

Research objectives:	Evaluate the performance of 3 credit card comparison services, in terms of card searching
Research method:	Remote quantitative usability test
Websites tested:	GoBear, MoneyHero and MoneySmart
Tasks tested:	<ol style="list-style-type: none">1. Start from the homepage, find the credit cards which offer the most miles.2. Start from the credit card listing page, find out the details of the DBS Black World Mastercard.3. Start from the credit card listing page, filter the China Construction Bank's cards.4. Choose the best display style of credit card details.
Test devices:	User's own mobile phone
Number of users:	15
User selection criteria:	<ul style="list-style-type: none">• Use mobile phone for >30 min daily.• Do not work in finance, website, software or marketing.• Have not used GoBear, MoneyHero or MoneySmart website in the past month.• Have credit card(s).• Would consider applying a new credit card, if the offer is attractive.

Conclusion: MoneySmart's designs performed best, in terms of task completion rate and task completion time.

MoneyHero's designs performed worst. The task completion rate was below 50% for all 3 tasks. However, MoneyHero's credit card information design was most preferred by the users.

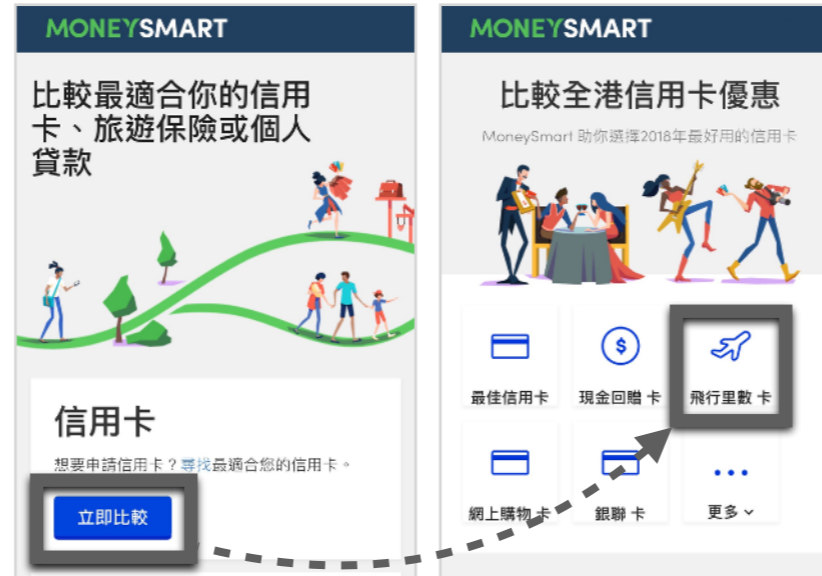
Q1. 假如你想找出「飛行里數優惠」最多的信用卡，你會按哪裏一步一步尋找？

MoneyHero

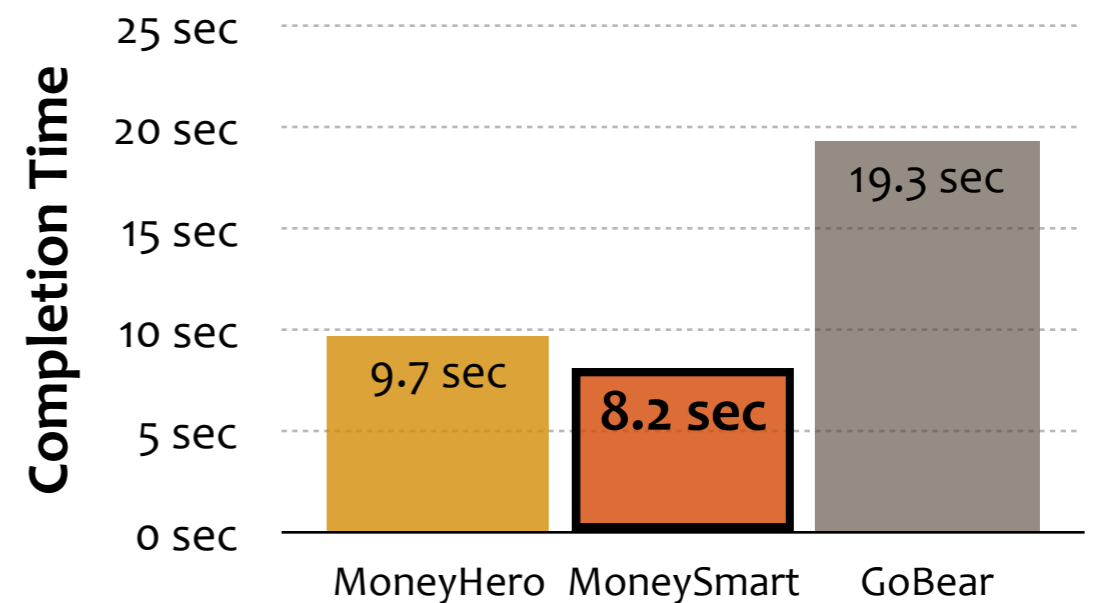
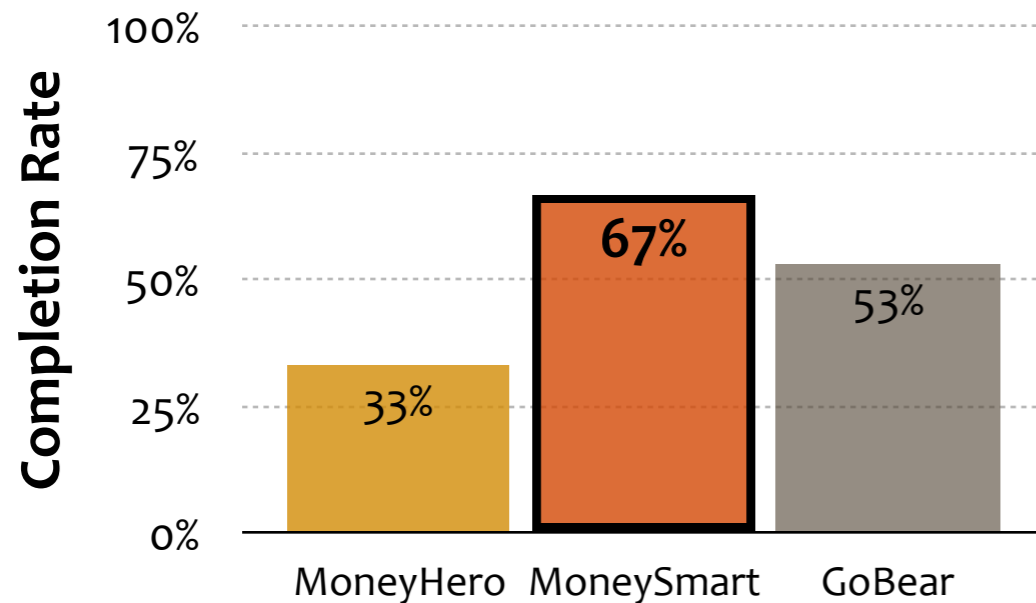


MoneySmart

(highest completion rate and lowest completion time)



