



Mortgage Choice  
-  
User Research Report  
03.05.17

## User Research

User research consisted of a moderated 60 minute session with 12 participants from diverse locations within Sydney, including a user interview and usability test.

### INTERVIEW

Participants were interviewed for 30 minutes about their experience with home loans in order to better understand the context, behaviours, attitudes and needs behind the research and application process.

### USABILITY TEST

Participants undertook a 30 minute usability test of the Mortgage Choice website and broker mini sites. The scenario began at the research process and followed their journey throughout the website, ending with an exit interview.

The research interview script was used as a guide only and adapted for each participant in the study, depending on the information they provided and the areas they wished to explore in the website.

We recorded the interviews and usability test sessions for confidential use only.

## User Research

The research is presented by persona profile type to get an understanding of how experience, intention and attitude influenced the user's interaction with the Mortgage Choice website.

### THE PURPOSE OF THIS RESEARCH IS TO UNDERSTAND

- Broader context of the home loan process from a user perspective to keep customer needs in mind for the re-design of the website
- Behavioural path of the customer journey so we can design a needs focused tailored approach
- Identify an 'ideal' journey and determine how we can build the right journey for each type of customer
- Existing customer processes and identify opportunities across the entire journey
- The end to end touch points from a service design perspective to improve the overall customer experience
- The pain points, expectations, needs, motivations and behaviours of the entire process to identify key opportunities for improvements
- Identify needs, wants and expectations when it comes to talking to a broker
- Explore sentiments to brand loyalty when it comes to research
- Identify triggers and opportunities to move customers between products and channels
- How the Mortgage Choice offering could be of interest, value, and engage potential customers

## Participant Profiles

We selected three participants from each user profile across each age group in NSW to ensure variability across the research results.

### FIRST TIME HOME BUYERS

Two participants had taken out a mortgage in the past 12 months and one intended to do so in the next 12 months

Diverse locations from Southern / Western Sydney or Northern / Eastern suburbs

Low income and high income

Main or joint decision maker on mortgages

Male or female candidate from each age subset:

Age: 25-34 (2)

Age: 35-44 (1)

## Participant Profiles

We selected three participants from each user profile across each age group in NSW to ensure variability across the research results.

### REFINANCERS

All participants had refinanced a mortgage in the past 12 months

Diverse locations from Southern / Western Sydney or Northern / Eastern suburbs

Low income and high income

Main or joint decision maker on mortgages

Male or female candidate from each age subset:

Age: 25-34 (1)

Age: 35-44 (1)

Age: 45-54 (1)

## Participant Profiles

We selected three participants from each user profile across each age group in NSW to ensure variability across the research results.

### INVESTORS

All participants had invested in property in the past 12 months, that was not a first mortgage

Diverse locations from Southern / Western Sydney or Northern / Eastern suburbs

Low income and high income

Main or joint decision maker on mortgages

Male or female candidate from each age subset:

Age: 25-34 (1)

Age: 35-44 (1)

Age: 45-54 (1)

## Participant Profiles

We selected three participants from each user profile across each age group in NSW to ensure variability across the research results.

### MOVERS

All participants were intending to upgrade or buy another property in the next 12 months (Not first mortgage, not refinance and not investor)

Diverse locations from Southern / Western Sydney or Northern / Eastern suburbs

Low income and high income

Main or joint decision maker on mortgages

Male or female candidate from each age subset:

Age: 35-44 (2)

Age: 45-54 (1)

# First Home Buyer

## First Home Buyer - Interview

### We spoke to three first home buyers aged between 27-39.

Two of the participants had taken out their first home loan six months prior to the interview.

One participant was planning to take out a first home loan and was a few months away from having a full deposit and was in the very early stages of the research process.

For those that had already purchased their first home, one went through his current bank he already had an account with, and the other went with a Mortgage Choice broker, through a friends' recommendation.

## First Home Buyer

### High level Summary

- Referrals play a key role in the first home loan process, with first home buyers looking for guidance and recommendations from friends and family.
- Banks are always top of mind for first home buyers, primarily those they are already banking with and major banks they are familiar with.
- First home buyers are open to broker usage pending advice from people they trust.
- First home buyers are unsure what Mortgage brokers do and have assumptions about the role and processes of using a broker.
- First home buyers need confidence they are getting all the right information.
- First home buyers are wary of being 'sold to' while looking for guidance.
- First home buyers are confused and conflicted with inconsistent and varying information in the media.
- Face to face contact is important for such a large purchase, although some parts of the application could be undertaken online.
- For those that have already purchased their first home, the experience has been straightforward, seamless and positive.
- There is an opportunity to educate first home buyers so they can understand the process and feel confident in their decisions.
- There is an opportunity for Mortgage Choice brokers to guide and support first home buyers through their first home loan application and Mortgage Choice to provide services throughout their lifetime as an ongoing customer.

## First Home Buyer - Broker Usage

"I was looking for someone that was **helpful**, especially being my first home, someone who was willing to give you a bit of time in **coaching** you through what you **need**, not necessarily their opinion, but giving a **helping hand** along the way."

There was some confusion or lack of knowledge of what a broker could do and how they could help first home buyers. They had their own assumptions about what a broker did which came down to costs associated and commission structures.

"I've always assumed, rightly or wrongly that it's someone that isn't necessarily on the person buying side, they're more working on the make money side and it's adding an extra step that's someone you have to pay, that's probably why I haven't looked into it so much"

"These websites and these brokers...you don't know how their commissions structures work, ultimately if I get these guys to help me with a future loan and they get back to me with a rate then I would also then do my own research and compare and if that raises more questions I would go back to them and ask them what's the difference?"

First home buyers were open to being guided throughout the process, and would be open to a broker but simply didn't know enough about a mortgage broker to pursue it.

"As long as they can give you a competitive rate and minimal turnaround from when you initially make contact with to when it's all said and done."

"I didn't know exactly what the process with a broker would have involved, whether there was fees involved, how much money I would have saved, also the fact I didn't know too many people who had gone through a broker."

