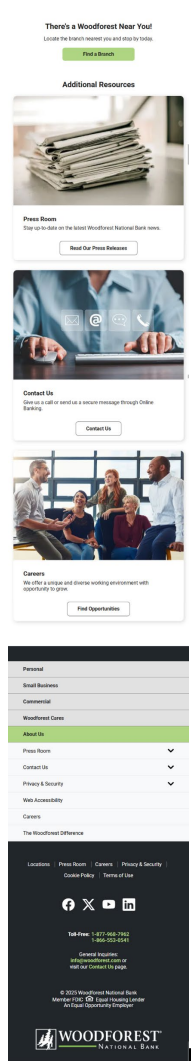
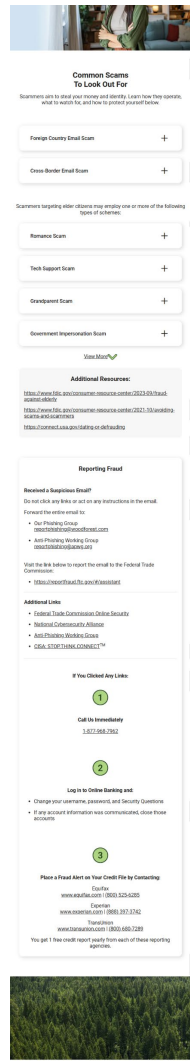
"Everything was clear and organized"

Female, 25 - 34, High School Diploma/GED, \$50k - \$100k, 25-34, Yes



"I didn't have any real trouble finding what I was supposed to"

Female, 55 - 64, Bachelor's Degree or Higher, \$0 - \$50k, 55-65, Yes



Intuitive Features

69.1% of test participants didn't find any feature confusing when presented with the Homepage.

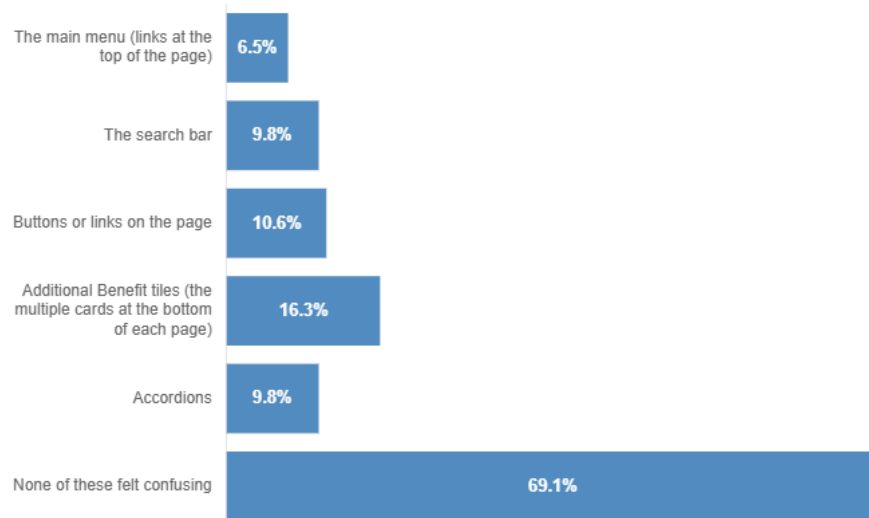


Feature Difficulty

Customized questions made to visitors about the experience

When using the website, were any of the following features confusing or difficult to use? (Select all that apply)

PAGE 1 PAGE 2

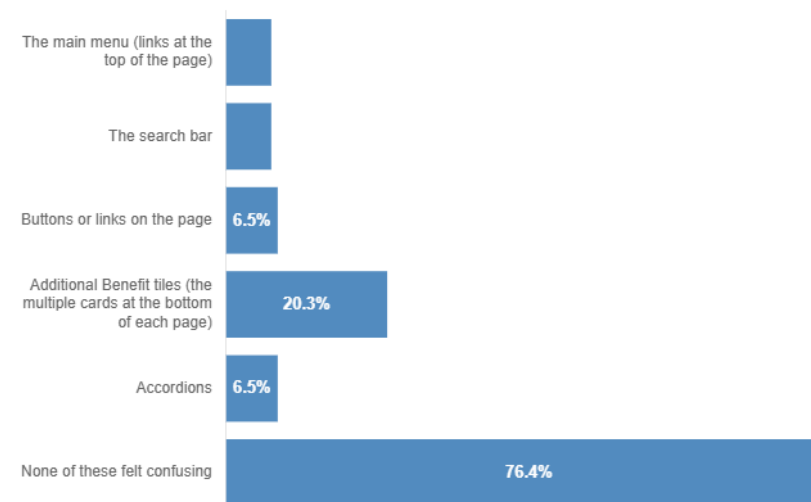


Feature Difficulty

Customized questions made to visitors about the experience

When using the website, were any of the following features confusing or difficult to use? (Select all that apply)

PAGE 1 PAGE 2





Experience Ease and Effort

Key Insights

Experience Ease and Effort

We determined a task that would allow the tester to flow through a foundational journey in which we designed the website to feature and highlight how a user would truly experience our website.