GoBear

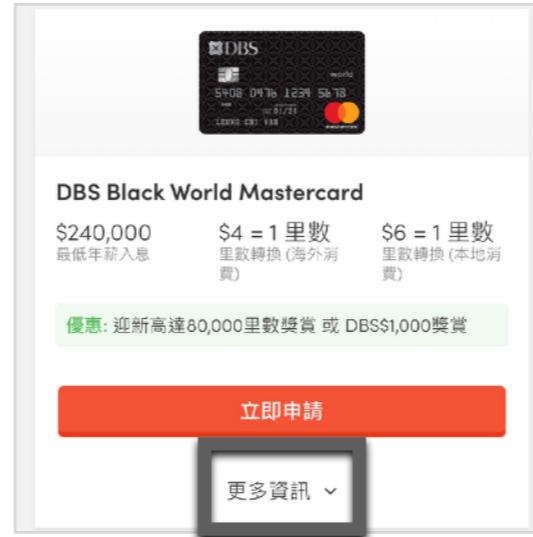


Q2. 假如你想知道「星展銀行(DBS) Black World Mastercard」更多詳情 (如迎新禮品)，你會按哪裏？

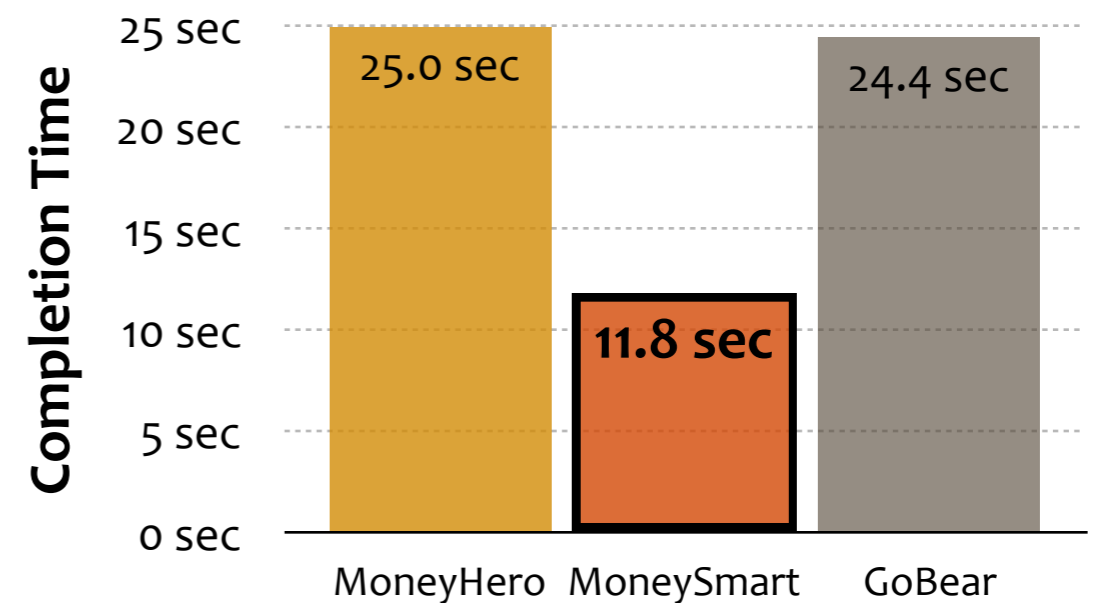
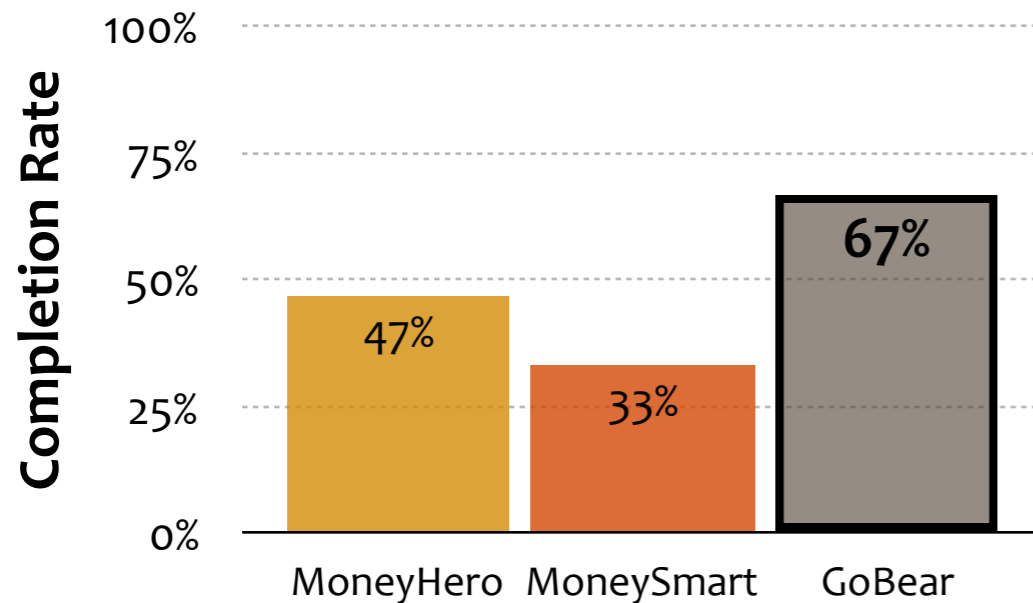
MoneyHero



