

# Moneyfacts

Usability testing report  
v1.0



[www.webcredible.co.uk](http://www.webcredible.co.uk)



The usability & accessibility specialists

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## Homepage

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### 1. Proposition of the site not clear

#### High priority

##### Observations

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Having spent a few moments familiarising themselves with the homepage, it wasn't clear to participants what the site was about. It was generally understood to be about financial products, but the word "comparisons" was seldom used to describe the site.

The tagline was noticed; however it's not informative enough. Participants were asked to compare it to the longer one which they felt was much more helpful. They particularly like the words "independent" and "unbiased".



##### Recommendations

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- Provide a tagline that includes the words "independent", "unbiased" and "comparisons." For example:

"The UK's independent and unbiased site helping you make informed decisions about your personal finances".

This will help site visitors understand the proposition of the site, especially its independent nature.

## 2. Contents of products menu not easily determined

### High priority

#### Observations

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Participants found it hard to know where to find products and often had to guess which sections they'd find things in. This resulted in many wrong selections.

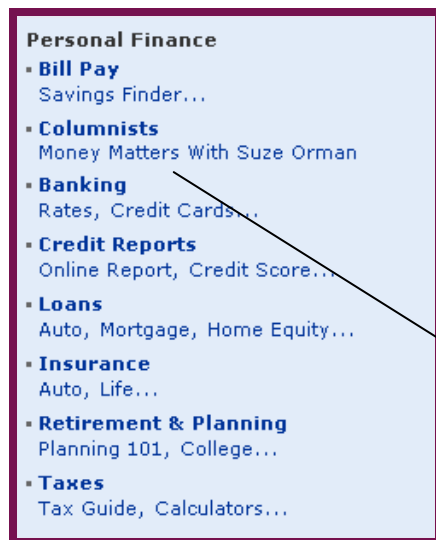
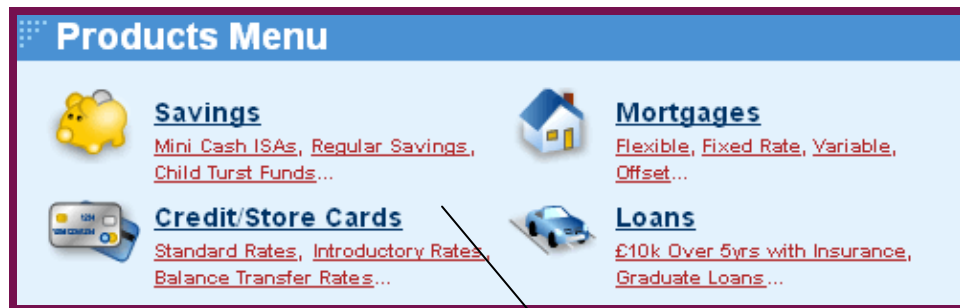
The terms "Best Buys" and "Guides" were repeated under each heading, which again confused participants. These links were generally not used as a result.



#### Recommendations

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- Remove the generic links to "Best Buys" and "Guides" and instead show the three most popular products for each section. This will enable users to see if they are in the correct area. The top products can be determined by site stats. A mock up to illustrate this is provided below along with an illustration from Yahoo.com Finance.



Mock up: Linking directly to product best buys will help site visitors find what they're looking for

Yahoo.com Finance uses this common style of menu with sub-links

### 3. Initial reactions to the homepage

#### Low priority

##### Observations

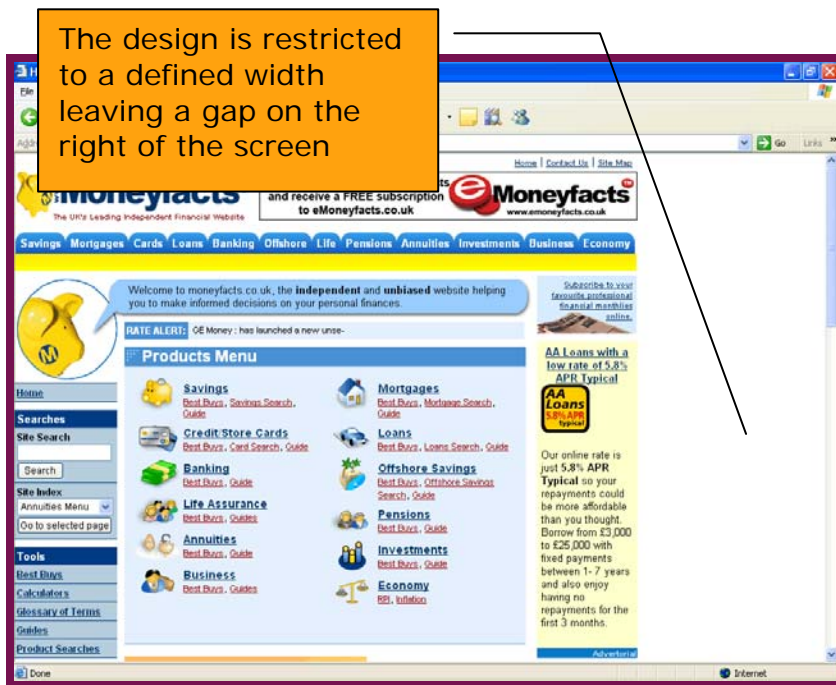
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Generally, the reaction to the site's visual design was favourable. The following were some of the initial words used to describe the design of the site:

- "simple"
- "basic"
- "colourful"
- "Yahoo-ish"
- "user friendly"

These reactions suggest the site appears friendly and usable at first glance.

The restricted width of the site surprised some participants who expected it to span the full length of the screen.





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## Recommendations

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- Have the website span the full width of the screen.