



GB

Dashboard

Default Folder

Test #3431454

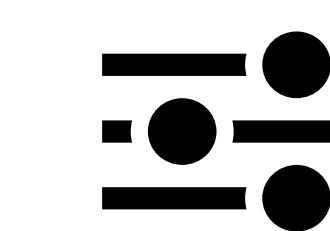
Payboo Page: Overall Sentiments

9 of 9 Sessions

SessionsMetricsSummaryDetails

Share

Options



Filter

By Participant Showing All

Sorted By Time on Task

Reset

Task 1

Question (Verbal)

▶ Watch Task 1 15:01

Spend a few minutes to look around **describe** what stands out on this page.

Participant		Time On Task
Finder	0:31	▶
twecrew	1:09	▶
hello2020hi	1:10	▶
Jrg1243	1:11	▶
Urbanizer64	1:22	▶
WildeA	1:31	▶
be	Help	▶
jeesish	3:09	▶

Participant	Time On Task	
biojane	3:23	▶
Task 2		

Question (Verbal)

▶ Watch Task 2 5:00

What is the purpose of this page?

Participant	Time On Task	
belugalove	0:08	▶
Jrg1243	0:14	▶
hello2020hi	0:14	▶
WildeA	0:17	▶
biojane	0:27	▶
twecrew	0:28	▶
jeesish	0:32	▶
Urbanizer64	0:40	▶
Finder	2:00	▶
Task 3		

Question (Written)

▶ Watch Task 3 13:26

Do not scroll. What are your top **five considerations** when applying for credit? Please list from the most to the least important.

Participant	Time On Task	Response
Jrg1243	1:03	▶ 1) Interest Rate 2) Reputability of the card company 3) If there's an annual fee or not 4) Rewards/deals available 5) Potential credit limit
WildeA	0:33	▶ APR, cash back, reputation, bonus, credit limit.
jeesish	2:13	▶ 1. no annual fees 2. low interest rate 3. cashback/rewards 4. application time 5. quick shipping
hello2020hi	1:53	▶ 1- credit score eligibility 2- overall monetary benefits for signing up for the card 3- rewards program for sign up 4- type of card and who accepts it 5- credit card annual fees
Finder	2:13	▶ 1 Security and safety 2 No fees 3 it works every where 4 Interest costs 5 Popular Company, well known
Urbanizer64	1:26	▶ Interest rate Other perks Can I use the card at multiple locations Can I share the account with spouse Payment options-easy to payline
biojane	1:33	▶ 1. APR 2. Monthly payments 3. Credit limit 4. Trustworthy financial company 5. Additional programs (cash back etc.)
belugalove	0:46	▶ cashback, trust of institution, other benefits, customer service
twecrew	1:46	▶ 1. interest rate 2. credit limit 3. pay back- rewards 4. type of card- visa, mastercard 5. name of the card-reputable company
Task 4		

▶ Watch Task 4 18:06

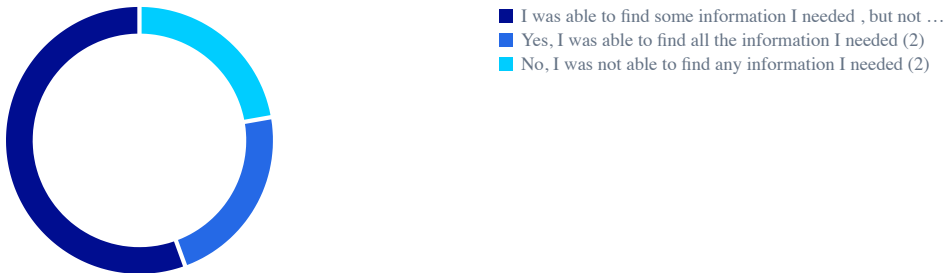
Please locate if your top **five considerations** can be found on this page.

Participant	Time On Task	
belugalove	1:08	▶
Finder	1:14	▶
twecrew	1:18	▶
hello2020hi	1:26	▶
Jrg1243	1:33	▶
WildeA	1:50	▶
jeesish	2:47	▶
Urbanizer64	3:13	▶
biojane	3:37	▶
Task 5		

Multiple Choice Question

▶ Watch Task 5 1:53

Were you able to locate all **five considerations** you've listed.