MoneySmart (Lowest completion time)



GoBear (Highest completion rate)



Q3. 這個網頁上有太多信用卡，但你只對當中幾張「中國建設銀行」信用卡感興趣，你會按哪裡篩選？

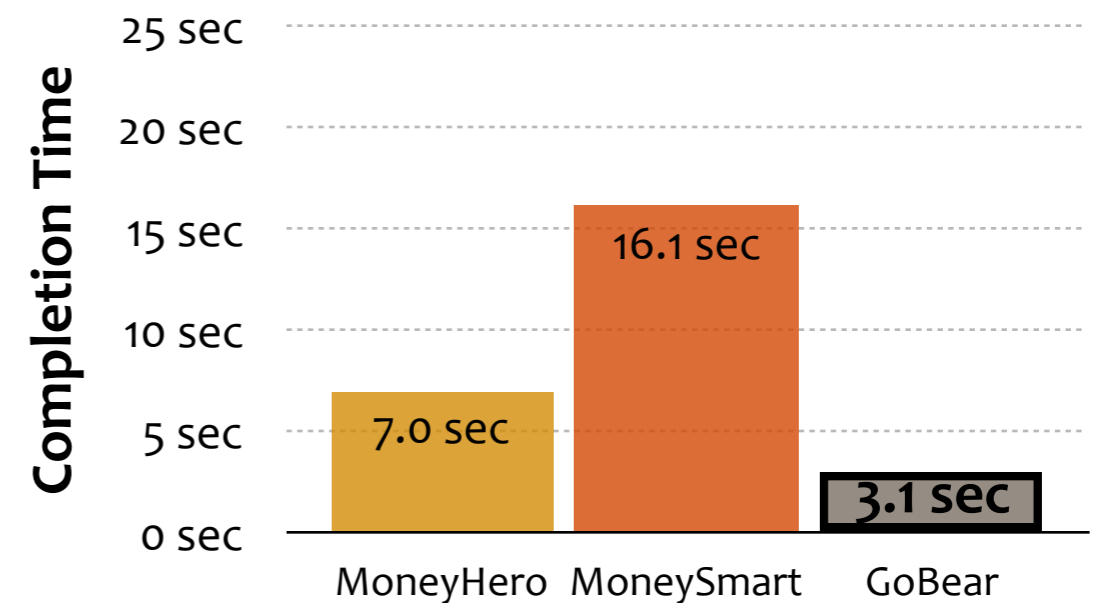
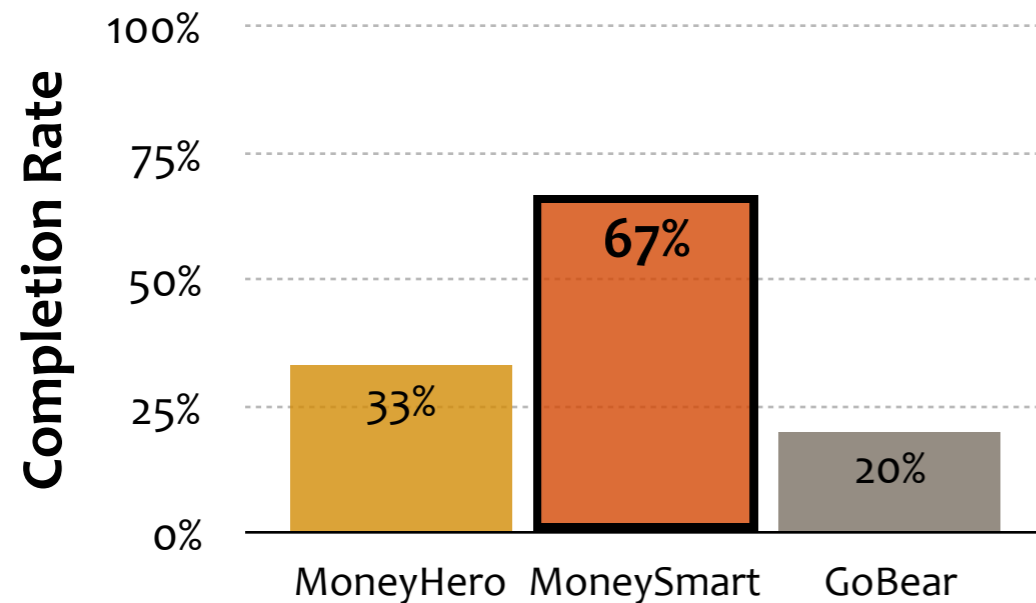
MoneyHero



