

Participant 1
Age: 24
Gender: Female
Occupation: UX Designer

Task 1	Task 2	Task 3	Task 4
Difficulty: 2	Difficulty: 1	Difficulty: 3	Difficulty: 1
Valuable: 3	Valuable: 5	Valuable: 5	Valuable: 4
Task 5	Task 6	Task 7	
Difficulty: 1	Difficulty: 5	Difficulty: 4	
Valuable: 2	Valuable: 3	Valuable: 1	

"I would go to the navigation bar and press on company"	"I would kind of expect to see 'About Us' or something."	"It wasn't that hard to find this (Company's Page). It's just kind of different."	"The one you guys made has lots of icons and illustrations."	Suggests to see 'About Us', 'About Zinvest', 'Our Company' and 'Learn About Our Company'	"...I'm not really sure if that really stood out to me because it's more background information about the company."
"I'm not very interested in learning about the company, but more about what the company provides for me."	Easily finds the list of securities	"I think this page (securities page) is straightforward."	"I think the first thing that I would want to know right after this was how much it will cost, which I found right under the FAQs"	Interested to see the lists of securities that she could invest in	Expects to see security information under the 'Learn' tab in nav bar
Attempts to click on Learn (Learn is not clickable) Task #2	Security task: "I just kept scrolling down to find it, I wasn't exactly sure where it was."	"I'm not sure if I would share it with my friends or not until I download the app."	"That section (news) was huge on the front page, that's how I remembered where it was."	"I would say that it (news section) might be a little too big, but it was very easy to spot though"	"I would go to Support and then Contact Us to see if there's any contact information"
"Oh, there's a submit a request, so yeah, I would probably use this form to fill out and submit my questions."	"Pretty valuable because it would be good for me to find a place to submit my questions easily"	This task (submitting a request) was easy for her.	Scrolls through homepage to find what documents she needs to open an account	"I'm trying to look for a section that would show what I need... Maybe Download Zinvest?" Task #6	"I'm not sure where to find it, I would go to Get Started" Task #6
"If I click on get started, the next screen will show me what information or documents I need to sign up or get an account."	"I'm not sure where to find the documents for the accounts"	"I think it would be on the home page" Task #6	"I thought it would be in product, but that's like more information on what kind of products/services you guys provide." Task #6	She keeps going to the homepage to find information on documents.	"I went to Support and FAQs, I found it right here, but I think I kept looking for it in the other FAQ sections like on the homepage."
Thought the document information would be in the homepage in the FAQ.	That task was difficult for her. Task #6	"I think it is pretty valuable because I need to prepare the documents to know how I can start an account..."	"I don't need to check what documents I need since you can just do it when you sign up."	"Actually, I'll go to products and in the securities to see if there's options trading"	Clicks on Securities to find the Options price
"I would go to the homepage and see if there's any detailed information in regards to options trading."	Attempts to click on Fees & Pricing in FAQs (That part is not clickable)	"Fees and pricing, I kept looking for it in the FAQ section."	"Felt it was very color and fun compared to other financial websites"	"Typically finance websites look a bit boring, I think."	

Participant 2
Age: 27
Gender: Female
Occupation: UX Designer

Task 1	Task 2	Task 3	Task 4
Difficulty: 1	Difficulty: 1	Difficulty: 5	Difficulty: 1
Valuable: 5	Valuable: 5	Valuable: 4	Valuable: 3
Task 5	Task 6	Task 7	
Difficulty: 1	Difficulty: 3	Difficulty: 1	
Valuable: 4	Valuable: 5	Valuable: 5	