Those who used a broker had a really good experience and understood their role after their experience with them.

"I wasn't sure what a broker could do before, knew they could compare some rates, they can skip out me having to go visit three or four different banks for me, they were quite helpful as far as sending everything to me. I didn't really know that before."

In one circumstance, a first home buyer planned to approach a bank, when his friend recommended their Mortgage Choice broker. He spoke to three brokers in total before deciding with a Mortgage Choice broker. He happened to get the same broker his friend had used. For him, he couldn't have done the process by himself.

"It's almost like having someone on your back a little bit. As I'm busy at work. If you're dealing with someone directly from the bank I wouldn't think they would chase you as hard. Whereas a broker wanted to get things happening. They were quite helpful in terms of personable."

"I'm not planning to use a broker, I have some family that are good with investing, I'm going to get them to help us rather than a broker situation..not aware of how a broker could help me.I don't know that much about it to be honest."

With one first home buyer, the point of difference between Mortgage Choice and other brokers was they way they dealt with contact. "They didn't hassle you as much, instead of ringing up and hounding you and asking you if you made a decision, which was good."

## First Home Buyer - Questions top of mind

“What would happen if I tried to apply for **multiple loans** in the one go? What happens if you get **rejected** from two places?”

### QUESTIONS FOR BANK

- What is the versatility of the actual loans and what do they offer?
- What are the different options packaged with a loan?
- What aspects of the loan allow me to pay the loan off faster and how does that work?
- Variable vs fixed rates - what's the best long term?
- What we can afford? What areas and what size of house?
- Repayment process - what does this involve and how does it work?
- What initial deposit will I need?
- What sort of fees do I need to pay?
- General structure of loans - What do they offer? What can they offer me?
- Collateral - What sort of reinvestments am I able to do once I build up some equity in the house?
- Other investment options- which banks offer a different portfolio of diversity so I could withdraw on that if I needed to in the future?
- Have I met the bank's' criteria or not?

### QUESTIONS FOR BROKER

- How much money am I able to borrow?
- How do I make sure my income is enough?
- Which banks were included in their quotes?
- Timeframe - How quickly could they get it approved?
- Are there fees involved?
- How much money could I save?

## First Home Buyer - Information they needed to know

"I wish I had known the **loan market** a bit **better**."

### INFORMATION WE NEEDED TO KNOW

First home buyers were generally confused and talked about conflicting information from news outlets. They wanted information delivered in a simple way they could understand.

"I've read conflicting things about that, what's better and what's worse, a lot of it is opinion based but a lot of it is high brow way of explaining things vs a very simple pros and cons list which would be super helpful for first home buyers, there's not much out there."

"Banks talk about variations in rates, eg lower deposit, and giving first home buyers a break to get to market saying it's a great advantage and read other things that say it could be a complete disaster.... It's daunting. People say it's not a great financial plan long term."

- Low rates
- Detail around fixed and variable rates and what's best for us
- Low deposits if we're looking at putting less deposit and whether to take out a bigger loan
- Pros and cons of fixed rate and variable rate
- The different changes over time of a loan
- Needed clarification on terms and conditions and how they would affect them - one first home buyer copied and pasted the terms and conditions and sent to Loans Officer to have it explained

### CONCERNS & UNCERTAINTIES

- Interest rate increases as I know it affects repayments
- How much interest rates fluctuated or decreased during this time
- Possibility the bank might say no
- Reading the market rates and the banks in the news, it's always a red flag when it's consistent variability all over the place
- Financial situation - I started a new business and wage is going to go down. Have to make sure we're in a great financial position to do so.
- We have the opinion that the biggest deposit is best to go so we have more flexibility

## First Home Buyer - Pain Points

"It feels like it's **constant** information, never-ending, different **opinions** that **differ** each other, what you read is **varying**."

- Lots of fine print, you have to read all the details and a lot of it is geared to make money for banks
- Housing market is crazy, trying to get somewhere where we want to live but something we have to fix up as well
- It's definitely a lot of work
- A lot of these sites you are already expect to know a lot of banking jargon and terminology, have those steps clear.
- Getting mortgage lenders to ring you back - some wouldn't leave you alone, some wouldn't get back to you
- The majority of time you leave your number online, they ring you straight away and they hound you
- Getting 100 different pieces of identification and going to a specific bank and giving them ID and get it all checked by someone else
- Crunching the numbers - with a large purchase there was a lot of fore-thinking about future and interest rates and repayments

## First Home Buyer - Application Process

### "Speaking to a **bank** is definitely the **plan**."

Friends and family played a key role in the direction first home buyers took.

One first home buyer took a friend's referral for a Mortgage Choice broker. Another first home buyer intending to buy was getting financial advice from savvy family members, or would look where a family member had gone through before for a home purchase.

First home buyers were generally open to direction pending advice from people they trusted. The banks seemed to be first point of call, often being described as the safer and better option.

"Generally everyone said, the bank that I'm banking with at the moment is usually the better and safer option"

"The way it was sold to me through ANZ was quite straightforward. I felt comfortable because I had dealt with them before."

"I would maybe have taken a gamble with a different bank...I'd been advised that it's better to go with the bank you're with, that you've got a history with, just to make things a little bit easier."

First home buyers first approached the banks they were already with but were open to speaking to and comparing with other banks. Using a bank as opposed to a broker was mainly due to not knowing what a broker could do.

"I went into a branch I was already with and enquired about a loan and spoke to a loans officer. I thought it would be much more straightforward, but also didn't know what a broker could do"

The assumptions about a broker's role tended to the side of complication, whereas they were looking for something easy and straightforward.

"That was the one of the reasons I wasn't 100% sure about going with a broker, I thought going to a bank was more of a straightforward process."

The first home buyer who had a Mortgage Choice broker had had a good experience.

"The lady I had, she was helpful. She coached me through the process."

### PREFERRED APPLICATION PROCESS

Because it was their first time, face to face meetings were preferred.

"Next time I would do application online, this time for such a large purchase I wanted to make sure I didn't make a mistake on application."