MoneySmart (Highest completion rate)



GoBear (Lowest completion time)



Q4. 你最喜歡下列哪款信用卡資料顯示方式？

GoBear

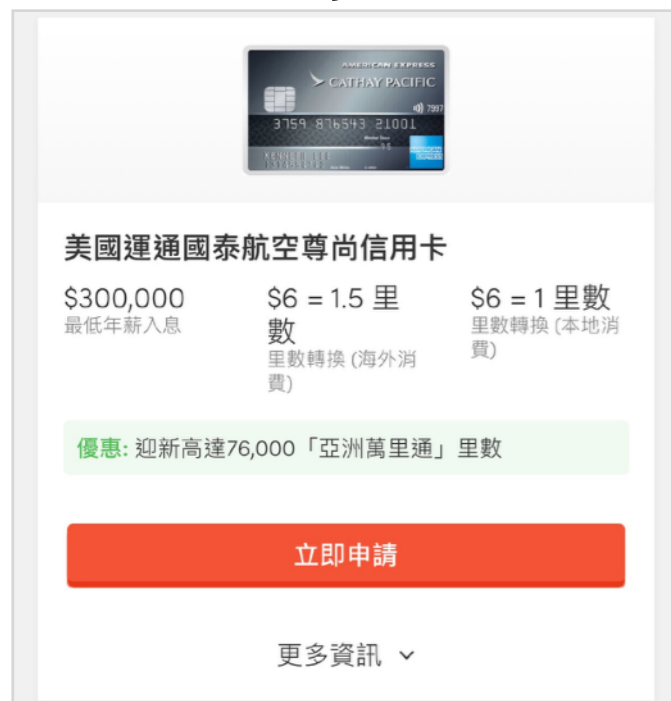


美國運通 國泰航空尊尚信用卡 4.5/5

迎新優惠 高達76,000「亞洲萬里通」里數 優惠期至2018年6月30日

- ✈ 本地簽帳HK\$6 = 1里
- ✈ 海外簽帳HK\$4 = 1里
- ✈ 免費無限次享用環亞機場貴賓候機室的尊貴設施 ...