"First thing I would do is to look through the homepage because that always highlights the main thing about the app."	"If I want to go in-depth, I would go into the Company"	"I think it would be super valuable because I would want to know how Zinvest set themselves apart, why I should download it, and how I would get the most value..."	"My first thought would be to go in Products" Task #2	"It was also very straightforward to me..." Task #2	"I didn't have to second guess anything and I assume that I was going to find securities under products"
"I think it's valuable because it goes into the specifics."	"It tells me what securities are..."	"I think it would be under products or support, but I'll look under support for now."	"I would guess Download Zinvest, okat, well that's not it then." Task #3	"Let's see... Maybe in the FAQs" Task #3	"Okay... I'm having trouble obviously..." Task #3
"It doesn't seem like it's in here... Dose it have to do with he licensed and qualifications?" Task #3	"I'm so lost" Task #3	Clicks on Download Zinvest Task #3	Explores the Company's Page Task #3	Explores the FAQs Task #3	Explores the Contact Us Page Task #3
"I'm confused about where it is, do I have to read harder?" Task #3	"At this point I'm clicking randomly because I'm not sure where it is."	"I assumed the product was the homepage when I saw the homepage before."	"It was very difficult just because there's so many things." Task #3	"I think having a 'Home' would've helped because I did not like click on the logo to go home because I was not familiar with the website yet."	"I thought, "oh, one of these (nav bar) is already the home."
"If I were to download zinvest, I would need to know that information too." Task #3	"Just having a 'Home' in the nav might be nice"	"So I would guess that I would need to invite my friends in order to get those free stocks. I would check the homepage first."	"I would assume it would be on the homepage because you would want promotional stuff there and deals."	"I get really lazy to invite people for free things, but I saw it, it may intrigue me to save money."	"I would make someone I'm close with to do it with me, but I wouldn't say it's a 5 because regerring to people, I get lazy."
"If I were to download zinvest, I would need to know that information too." Task #3	"Very straightforward for sure because support is in the nav."	"A lot of the information is already provided on the website, so this is really only if I can't find exactly what I'm looking for."	"I'm scrolling through the homepage because I don't want to miss it." Task #6	"I think the homepage is usually more high-level, so I'm going to go into more specifics... maybe download." Task #6	"I'm guessing it's in the FAQs" Task #6
"...if I can't find something then I would go into FAQs..." Task #6	"I think it would be nice to have it in Download Zinvest" because I feel like this type of info. you will need is nice to haves."	"I don't really like to go into the FAQs since it's like a last resort thing, but it would be nice to have it there (Download Zinvest Tab)"	"It was easy" Task #7	"I think you go really in-depth, which is nice"	"A beginner could start learning here."
"I think it looks very modern, so I like that."	"I feel like alot of websites look outdated."	"I like that everything was straightforward except for that one task because I was just dumb."	"Other thing I like is that for stocks, people usually think it's boring, but this is a playful site..."	"...it makes it more fun and lively and not dry (website)"	"For the company thing, I think that made me confused."
Confused by other tabs thinking that it was the homepage					

Participant 3
Age: 43
Gender: Male
Occupation: Customer Representative

Task 1	Task 2	Task 3	Task 4
Difficulty: 1	Difficulty: 1	Difficulty: 5	Difficulty: 1
Valuable: 4	Valuable: 4	Valuable: 3	Valuable: 4
Task 5	Task 6	Task 7	
Difficulty: 1	Difficulty: 2	Difficulty: 1	
Valuable: 5	Valuable: 3	Valuable: 5	

"Well there's company and learning, so I want to learn about the company, so I'll click on company."	"I see the story, and the team... okay."	"You'd want to see what's up with the company and their information, so... it looks like it has a lot of information about the company"	Clicks on Learn to find lists of securities	Scrolls through homepage to find list of securities	"It's teaching me which one I can invest in that the website has."
"Just because it was easy clicking off the main page, I didn't think to go into products since I was exploring the site."	"Pretty valuable because I know different investing apps usually do certain types, like certain types of stocks..."	"I'm just going to scroll through the main page again to see if I can see anything about the security, okay, account protection, here we go."	"I just scrolled down." Task #3	"I mean it's always something to be aware of on the website, but once you look at it once, you don't really need more security."	"As earlier, I scrolled down until I saw the big gift box."
"...Something more at the top like: "Eam free..." something that might prompt them to join and share it."	Suggests having "Free Stocks" in the nav bar to entice people to invite their friends	"So just more, "Hey, earn free stocks", something that grabs their attention and more likely tells other people to invest."	"Well, I would go to support, right on the front screen, and go into Contact Us."	Easily submitted a request to Zinvest	"The faster you get to contact us and get the the information, the better"
"A lot of people wants to speak to someone, they don't want to send and e-mail, they don't want to spend an online request..."	"I think it's diffrent and good that it starts with th phone number and email without hiding it at the bottom."	Attempts to click Learn to find what documents are needed to open an account in the U.S.	"okay, maybe not learn, maybe get started." Task #6	Scrolls through the homepage to find what documents are needed to open an account in the U.S.	Tries to find what documents are needed in the FAQs section in homepage
"I clicked the FAQs all the way at the bottom."	"It has all the questions here, so I'll click on that." Clicks on View All	"What documents... great. Oh, I have a government ID and a passport, great."	"Just because I've opened a lot of accounts before, and normally they'll ask for this stuff..."	"It's important but not super important." Task #6	"It's just a lot of options here to read through (the side menu in the questions)"
Easily found the pricing for Options Trading	"It brings me to the U.S. market and it tells me the fees and the types and all that good stuff"	"Options fees, and here you go."	"I think it's good (the website) because it brings in a lot of color and fun like images, where it's not the case with other financial websites."	"This one have colors and you can tell there's a whole scheme going on with these people and stuff like that."	"All the images and everythin is very enjoyable."
"They are making it more of an experience than normal investing websites that are just like bland and informational."	"This one has the information but presented in an interesting way that I would like to look at."	"...I wouldn't say that I was distracted by anything, it was more enjoyable to review and look at."	"Because fees are important to know." Task #7	"There was a little too much scrolling"	