"I could understand information better and if there's questions I need to ask I like to ask them straight away."

"Initial interaction was probably the best – face to face was better, I was able to get across what I wanted and I can understand information when it's explained to me, if there's questions I need to ask I like to ask straight away."

"I couldn't do the process online, it was good having someone to physically sit down and explain it through."

Many said they would do the application process online, as long as it started with a face to face meeting.

"If you'd spoken with someone initially and felt more comfortable giving it to them as opposed to uploading it in online portal."

Building rapport with a loans officer or mortgage broker was very important.

"I like to have a personal relationship, I think online is great to have those first search around and inform yourself but I would also want to have those later stages face to face, that would be my preference."

"I preferred having the same person to have contact with because at least they knew the time frame and the conversation thread we had prior to that. In that four day period it was just calling or emailing back with additional information."

## First Home Buyer - Research Process

"I had my **set of questions and criteria** I needed answered, if I couldn't answer it I'd move on to something else."

### WEBSITES VISITED

ANZ, CBA, ING, Aussie, Rams, St George, Westpac, ANZ, compare the market, iSelect, domain and realestate.com calculators online

ANZ and Aussie were mentioned as being good websites that were easy to read.

Although they used comparison sites, they were wary of being 'sold to' and getting asked for personal information.

"I didn't want to go to comparison sites because of putting my number and details in database on a marketing list."

"They show you comparison rates, but you need to go in deeper to get the information, you should be able to get what the lowest rate was. I think it's bad. I looked at a comparison website but I never entered my details because I knew they would hassle me. I always worry about putting my number in it. With iSelect, they won't leave you alone until they get the sale."

They liked websites that were able to talk to them without jargon.

"I really liked the Aussie home loans site...I find a lot of them have a big explosion of information and a lot of them you're already expected to know a lot of jargon and terminology... By no means I think I'm stupid but it's really good to have steps that you feel confident to move on to the next stage, something laid out for you versus assuming you have a certain percentage of knowledge about loans already."

For the first home buyer intending to buy, the research process was going to take some months. "I think it will take 6-8 months to go through the process if we find something we really like...we're not rushed."

### REASONS TO REVISIT WEBSITES

First home buyers returned back to websites throughout the research process to see if interest rates had changed and to get updates on the market.

"Sometimes I would go back for the same information or sometimes just to kill time or see if anything new had popped up. I would look at interest rates to see if they fluctuated, based on what the current financial rates were in the news. I also watched documentaries about the housing market in Sydney."

"Getting an update on the market, having a look at what's changed, especially the year cycle of when's a good time to buy, and what the rates are and following when they go up and down, compared to inflation."

In one circumstance, a first home buyer returned to research after having just submitted his application with ANZ.

"Once I got the information from ANZ, I wanted to compare to see if other banks or websites were offering an easier option or have a second option in case I wasn't successful with ANZ."

## First Home Buyer - Research Context

"I'd set myself a couple of **hours** at a time at **home**.

The research I did on **mobile** and at **work** was **in between**."

First home buyers were constantly researching whenever they had spare time on any device - mobile on the go, tablet or laptop at home after work.

Sometimes devices were used for different websites - mobile to look at real estate websites and tablet to look at loan sites.

### TIME SPENT RESEARCHING

The first home buyer intending to buy had been researching for a year on and off, every couple of weeks for 30-40 hours.

The first home buyer who had used a Mortgage Choice broker had spent two weeks online before speaking to broker, for interest rates looking at different banks.

The first home buyer who used their bank had researched sporadically 9 hours in total.

### ROLE OF MORTGAGE CHOICE IN RESEARCH

Mortgage Choice had come up in research but it was not something that stood out to users - as either a website they could recall or had returned to.

Participants had heard of Mortgage Choice through advertising on radio or seen it online through other websites.

### FACTORS THAT CONTRIBUTE TO LENDER DECISION

- Interest rate and equity lending scheme
- Low rates, fixed and variable rates and see what's better for us
- One first home buyer had called CBA, because by chance had been there sorting something else out.
- One FHB had gone with ANZ because they had dealt with them before.

"I'm biased because I was with that bank, and the ANZ customer service helped, didn't push me into it."

"If I went with a smaller bank I was worried I would not get the total if I was looking to borrow equity out of it later, the turnaround would not be as quick and easy."

"Someone that can makes us feel comfortable with them, that we feel confident with."

## First Home Buyer - Building Trust

"Initially it was **daunting**, but when I was explained the loan package and what it **involved**, and what it involved from my end, the more **understanding** I got of it and the **easier** it was... as the process continued it felt like it was **moving** so the **process** became a lot more easier."

For first home buyers, trust gets built from a number of sources including:

- Gaining understanding and knowledge about the process
- Having guidance from friends and family
- Familiarity with existing banks and lenders
- Advertising (radio, tv, newspapers)
- Other peoples experiences and testimonials

### WEBSITE

- Big lender options and images.
- Images of family
- Light and bright colours
- Brokers names and faces

## First Home Buyer - General

“It would have been **nice** to have been able to **speak** to my loans officer **after hours**.”

### WHAT IT COMPARED TO

- Applying for credit cards online
- Starting a business and reading a lot and a lot of information to inform myself
- Financial side of business

### SEEKING ADVICE AROUND FINANCIALS

For the first home buyer about to invest, she was planning to use the advice of her family with investment experience.

“Financial know-how in my family will be better to help me and will cost nothing.”

Other first home buyers didn't necessarily seek out financial advice around the first home loan process, but planned to in the future.

“I spoke to loans officer at the bank, to ask once home loan was secure what sort of options I had in regards to reinvestment of equity.”

“I plan to look at a financial planner (use my business financial planner) when I come to it.”

### IDEAL PROCESS

“It would have been nice to have been able to speak to my loans officer after hours”

“Live chats would be quite handy”

“I don't want to be pushed into making decisions or feel like I'm being hounded”

## First Home Buyer - Usability Test

"All the **lender logos** are good, gives you a **feeling** they're more **on your side.**"

### SEARCH

The first home buyers who used the search term "home loans" were likely to click on the ad links in the search results. They would otherwise search directly for bank names.

