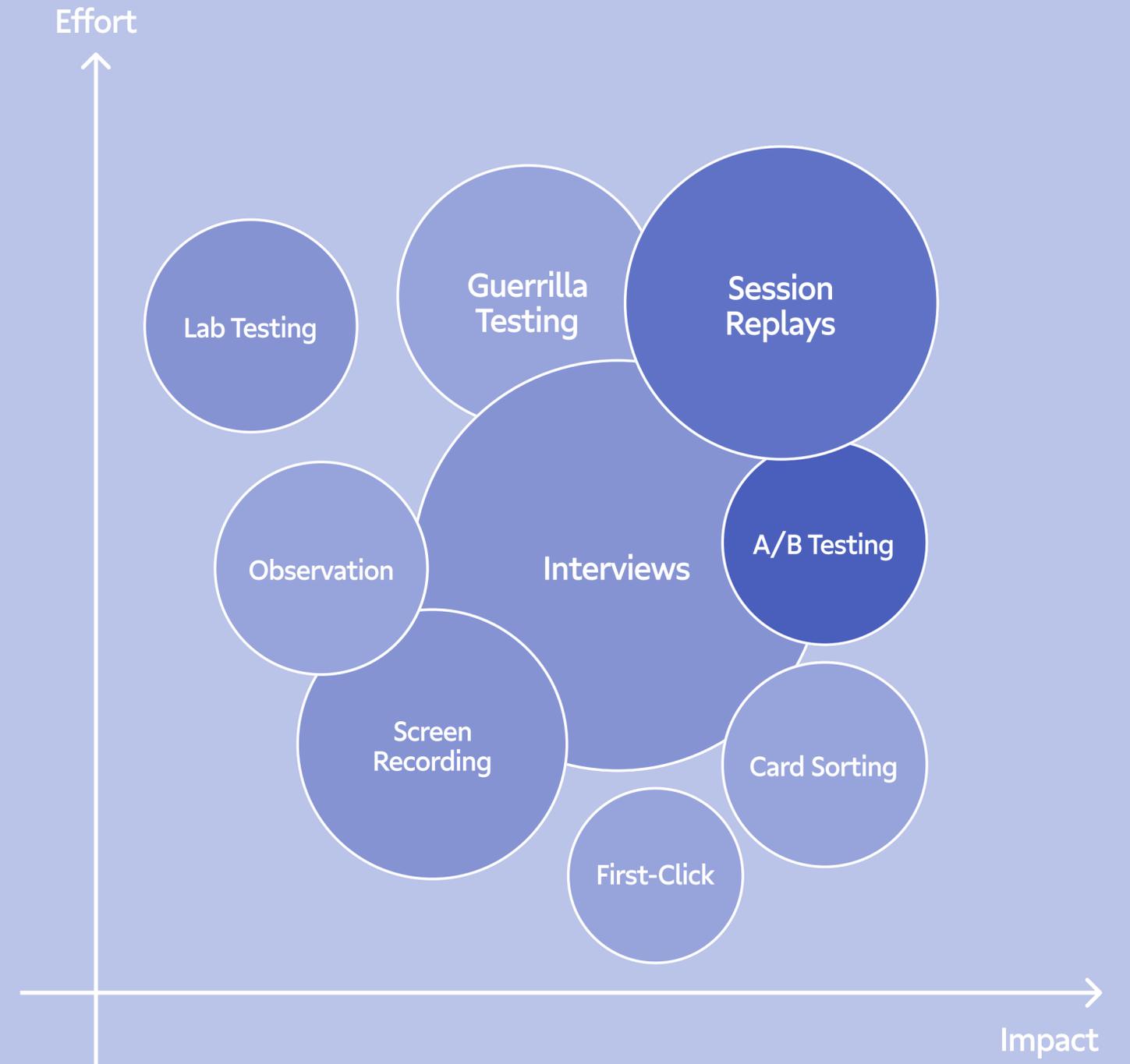


Best Usability Testing Methods for Fintech

With this cheat sheet, you'll be able to

- Define clear research objectives for fintech
- Quickly pinpoint the right usability testing method
- Gather actionable insights tailored to your needs
- Balance your resources and goals effectively



