

IPSOS BENCHMARK UX SCORE

Financial Services Websites USA






It doesn't show up nicely on my phone. It shows up way over on the right-hand side and it's skinny and dumb looking.





- on Citizens

Brand	Overall	Usability	Relevance	Design
Capital One	4.91	5.16	4.49	5.26
Wells Fargo	4.91	5.10	4.54	5.37
American Express	4.87	5.11	4.37	5.39
US Bank	4.73	5.02	4.17	5.27
Bank of America	4.56	4.87	3.97	5.15
Chase	4.42	4.61	3.90	5.06
PNC	4.27	4.63	3.83	4.40
Truist	4.17	4.28	3.68	4.95
Citizens	4.13	4.47	3.52	4.67
Citibank	3.68	3.88	3.27	4.13
Grand Total	4.41	4.65	3.92	4.90

Users appreciated ...

-  helpful compare tools and product filters.
-  search tools that facilitated an easy access to answers.
-  a clean mobile design, combined with visually appealing elements.

Users disliked ...

-  hard to find important product details.
-  branch locators that are not user-friendly.
-  chat support that is often lacking or not user-friendly.
-  a poor mobile responsive design.

Recommendations for financial services websites most often relate to:

1

Comparison tools

Enhance comparison tools and filters for easier product selection.

2

Product details

Improve accessibility and clarity of key product details.

3

Personalization

Create a personalized experience with relevant tools and financial goal alignment.

4

Visual quality

Prioritize consistent design, effective use of white space, and mobile optimization.