A first home buyer that said she was news obsessed searched "home loan rates news" and would not look at or click on ad results.

In the search results, first home buyers tended to select the results they were most familiar with - bank names or Aussie home loans.

In no circumstance did Mortgage Choice appear in the first page of search results.

### TOP OF MIND - QUESTIONS

Once landing on the Mortgage Choice website, the first question that came to mind was

How do you guys work?

One first home buyer said "I would tell them I'm with ANZ at the moment, and ask would you automatically put me through to ANZ, or based on my enquiry I made put me through to best bank that's available?"

### FIRST IMPRESSION - LANDING PAGE OR HOMEPAGE

- Interest rates were the first thing people noticed
- The News in the homepage header was well received as well as the lender logos

"I like how they have their news in header. With RBA cash rate. You don't feel pushed. Gives you vibe you can go at your own pace."

"All the lender logos are good, it gives you a feeling they're more on your side."

- The header image stood out and people commented whether they could relate to it or not
- The landing page was generally seen less favourably as there were no navigation tabs.

"I would look at it later as there was nowhere to navigate to and nothing juttred out at me so I'd want to understand more before contact was made through online help or calling them"

The hierarchy of the homepage content above fold was good for users, however some users didn't scroll and missed out on the information below the fold on the homepage.

## First Home Buyer - User Journey

### JOURNEY 1

1. Searched "ANZ" and "Home loans"
  2. Homepage (Landing page) >
  3. Home Loans >
  4. Find the right loan for first home >
  5. How a Mortgage broker can help you >
  6. First home buyers (all tabs) Home loan deposits >
  7. Subscribe to newsletter >
  8. Download step by step e-guide (FHB)
- Would look at Rams, Aussie and banks in search results
  - Interest rate stood out on the homepage
  - First thing they wanted to know was "How do you guys work?"
  - Interested in how a mortgage broker could help and the difference between going to a broker and a bank
  - Likely to use home loans repayments calculator and split loan repayments
  - Would subscribe to Mortgage Choice news at this point
  - Would likely go through home loan section and read through all the tabs
  - Would use calculator but not yet - would get details first
  - If after hours, would send emails out so they could get a response tomorrow. If it was during the day, would call as a next step.

### JOURNEY 2

1. Searched "Home loans"
  2. Homepage (Landing page) >
  3. (interest rates in header) Compare home loans >
  4. Download step by step e-guide (FHB) >
  5. Home loan glossary >
  6. Home buying advice >
  7. Home loan application process
- Would click on ads because they seemed to be the most relevant links
  - Interest rates, handy tools and financial planning in homepage stood out
  - Liked home loan application process step by step graphic
  - Likely to use borrowing power calculator and home loan repayments calculator
  - Navigated to First home buyer and interest rates
  - Didn't know they did credit card comparison
  - Would select a broker with a mobile number displayed so he could speak to someone direct
  - Would make a phone call as next step (broker mobile direct)

### JOURNEY 3

1. Searched "Home loans rates news"
  2. Homepage >
  3. Compare Now (CTA) >
  4. Speak to home loan specialist >
  5. Download step by step e-guide (FHB)
- Would not click on an ad
  - Would scan results for any news, "I am news obsessed"
  - Lenders options, interest rates and news on homepage stood out
  - Liked 'what does a Mortgage broker do' content
  - Noticed other products and would look at Mortgage Protection Insurance and then Contents Insurance (would ask about car insurance at a later stage)
  - Didn't know they had car services and products before "The name doesn't lend itself to these other products and services."
  - When user entered data in e-guides it said "subscribed to updates" but didn't show her the e-guide "that would be annoying for me, I would expect if you signed up for something it would immediately start downloading immediately or you could download it. I would find that frustrating."
  - Likely to use home loans repayments calculator, and when it gets closer would use fortnightly repayments, how long to repay and borrowing power calculators
  - Next step would be to send some options to her partner and ask if he had heard of the 'Gateway' option

## First Home Buyer - Broker's Website

"I'd want to **meet** him face to face, how he would propose a loan to me and what sort of **options** I would have and from then I would have **questions** about his **product** and what he's selling, see the way he **approaches** sales."

### FIND A LOCAL BROKER

The call to action button for 'Find a local broker' didn't necessarily stand out to find a local broker. Most people went to search for a mortgage broker by navigating to Home Loans tab and selecting 'Mortgage Brokers.' Here however there was no way to navigate to the local broker page.

No one searched via broker name.

### BROKERS LANDING PAGE

First home buyers responded to broker profile images and mobile numbers because they would want to speak with someone direct. They talked about selecting brokers located close to them. They were less likely to click on brokers without addresses.

One first home buyer mentioned that information was sparse, that potentially bringing some of the information from brokers pages to the landing page would be needed in order to click through to that broker. It wasn't clear from the landing page that the brokers had their own websites.

First home buyers wanted more information on how many years brokers were in the business and what they specialised in.

### BROKERS WEBSITES

Reviews were seen as important but had a mixed response.

"Will they show a bad experience? Probably not."

"I know they could be written by anybody, so it's not that important – if it's too good it might be written by somebody that they knew"

It was important to make sure the broker is accredited, where they were located and who they worked with.

Next steps for most first home buyers was to contact them by phone or email direct. Some couldn't find a direct email address on the broker's site.

"I would have a chat with someone at this point, probably send an email. Prefer to have a call on the phone first to have a feel then book an appointment, I like talking to the person."

"If I was on the road id give him a call, if I was in office I would email, if I had time would do online chat just to gauge how quickly he could get back to me."

Others would want to meet the broker face to face and gauge them in person. "I'd go in and see these guys and get my own opinion."

## First Home Buyer - Calculators

"I'd prefer a **form** that I can fill in with more **information** before someone calls me so that when they do call me there's **context**."