Overall, they found the experience easy, intuitive, and clear.



Experience Ease and Effort

77.3% of test participants found the task somewhat, easy, or very easy to complete.

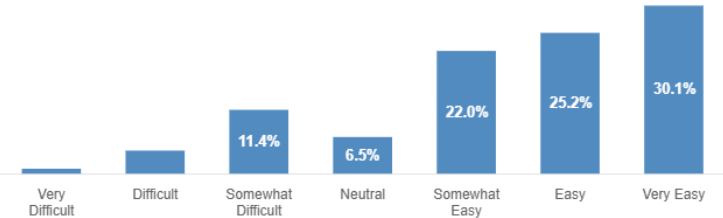


Task Complete Ease

Customized questions made to visitors about the experience

How easy did you find the tasks to complete?

JOURNEY LEVEL



59.3% of test participants found that to complete the task it took little, very little, or no effort at all.

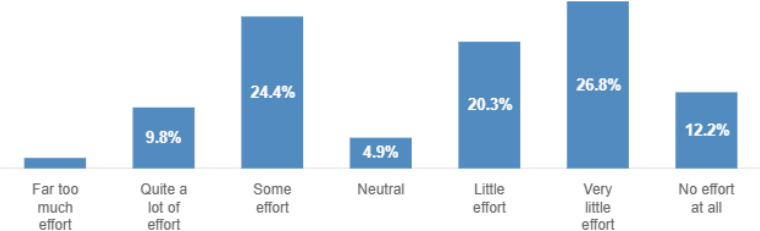


Effort

Customized questions made to visitors about the experience

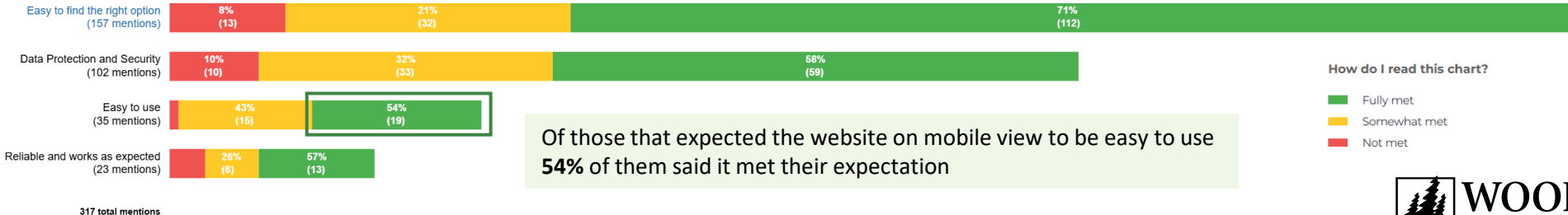
How much effort did it take you to complete your tasks on the website?

JOURNEY LEVEL



Expectation Question

When navigating through a bank website, what are your greatest hopes? What are your greatest concerns?



Of those that expected the website on mobile view to be easy to use 54% of them said it met their expectation

How do I read this chart?

- Fully met
- Somewhat met
- Not met

Improvement Opportunity:

Improve Page Flows and Menus

A minor number of users struggled to find the information they were looking for, since they found the amount of information to be difficult to wade through, hindering navigation.

In addition, though not widespread, there were those who seemed to believe there was no navigation menu available, or who voiced frustration from how the menu was structured

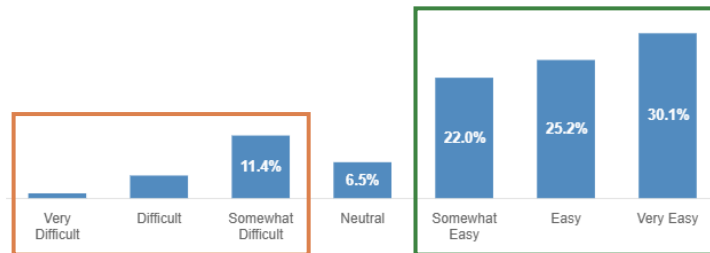


Task Complete Ease

Customized questions made to visitors about the experience

How easy did you find the tasks to complete?

JOURNEY LEVEL



While **77.3%** of prospective users found the task **somewhat, easy, or very easy to complete**, **16.3%** said they found the task **somewhat, difficult, or very difficult to complete**.