Participant 4
Age: 27
Gender: Female
Occupation: Customer Care Representative

Task 1	Task 2	Task 3	Task 4
Difficulty: 1	Difficulty: 1	Difficulty: 5	Difficulty: 2
Valuable: 4	Valuable: 5	Valuable: 5	Valuable: 3
Task 5	Task 6	Task 7	
Difficulty: 1	Difficulty: 1	Difficulty: 1	
Valuable: 5	Valuable: 4	Valuable: 4	

Clicks on Learn to learn more about the company	"So if I want to learn more about the company, the first place I'd go is to learn..."	Finds Company's info in the Company's tab	"Knowing about the company and story is valuable to me"	"It makes me see if the company is legit."	
"What are securities... oh there ya go, it answered my questions."	"So I want to see a list of things I can invest in... so let's see what products... securities, I don't even know what that is."	Goes into FAQs to find how Zinvest protects your account	"How can this app protect my account...?"	"Yeah, I don't know..." Task #3	"I'm stumped" Task #3
Goes through each tab in the nav bar to find how Zinvest protects your account	"Okay, it doesn't seem like it's in here." Task #3	Had a hard time finding information about how Zinvest protects your account	"Account protection... I cannot click on that, let me scroll all the way down."	"Why did you have to put it all the way down there?" Task #3	"Because I have a short span, and I don't scroll all the way down, I was looking in other areas to find it"
"I don't want to take forever looking for... I would assume that if they don't care that our money is safe, it needs to be more visible... like more on top."	Attempts to click on Learn to find how to earn free stocks	"Earn Free stocks right here too... how, learn more."	"I had to scroll down a lot" Task #4	"It was easy" Task #5	"I like to get questions answered easily if it's not in the FAQs, and that was pretty easy to do"
"What documents are needed... okay, where did I find it last time? FAQs?"	Finds information on what documents are needed to open an account	"It was pretty easy" Task #6	"Options trading... I don't know what that is"	"It was easy to find when you asked for pricing, I knew exactly what to press there."	"That was easy." Task #7
"It's very clean and simple."	"It's not too many things on one page where you're overwhelmed."	"When you scroll down, it's very straightforward."	"For a person, this is a new company, like, it has all the information, so it's good."	"... securities, I don't even know what that is."	She felt like she had to scroll down a lot to get to the Free Stock section

Participant 5
Age: 32
Gender: Male
Occupation: Customer Representative

Task 1	Task 2	Task 3	Task 4
Difficulty: 2	Difficulty: 1	Difficulty: 2	Difficulty: 1
Valuable: 5	Valuable: 5	Valuable: 5	Valuable: 5
Task 5	Task 6	Task 7	
Difficulty: 1	Difficulty: 5	Difficulty: 1	
Valuable: 5	Valuable: 5	Valuable: 5	

"So I see a link right here to learn, I want to learn about the company."	Attempts to click Learn to learn more about the company	"It looks like it has mission statements, their history, and their teams."	"There's some additional confusion because I kind of latched on to Learn."	"I saw Company so I thought that's where the About section would be"	"I think it gave me what I needed because it showed me historical stories and also a background on them, like it gives you a lot about them."
"It was inferred because usually what I see, it would say About Us instead of Company"	"When I navigate a website, I do look for that About Us page."	"Based on the choices, Company was the obvious page."	"I'm not really familiar with financial stuff, but I assume it's a product of Zinvest, securities."	"I saw products right here as the first option, and it even answers what securities are, so it's quick to navigate there."	"It's valuable because it has a definition, and it has an FAQs page."
"Not that difficult" Task #2	"It was pretty easy..." Task #2	"...straightforward" Task #2	"I'm first going to go to support because that peaked my interest." Task #3	Goes to FAQs to find how Zinvest protects your account	"I'm going to go to FAQs first, if not, I would go to the bottom of the page."
Would usually go to the FAQs page to get all questions answered	"Yeah, I would go here but I don't think I'm getting the task correctly." Task #3	"There are several places where my answers are..." Task #3	"There are several places, but I would go to FAQs first." Task #3	"I like clicking on FAQs and stuff, whereas for this, I didn't have to click anywhere but scroll down to here (security section)."	"It was a little bit of scrolling"
"It shows me that it even has this background check available, so I went above and beyond."	"Maybe move this (free gift) to the bottom of the page because I would want to learn more about how secure my account is than earning free stocks"	"Usually when I see ads, I usually go to the bottom of the page because that's where they usually have the site map."	"Once I am scrolling, I see it (free gift section) right away."	"It kind of took me to a different page and it told me steps by steps on how to do it, so I was very valuable."	"It was pretty straightforward, it was great." Task #4
"I can either go to the very bottom to find Contact Us if it's not very obvious..."	"... but I just click support and Contact Us because that's how I do it."	"Cool, and it lets me know that the request has been submitted."	"I don't have to wonder if it went through because in my experience, sometimes I don't even know if my contact request went through."	"I thought it was a very well made Contact Us page because it also had the ability to attach which I don't find often in these Contact Us pages."	"Just in case I needed to add something, the ability was there." Task #5
"Once I got into my question, it even separated what is needed in different countries, so that was good."	"I'm going to go to FAQs first just for fun." He knew where to go for that specific question	"So I'm going to go into products because that's where I assume it's going to have pricing and all the stuff."	"Right away, I see Fees & Pricing"	"... it even seperated (by markets) because I know how important how the other markers are, so that's cool."	"I think it's a very easy to use website."
"It's not so many categories on the top that I'm overwhelmed, like, I have to many options here..."	"It's like an outward simple-ress, but it has all the information, like, I have to many options here..."	"It was not distracted because there were no ads from what I saw."	"I feel like it has so many cool illustrations here that makes it modern, but I wouldn't say it's distracting."	"The scrolling is the only thing that tripped me up in the homepage."	