### HOME LOAN REPAYMENTS CALCULATOR

- It was unclear that clicking on options changed graph results
- It was well received that data was copied over from other calculator
- It was seen as being honest "most of the time you don't see total loan repayments number"
- Liked the loan calculator as it doesn't ask personal details

### BORROWING POWER CALCULATOR

- Liked that it could 'help estimate monthly expenses'
- Didn't understand the language around credit limit "Is total credit limit a credit card?"

### COMPARE HOME LOANS

- The pre-filled data from other calculators was not obvious on this page
- What was noticed first was "contact us" button
- Filters were easily missed.
- Users tried to click on "extra repayment options" and "split loan" in product features.
- Users expected if they clicked on enquire it might go to bank contact number, the website or call centre for mortgage and they would speak on behalf of bank.

- Users tried to click in each results box to drill down further and expected a clickable link through to bank site, as opposed to an enquire button.
- "I was expecting a number to come up to call, I'd be more comfortable if it was a bank, as opposed to these guys, would give them my mobile phone number"
- Users preferred to have eight different bank options shown as opposed to duplicate options of banks in search results
- "I like how interest rates and comparison rates stand out"
- Users were likely to take a screenshot and send it through to partner.

### ONLINE CONTACT FORM

- At the point, first home buyers preferred a form to fill in with more specific data so that there would be context to the discussion.
- "This might be able to input rough cost around houses, areas we are looking in, for first home or investment property? What deposit I have, what approximate cost "I'm looking at, what hours to contact me."
- At this point in the journey it was assumed whoever might call would have expertise in that area.
- "I assume there's people who deal more with first home buyers and investment so then someone would call me whose geared towards my financial situation vs just anyone calling."

## First Home Buyer - Communication exchange

"I probably wouldn't fill in my **details** because then it goes into the **system**."

### E-GUIDES

The response to filling in data to get the PDF guide was mixed. One first home buyer filled in their details and was automatically subscribed to the website.

"If I'm getting something from it and I'm able to download I don't mind them having my details, but that felt very much like grab for your details to start sending you stuff, with no advantage back, which I don't like."

Another first home buyer expected to click on the PDF icon and access it straight away.

"I probably wouldn't fill in my details because then it goes into the system."

Another first home buyer was happy to enter details to get the downloadable e-guides for first home property.

### LIVE SUPPORT

Live support was generally not seen as something they would use in this circumstance.

"I assume it's someone who doesn't have an expertise in the area. I would do it usually but not for this type of thing"

"Don't like live support, it's never very live. Not always think that someone is on the other end of it."

### CONTACT PREFERENCES

How they would contact them depended on the context. If they were time poor, they would fill in an online form. If it was after hours, they would send an email out, or would call during the day.

"80% of the time I would call over the phone and face to face, only use email and online if they were the only available options."

"Sometimes I want to know this information on the weekends, if there was a loans officer that could come to you on the weekends."

"I preferred email because it's there and I remember it. If I get a phone call I might forget about it."

### ONLINE PORTAL

The idea of an online portal was seen as valuable as a second step to having met someone in person first.

"I would be fine with that if at first I felt like I was dealing with that person I felt had that expertise that was working with me."

"If you had spoken to someone initially it would make you feel more comfortable if you were giving it to them as opposed to uploading on the online portal."

## First Home Buyer - Exit Interview

“The fact that these brokers have all these **different banks** that allows for them to **work** on their behalf, that adds a little extra **confidence.**”

### SUMMARY

First home buyer generally considered the website to be easy, straightforward and intelligent.

People considered Mortgage Choice to be a comparison site after having used the site, but had a better understanding of the role of brokers after their experience using the site.

Nobody understood the key value proposition of the site but when it was disclosed said it would have been important to know.

Most people said they would look at the Mortgage Choice website outside of the interview to learn more about it, which was a positive note.

“Had I known exactly what mortgage brokers could do, I may have been more inclined to prepare them with my current bank loan. There is always an option for refinancing, if I can save.”

As a next step, they were likely to look at other calculators on other sites.

The orange font on the calculator pages appeared as clickable links for one first home buyer.

“I won't use a website if I have to figure it out after a period of time.”

### MORTGAGE CHOICE OFFERING

When asked to describe what they thought the website offered, they said

“Compare anything that you need - home loan, car loans, insurance”

“It's a comparison site with a bit more information.”

“If I got in contact with someone, rather than getting to a broker straight away they could make it more clear you'll be speaking to someone who's going to help you look for what you want from everywhere versus going straight to the comparison rate from ANZ. They will show you 'we are going to be the people who will be doing the first steps'. 'You'll deal with us first, and then we'll hook you up to go on from there.'”

“At the moment it appears to be a search kind of site, as opposed to people with really good skills you could use before you go into see some of these banks or financial places.”

“A sub-contractor group of guys.”

## First Home Buyer - Exit Interview

"It looks like a **search** site versus a site with **expertise** with **people can help you.**"

### OTHER PRODUCTS THAT ADD VALUE

When asked about other products that could add value to first home buyers, the following products were mentioned

- In depth legal division
- More information about conveyancing
- Stamp duty fees and calculators
- If there was a portal, I would have to have assurance that it's secure and 100% confidential
- A larger pool of financial companies offering their loans
- Travel insurances "When I look at travel insurance I always go with big places that have multiple types of insurance."

### MORTGAGE CHOICE PRODUCTS

First home buyers would be interested in other products around this process if they could be discounted.

"I would definitely look at pairing up to get a discount with the same supplier."

"If I was doing this around the time of insurance or if I was getting insurance of the house that might be something I look at as well to get an idea."

"If I was in a position to do multiple things I would."

"I'd probably ask later to couple it later down the track rather than look at them separately right now."