Questions	Lab Testing	Guerrilla Testing	5-Second Test	Screen Recording	Eye-Tracking	Observation	Session Replays	Interviews	Card Sorting	A/B Testing	First-Click
How easy is it for users to navigate the app?	Yes	Optional	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
How intuitive is the menu structure in the app?	Yes	Optional	Yes	Yes	No	No	Yes	Yes	Yes	No	Yes
How do users navigate the payment or money transfer process?	Yes	No	Yes	Yes	No	Yes	Yes	Yes	No	Yes	No
What do users think of the account registration and onboarding flow?	Yes, moderated	Optional	No	No	No	Optional	Optional	Yes	No	Optional	No
At what points do users abandon transactions, and why?	Optional, moderated	No	No	Yes	Yes	Yes	Yes	Yes	No	Optional	No
How secure do users feel when doing transactions?	No	No	No	Optional	No	Optional	Optional	Yes	No	No	No

Questions	Lab Testing	Guerrilla Testing	5-Second Test	Screen Recording	Eye-Tracking	Observation	Session Replays	Interviews	Card Sorting	A/B Testing	First-Click
What feedback do users have about our notifications system?	Yes, moderated	Yes	No	Optional	No	Optional	Optional	Yes	No	Optional	No
How do users rate the speed of transactions?	Yes	No	No	Optional	No	Optional	Optional	Yes	No	Optional	No
Does the app provide a consistent experience across devices?	Yes, moderated	No	No	Optional	Optional	Optional	Optional	Yes	No	No	No
Are there any pain points in completing a loan application?	Yes, moderated	No	No	Optional	Optional	Optional	Optional	Yes	No	Optional	No
What challenges do users face when using financial planning tools?	No	No	No	No	No	Optional	Optional	Yes	No	No	No
Are there specific pain points in the investment process?	No	No	No	No	Optional	Optional	Optional	Yes	No	No	No

Questions	Lab Testing	Guerrilla Testing	5-Second Test	Screen Recording	Eye-Tracking	Observation	Session Replays	Interviews	Card Sorting	A/B Testing	First-Click
Do users prefer tablets or desktops for checking asset management dashboards?	Yes	No	Yes	Optional	No	Optional	Optional	Yes	No	Yes	Optional
How does device usage vary between mobile banking and crypto platforms?	No	No	No	Yes	No	Yes	Yes	Optional	No	No	No
How do users interact with ATMs?	No	No	Optional	No	Optional	Yes	Optional	No	No	No	No
Are there common usability issues affecting engagement?	Yes	No	Optional	Optional	Yes	Optional	Optional	Yes	No	Optional	No
What feedback do users provide on low-performing features?	Yes, moderated	Yes	No	No	No	Optional	No	No	No	No	No
Does the design effectively communicate the value of a feature?	Yes, moderated	Yes	No	No	No	Optional	No	Yes	No	No	No

Questions	Lab Testing	Guerrilla Testing	5-Second Test	Screen Recording	Eye-Tracking	Observation	Session Replays	Interviews	Card Sorting	A/B Testing	First-Click
Is a one-click crypto swap feature intuitive?	Yes	No	Yes	No	Yes	Optional	No	No	No	No	Yes
How do users rate the overall usability of advanced features?	Yes, moderated	No	No	No	No	Optional	No	Optional	No	No	No

* Optional – methods can be applied in specific use cases or as a complimentary part of another method.

About Craft Innovations

Craft Innovations is a research & design firm, that helps fintech leaders explore human needs and find actionable insights, to deliver customer-centric innovations faster, with lower risks of failure.

Research services:

- Defining unmet customer needs by qualitative research
- Proving decisions by quantitative research
- Customer loyalty assessment by data-driven measurements
- Assessing user experience by UX audit and Usability testings

Design services:

- Product design – launch innovations from scratch
- Transforming customer experience by service design methodology
- Define winning Value Proposition and Monetisation Model

Consulting:

- Helping grow high-performing innovation teams

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