MoneySmart



美國運通國泰航空尊尚信用卡

\$300,000 最低年薪入息

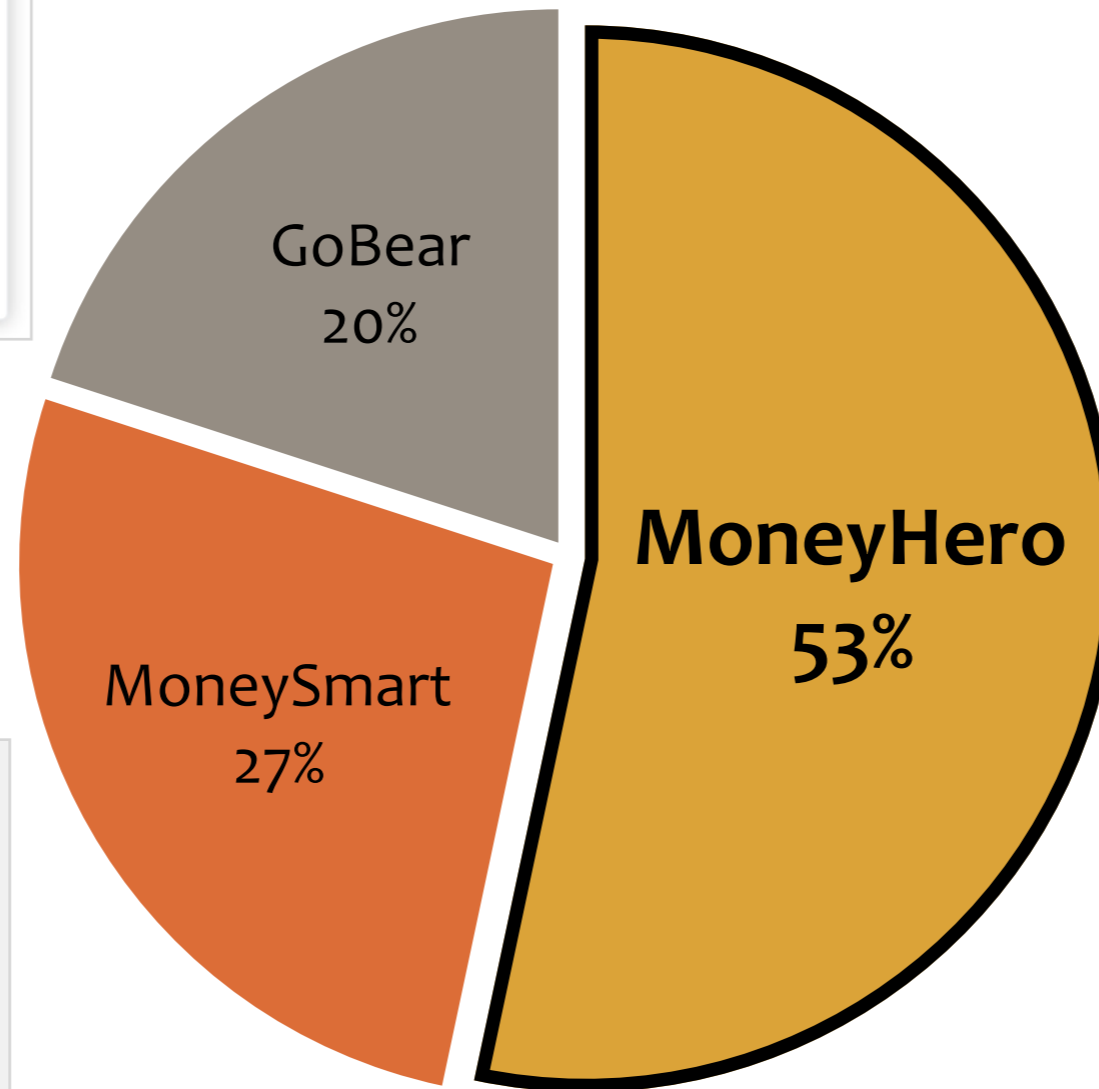
\$6 = 1.5 里數 里數轉換 (海外消費)

\$6 = 1 里數 里數轉換 (本地消費)

優惠: 迎新高達76,000「亞洲萬里通」里數

立即申請

更多資訊 ▾



MoneyHero



美國運通國泰航空尊尚信用卡 精選產品 獨家優惠

豁免 轉換里數手續費 豁免兌換手續費

4 /里 海外飛行里數 於海外零售簽賬

6 /里 本地飛行里數 於本地零售簽賬

獨家優惠: 經本網成功申請送額外\$200現金券

- 免費任入機場貴賓室
- 迎新簽\$5,000送7,000里

更多資訊 立即申請