Products first home buyers were interested in:

- Health and life insurance (one first home buyer was doing this through his super at same time).
- Car loan insurance
- Home, building and contents insurance
- Mortgage protection insurance

## First Home Buyer - Opportunities

# Ways we can serve the first home buyer online

### WHAT FIRST HOME BUYERS NEED

First home buyers are faced with a daunting prospect. The journey to buying a first home is fraught with emotion; stress, trepidation, excitement. What first home buyers need is to feel reassured and confident they are getting all the right information and making the right decisions. They seek stability and financial security. They need someone who they can trust, who can ensure them the best deal and involve them in every step and talk them through the whole process. They need freedom of communication so that they don't feel stressed about the unknown and that there will be no surprises. Most of all they need support, guidance and understanding that they don't have the financial know-how.

### HOW MIGHT WE?

Keep Mortgage Choice top of mind for first home buyers throughout the research process?

Provide a much more detailed search?

Acknowledge time poor researchers by making content digestible in short formats?

Bring the information directly to first home buyers without them having to click and find the information themselves?

Break up information into relevant stages of the research process?

Pair up experts from Mortgage Choice with the right user group, through live chat or otherwise?

Empower first home buyers with their own understanding so they can feel confident about the process?

Present non-conflicting, straightforward information in market that's cluttered with inconsistencies?

Provide information without jargon and make it clear what certain words mean in the context of someone reading it?

How can Mortgage Choice come to you with information on updates and news and rate changes rather than having to go search elsewhere?

Ensure the journey from the main website to broker site be more seamless?

Make the value proposition of Mortgage Choice more clearer?

Provide a much clearer education piece around mortgage broking, the fees and process?

Build a sense of stability and confidence in Mortgage Choice?

Enable simple sharing of information from one partner to another?

Provide more information rather than asking for it first.

Provide a specific FAQ section for first home buyers for more complex questions?

Leverage friends and family referrals to build more trust for first home buyers?

Incentivise family and friends for referrals?

Keep Mortgage Choice top of mind for first home buyers for when they might refinance?

Communicate going through a broker is as straightforward as going through a bank?

# Refinancer

## Refinancer - Interview

### We spoke to three refinancers aged between 33-50.

The refinancers we spoke to had not used a broker the last time they refinanced their mortgage and had approached the banks directly. One refinancer had used a mortgage broker twice previously but had not have positive experiences.

One participant had refinanced in July 2016 and went directly through the bank she had previously worked for. She had been thinking about refinancing for six months prior.

Another participant had refinanced in Nov–Dec 2016 and had been looking for an investment property in order to consolidate a couple of loans together and do some renovations around the house. He had a loan previously for another house.

A third participant had refinanced three times in the last five years in order to get a better rate with a different lender. The first two times he refinanced through a mortgage broker, while the third time he did it himself.

## Refinancer

### High level Summary

- Refinancing is a functional job and the focus is on finding the best interest rates.
- Refinancers need simple, straightforward and factual information and interactions with loans officers and brokers so they can refinance without hassle.
- They are savvy when it comes to finding information and have high demands for getting the best rates.
- Choosing a lender comes down to better rates and product types.
- Refinancers we spoke to had not used a broker the last time they refinanced. To use a broker, they need to understand the process and how a broker might be of value to them. They need someone they can trust.
- Rapport is important and they have high expectations working with mortgage brokers, with a higher demand for expertise, knowledge, and background information.
- Refinancers need an experience tailored for their needs throughout the entire process.
- The area of focus for research is comparison sites and banks as opposed to mortgage sites.
- There are no relevant tools or calculators for refinancers on the Mortgage Choice website.
- For refinancers, there is an opportunity for a larger education piece around the process and role of a broker.

## Refinancer - Broker Usage

"I just feel like with **brokers and salespeople**, they're just going to **push you in one direction**, they don't leave that room until they can try and **sign you up**. And that just turns me off. I'm more likely to go the other way and back off."

None of the refinancers we spoke to had been recommended to use a broker. While there was a general view that a broker would be considered for the next time they would refinance, there was still some questions around understanding how a broker could help, how the process works and the commission structures surrounding brokers.

One refinancer had had an experience with a Mortgage Choice broker in 2013, after submitting an online contact form. He was promised a call the next morning but they did not call for 10 days. Other brokers at the time had called and chatted to him the next afternoon.

"I just don't know when it comes to people selling me things like that I always ask are they looking after my interests or are they looking after their own? Is that the best one for me? Or is that the best one that you're going to get your kickback on? I don't always think that's the best way forward for me. I'm open to it, I don't know if I'd go with what they'd tell me to though."

"I probably didn't make the right decision there, I probably should have gone with a broker... just to take the pressure off the entire application process because they're tracking everything, they know what needs to be submitted and when and they'll follow it up for you. And they'll keep in contact with you and you only have to deal with one person. When you do it yourself, then you're constantly following up with lots of different people... I would consider it for next time."

"I would never be able to do the same thing as a broker, brokers usually gets 0.5% better than I can do in the market."

Refinancers considering brokers would look at Aussie and general companies they are familiar with. Mortgage Choice did not come up in conversation about broker use.

"Knowing upfront what they're going to get in fees, knowing there's no trailing fees... They're getting a percentage of your monthly fee. I don't have that with the bank. I want to know the broker is working for me and it's hard to get there and work that out."

"First thing you hear is they don't charge you anything. I wasn't aware of how they make their money. I don't believe that anything is free in this world, so how could they work for me for free?"

"I consider a broker like a real estate, there's a little bit of conflict of interest, they work with the buyer and the seller, same with broker working with establishment and the person taking the loan out."

One refinancer went to seminars on how to be a broker to understand the process better.

"I never wanted to rely on anyone else which i could find myself. Why should I ask someone else to take a decision on my behalf? But once I used a broker, I was happy."

Building trust with broker comes down to key factors:

**Expertise** "As long as they could show me the better product."

**Rapport** "With the first broker I knew within 15 mins over the phone how good the person was, with the second broker after an hour of chatting face to face I could tell whether I could work with that broker or not."

**Knowing the broker is working for you** "I was concerned the broker was going to offer me a product where he makes the most money. I still have to do my homework to see if that product is the best product."

## Refinancer - Questions top of mind

"I'm not one to believe more **time** spent with me is better **quality** or you have a **better product**. I just want the **facts**."