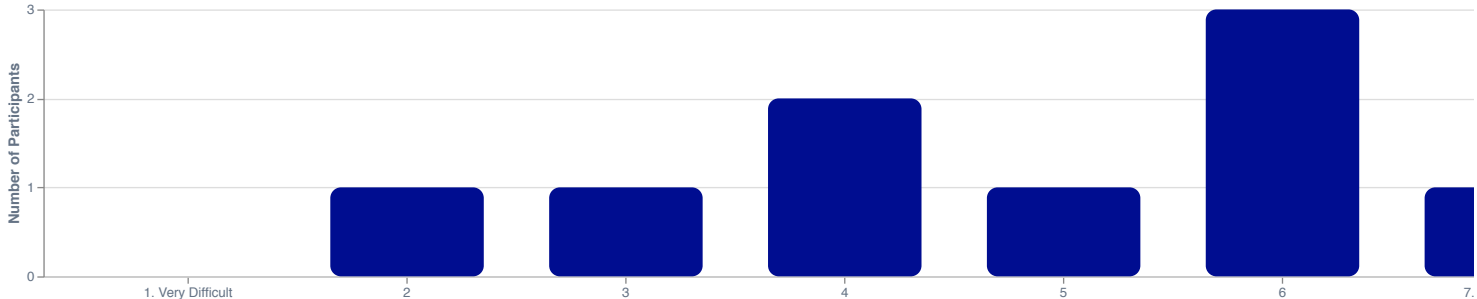


Task 6

Rating Scale Question

▶ Watch Task 6 4:32

How difficult (1) or easy (7) to find all the information necessary to feel comfortable applying for this credit card? **Please explain your response.** [1 = Very Difficult, 7 = Very Easy]



Task 7

Question (Verbal)

▶ Watch Task 7 4:42

If you have this credit card, **describe** how you can use it.

Participant	Time On Task	
Finder	0:03	▶
belugalove	0:12	▶
twecrew	0:24	▶
hello2020hi	0:27	▶
Urbanizer64	0:29	▶
Jrg1243	0:32	▶
biojane	0:46	▶
jeesish	0:51	▶
WildeA	0:58	▶
Task 8		

Question (Verbal)

▶ Watch Task 8 8:26

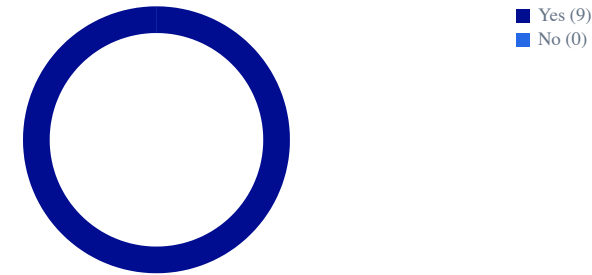
Please **describe** how you can avoid paying interest with this credit card.

Participant	Time On Task	
jeesish	0:19	▶
twecrew	0:19	▶
WildeA	0:23	▶
Jrg1243	0:36	▶
belugalove	0:44	▶
hello2020hi	0:54	▶
Finder	1:25	▶
biojane	1:42	▶
Urbanizer64	2:04	▶
Task 9		

Multiple Choice Question

▶ Watch Task 9 1:50

Is the interest rate mentioned on this page?

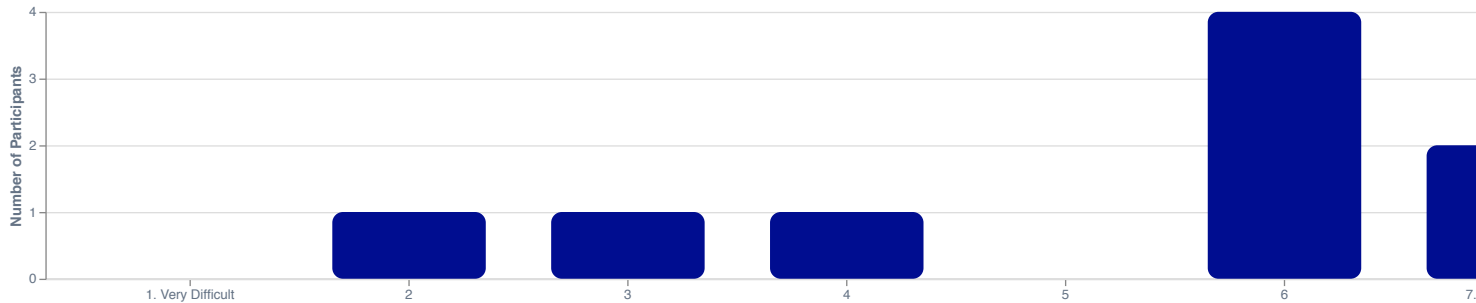


Task 10

Rating Scale Question

▶ Watch Task 10 2:24

How difficult (1) or easy (7) to find the interest rate of this credit card on this page? **Please explain your response.** [1 = Very Difficult, 7 = Very Easy]



Task 11

Task

▶ Watch Task 11 7:35

Take a few minutes to look through the FAQ section.