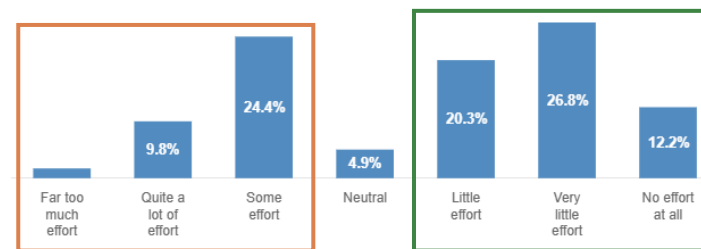


Effort

Customized questions made to visitors about the experience

How much effort did it take you to complete your tasks on the website?

JOURNEY LEVEL



While **59.3%** of prospective users found that to complete the task it took **little, very little, or no effort at all**, **35.8%** said they found that to complete the task it took **some, quite a lot of, or far too much effort..**

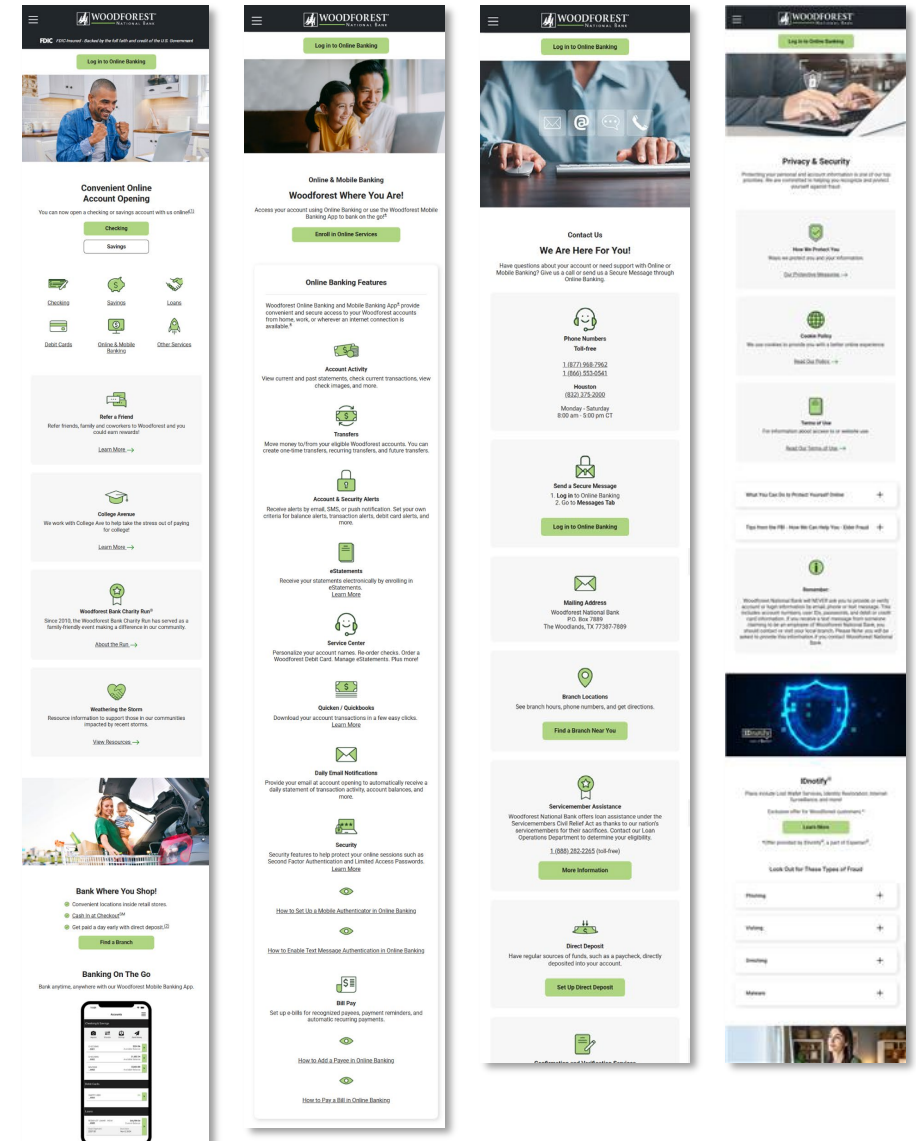


Looking ahead

Design Considerations

Next Steps

- Review page tier designs and menus:
 - Discuss how to improve flow (design or layout changes needed)
- Refer to other research tests on how to synthesis major webpages



Questions?

Thank you

Daniel Glaze

UX Design Team

Woodforest National Bank

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