### QUESTIONS FOR BANK

- What are the best rates?
- What's the fee?
- What's in the package?

### QUESTIONS FOR BROKER

- What's your best product for me?
- Could you give me a better rate than what's advertised?
- What are you charging?
- What is the interest rate?
- If there's a broker I've used, why would I go for an unknown person with a zero rating for me?
- What are the interest rates?
- What is the cost over the entire period of time?

- How much can I reduce if I pay extra?
- What are the different products you have?
- What product might suit me better?
- If I was planning on buying this property and just pay that off and nothing else, would I have to consider investment later on?
- What are the differences between products (features)?
- Is fixed or variable rate better for me?
- What could I redraw later on?
- What's required?
- Can I actually service the loan or not?

## Refinancer – Pain Points

“It's an information overload... I just want that **basic information...**  
I don't want to have to read terms and conditions... I just want  
everything **simple** and **upfront**, not harder.”

- The fees you have to pay every time, half a dozen fees that different people charge you, some of them come as surprises.
- The time to dissect the information. On websites there was a demand for user data.
- “Some of them want to contact you... it's putting the information in and that doesn't always suit, time wise. I want that information there to look at and dissect through myself, without having that pressure of someone ringing me up and putting the hard sale on. I get there and go no - I move on.”
- “I just wanted to find the interest rate – the first point of call – that's the main thing. That's why you refinance or take out a new loan.”
- There are some websites where the writing is so small I just bypass the website. I'm not going to attempt to read it, it's too hard.
- Being in debt for that amount of money.
- Documents and following things up.
- With the bank, the previous person is not available so you have to explain the story to somebody else, and they need to read your file and explain what's going on.

## Refinancer - Application Process

# "I do like to be in **control** of things and it was quite **difficult**."

One refinancer had tried to undertake the refinance process online with uBank. However he stopped the process as he added up the costs of refinancing for each property and thought he could find someone who could do it for free.

"I went through 75% of the application process, but the online banks they charge you money for evaluation upfront for property but the banks don't charge you anything. Online banks get you a better rate but charge you \$300 for each property. What if they don't evaluate the property to what I expect? It would be a waste of my money. They won't refund that money to me."

For this refinancer, online applications were good but required a lot more focus.

"You need to double check a lot, you're giving all the information so you have to make sure it's all correct."

Another refinancer spoke to different banks as she felt comfortable speaking to the banks. However, there was no follow up from the bank after.

"I spoke with Westpac and CBA because mum had a home loan with CBA but decided to go with St George. I went with them because I banked with them since I was a little kid. Their customer service was good, I figured it would be an easier process with them, felt comfortable with the bank. I trust that they know what I need to know. If I can't trust the bank, it makes you feel really uneasy."

The refinance process involved a lot of paperwork back and forth over a month.

"It was overall positive but a long process. It would be better if one person could take ownership and responsibility for the entire process so you only have to deal with one person."

The refinancer who had experience with a broker had delays in communication with his first broker, while the second broker wasn't giving them the bank rate they wanted, or was not dealing with the bank offering a better rate. Broker was referred by somebody. They thought it might take a month to find a new broker so approached the bank instead.

### PREFERRED APPLICATION PROCESS

One refinancer never had a face to face with the customer service office as the bank's head office wasn't in Sydney. All contact was over phone or on email. He had previously used a broker twice.

"If I had no email in 3 days I was feeling or thinking what's happening? Because there was no news. I had to contact them whereas with the brokers they keep contact with you all the time. If I trust the bank, then I'm not worried."

"I'd rather deal with things I don't know face to face... If I read something online I don't know, I've got no one to ask that question to."

For refinancers most business was done over phone and they preferred contacting the bank by phone as it was easier to explain things, as emails could be interpreted the wrong way.

Refinancers went into a branch for the initial discussion and to sign a contract.

One refinancer had moved banks four times in the last ten years and went back to first bank. He was using the second broker again for a refinance process for land property.

He was constantly reassessing and looking for better opportunities to refinance. With the banks he said: "They give you a cheaper rate if you ask for it, I don't like that they advertise a higher rate online."

Refinancers wanted a quick and straightforward interaction with a bank.

"Five minutes should be enough. I don't need someone sitting with me for two hours. When they come to your house, they need to tell you every bit of information and won't leave until you sign. That does the opposite to me – that just turns me right off."

## Refinancer - Factors that contribute to Lender decision

“Whenever I see something **better**, I reassess and the cost of moving is less than the cost of **gaining** from moving.”

- Best interest rates
- If the bank is a big established brand (in the top 20)
- Features of product – whether they could redraw on a loan later on, is it fixed or variable?
- Being able to negotiate the best rate
- Whatever amount they are going to approve you for
- Rapport

“That connection with that person is very important. If they're cold or they haven't got that banter, or you don't have that connection with them, you're more likely to not do business with them. They have to have empathy, compassion and understand what your situation is. It's not tailored for me, it's tailored for the company, and that turns me off.”

## Refinancer - Research Context

**“Word of mouth** is always reasonably important. In terms of **recommendations** in terms of the **bank or loan** that you choose.”

For the refinancer that had had a broker, he expected the broker to do all the research.

“I shouldn't be doing any reading if they're working for me. It's the broker's job to do all the reading. ”

### TIME SPENT RESEARCHING

Refinancers researched for 2-3 weeks online, for a few hours at a time at home on the laptop and tablet or at the computer at work. For a refinancer, tablet didn't bring up as much information as the laptop and they would see different search results each time.

Some refinancers continue to research every 2-3 months whenever they had the time.

Search times used such as “home loan rates” were mentioned.

A refinancer would compare products within different banks but would be wary of non bank options that would appear in the search results.

“The top five that come up in search results are not the banks, they are mutual funds and Teachers Union, IMB bank, uBank. I haven't heard bad reviews but it's reluctant. I can't convince myself 100% to use them.”

## Refinancer - Research Process

"Now, none of the **calculators** work for me... they're only for **first** home **buyers**."