Participant 6
Age: 21
Gender: Male
Occupation: Marketing Coordinator

Task 1	Task 2	Task 3	Task 4
Difficulty: 1	Difficulty: 3	Difficulty: 1	Difficulty: 1
Valuable: 5	Valuable: 5	Valuable: 5	Valuable: 5
Task 5	Task 6	Task 7	
Difficulty: 1	Difficulty: 1	Difficulty: 1	
Valuable: 5	Valuable: 5	Valuable: 5	

"...I would go straight to the header and find the button Learn."	Attempts to click Learn to learn more about the company	"I was thinking about the word learn, I want to learn more about the products..."	"I was thinking about learning more about... like, what it is and how to do it as far as that."	"My eyes went straight over Company, I don't know why."	"I think if I wanted to learn more about the company, I'd click Company, but I guess it is my personal misunderstanding."
"Having 'About Us' instead of Company."	"Like products, like the word products to me, I think of e-commerce as far as what types of shirts they sell or pants they sell versus fits with products."	"If I wanted to know how much it cost, there's a thing that says Fees & Pricing right there." Task #7	"If it was Products, like it's own tabs like 'what can I invest' under something, but I honestly don't know."	"It will take me a few click to figure out what I can invest in." Task #2	"Usually it's at the bottom, kind of like the back-end of things." Task #3
Scrolls through homepage to find how secure Zinvest is	"Usually it's not in fine print, usually people, huh, it's right there." Task #3	"So that falls pretty much align to what I usually see." Task #3	"There are many ways to find it, in the main side of things, it would be in products and account protections and something like that." Task #3	Clicks the product tab to analyze the dropdown for free stocks	"For me, I would just go into products first." Task #4
"Alright, cool, it gives me a step-by-step thing." Task #4	"I'm super big on the dropdown and navigation bar." Task #4	"I'm super big on the dropdown and navigation bar." Task #4	"When I go to the navigation bar, I see what we offer, like about us, contact us, or a support, and our big promotion, like our free stocks."	Suggests to have free stocks visible in the navigation bar for promotion	"Hey, we also offer free stocks." If people are just browsing and they happen to come across Zinvest."
"I would go to Support and then Contact Us"	"That was very straightforward" Task #5	"It tells me at the very end that it has been submitted and it kind of confirms that." Task #5	"I don't have to go back and make sure I don't send another email" Task #5	"It takes me to another page. It shows me other questions without submitting feedback, which is pretty cool." Task #5	"So my first thought was trying to go into products first to find a "How To" or like "Get Started"... Task #5
"...but it could've been done under 'Download Zinvest', but that's maybe it's just a link to download the app or something."	"It's not something you could've gone to that top (of the page)." Task #6	"It'll probably be towards the bottom, like an FAQs." Task #6	"Cool, I just realized I could've gone to that page under support too." Task #6	"If I wanted to know how much it cost, there's a thing that says Fees & Pricing right there." Task #7	"I think it's super clean"
"...it's not wordy."	"It's more friendly, from what I've seen with other website..."	"I think the only thing this would would... be the navigation bar" - Referring to the 'Products' tab	"Just because the word 'Products' was a big hurdle at the very beginning."	"I think everything gets answered just by browsing the homepage, you learn about Zinvest and what you could trade in."	