Participant	Time On Task
hello2020hi	0:09
WildeA	0:27
biojane	0:27
twecrew	0:31
Finder	0:36
Jrg1243	0:37
belugalove	0:47
jeesish	1:50
Urbanizer64	2:11

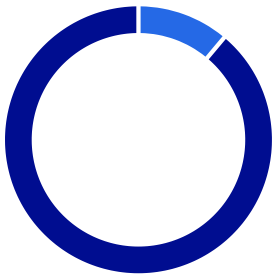
Task 12

Multiple Choice Question

▶ Watch Task 12 4:58

How do you find the **content** of the FAQ section?





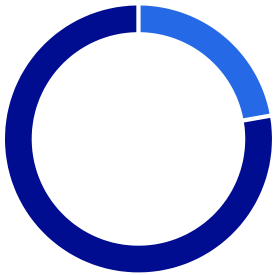
- The content of the FAQ was overwhelming to because...
- The content of the FAQ was not overwhelming because...

Task 13

Multiple Choice Question

[▶ Watch Task 13 6:17](#)

How do you find the **design and layout** of the FAQ section?



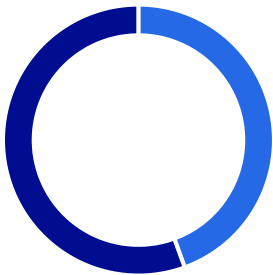
- TheFAQ section was difficult to read because... (7)
- The FAQ section was easy to read because... (2)

Task 14

Multiple Choice Question

[▶ Watch Task 14 3:41](#)

Overall I feel the FAQ section is ...



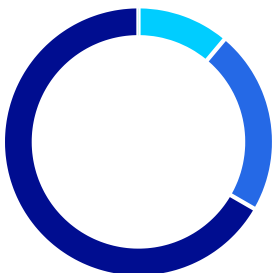
- not engaging to read because... (5)
- engaging to read because... (4)

Task 15

Multiple Choice Question

[▶ Watch Task 15 10:56](#)

Imagine you have applied for this card **online** and was approved instantly. When can you make your first purchase with this credit card?



- After I see my online application is approved (6)
- After I have received the approval email confirmation ...
- After I've called the customer service to ask for the cr...
- After the credit card arrives in the mail (0)

Task 16

Question (Written)

▶ Watch Task 16 6:10

If you are interested in this credit card. What, if any, concerns do you have?

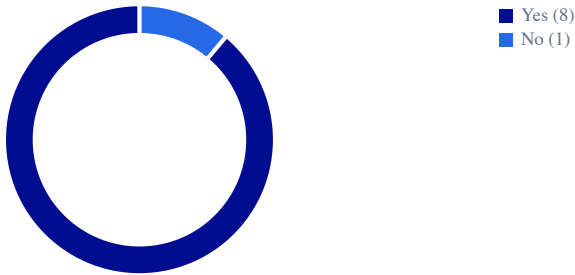
Participant	Time On Task	Response
Jrg1243	0:43	The FAQ is very thorough so I don't have any major concerns.
WildeA	0:35	I haven't heard of the corresponding bank before, nor have I heard of this card. And, to be honest, I find the name of the card a little embarrassing.
jeesish	1:25	i'm worried i won't use it that often
hello2020hi	0:25	n/a
Finder	0:26	29.99 % interest seems very high.
Urbanizer64	0:53	Now that I found interest, it's concerning that it is such a higher percentage of interest. That would detour from wanting to sign up because it is so high.
biojane	1:22	no concerns to the credit card itself after i spent some time looking for the information in the FAQs
belugalove	0:08	No concerns
twecrew	0:13	The high interest rate

Task 17

Multiple Choice Question

▶ Watch Task 17 4:33

Is this credit card backed by any financial institutions?



Task 18

Multiple Choice Question

▶ Watch Task 18 4:28

If you have questions regarding this credit card, who would you contact?



Task 19

Rating Scale Question

▶ Watch Task 19 9:07

How important it is to know the financial institution backing this credit card when you are considering applying? [1 = Not Important, 7 = Very Important]