### WEBSITES VISITED

Refinancers looked for loan comparisons on sites such as Choice, Canstar, Rate City, Rate Select, iSelect to get an idea of fees and interest rates.

They also focused their research on interest rates on bank websites, that they were familiar with and all banks, however their frustrations with the sites is that most of these don't have links to bank websites and they were asked to input data.

"The moment you give them information, the moment they start calling you and they don't stop calling you for next six months. That's really annoying."

"Some of them don't let you go in unless you login, that's the worst thing, if you want to get business, let people come to you... You don't force people to come to you."

No refinancer looked at any mortgage sites. Some refinancers had seen Mortgage Choice online through google searches or ads but didn't use the websites as the focus was on bank and comparison sites. "I didn't see Mortgage Choice as a comparison site and that's what I was looking for at the time."

"I'm looking for that product and the price and everything in between is a lot of noise."

Refinancers looked at tools, calculators, rate comparisons, product details. However there were no calculators useful for refinancers.

"If I already have a portfolio of four properties, now, none of the calculators work for me – they're only for first home buyers."

"Online research and a couple of phone calls to other banks and St George."

### REASONS TO REVISIT WEBSITES

Refinancers would return to see if anything had changed on the website. Sometimes they would return to look for the same information.

"I was reconsidering what I had already seen, to see if anything had changed with that bank – promotions, cheaper rates, new products."

Other people didn't return to any websites because they might see cheaper rates.

"Sometimes when the process is over you don't want to go back to websites and see what's available because it would annoy you."

## Refinancer - General

“Refinancing is not a **difficult** experience, it's the economy **moving**.”

### WHAT IT COMPARED TO

Refinancing was not a difficult experience and it was likely to researching different insurances

- Health insurance
- Travel insurance

### FINANCIAL PLANNING

- One refinancer had a financial planner and used him for a mortgage.
- No other refinancers were considering financial planning at this time.

### PRODUCTS

The bank had brought up lenders mortgage insurance, which came with the mortgage. Other products refinancers were interested in included

- Contents insurance
- Car insurance

“They offered me a discount for having all these insurances in the same place. I wasn't looking for insurance, but the bank brought it up.”

Others wanted to consolidate accounts into one.

“As I get older, I'm trying to simplify everything and get it down to to a couple of things in life.”

### HOW THE PROCESS COULD BE IMPROVED

- Simplistic
- Quick
- Short interaction
- Straight to the point
- Tailored
- “It's not tailored for me, it's tailored for the company, and that turns me off.”

## Refinancer - Building Trust

"I was concerned the broker was going to offer me a product where he makes the most **money**. I still have to do my **homework** to see if that product is the **best product**."

- If a broker or bank could show them a better product than what they found themselves
- Rapport in the very first phone or face to face interaction
- Understanding the broking process themselves

### WEBSITE

- Further information about the brokers really helps
- A professional looking site
- Detailed Information on broker's

"I would need to know trust – to build rapport, how long they've been doing it before, how long they've been working for Mortgage Choice, how long they've been working in the industry, how many deals they've done – that would build credibility and build confidence in the person."

## Refinancer - Usability Test

"I should be able to click on a **lender** logo and go to their **website.**"

### SEARCH

"Home loan"

"Home loan comparison"

"Investment loans rates"

In the search results, refinancers would click on names they were already familiar with such as iSelect, Canstar, Rate City.

Some would search bank sites directed to look at home loans, calculators and rates.

Refinancers didn't tend to click on ads generally as it could potential be a scam – especially dealing with finances

In no circumstance did Mortgage Choice appear in the search results.

### FIRST IMPRESSION - LANDING PAGE OR HOMEPAGE

- Interest rate was the first thing people notice
- Brand names - lender logos were important
- The words "rates are at a record low" stood out which someone wanted to look into further – rates and what options they have
- They were seeking information on the homepage to understand what they could offer
- They were not ready for someone to call back yet, in regards to noticing the online contact form
- It was described as looking like as a retirement or superfund with the header image of the grandfather with his kids
- It wasn't clear in the navigation or header what the website was about or what it offered
- Responded well to the News section in the header
- They wanted to click on a bank logo and go direct to bank's website

## Refinancer - User Journey

### JOURNEY 1

1. Searched "Westpac" for home loans calculators and rates and "home loan"
  2. Homepage (Landing page) >
  3. Home loans >
  4. Interest rates >
  5. Refinancing
- Interested in interest rates and "rates are at record lows", and potential savings the most
  - "It's looking like I either need to get a call back or call them or I can contact them online"
  - On home loans interest page, live support popped up "I've only just got to this page so don't have any questions yet." She preferred online chat to having someone call her back on the phone.
  - Mortgage brokers and mortgage calculators on home loans page stood out
  - Free home loan health check stood out
  - Would look at all information in refinancing section tabs
  - Would use borrowing power calculator and home loan repayments calculator
  - After using home loan repayments calculator, she would research more information about rates and if she was happy with results, would look at borrowing power calculator and contact the broker or Mortgage Choice
  - Would want to use a calculator to get an outcome first without needing to speak to someone
  - Would only see the calculator as an initial enquiry

### JOURNEY 2

1. Searched "home loan comparison"
  2. Homepage >
  3. Home loan calculator >
  4. Home loan repayments calculator >
  5. How long to repay calculator
- Would not click on an ad in search results because it could potentially be a scam site "especially dealing with finances"
  - Likely to click on names he has heard of before - Rate city, iSelect, Finder
  - Interested in refinancing costs, potential savings and accessing equity
  - Would have looked at calculators when he first took out a loan, but not this stage of life (not relevant)
  - Likely to use borrowing power calculator and home loan repayments calculator, remaining balance calculator now and how long to repay calculator
  - After looking at home loan repayments calculator, would look at variable rate and fixed rate and to see if there's any fees built in
  - Would look for refinancing in financial planning tab
  - Navigated from home loans to refinancing
  - Would just want to know interest rates on refinancing page
  - Information on page – why refinance? "I think you already know why if you're on this page – you are not logging on to a website to ask why refinance?"

### JOURNEY 3

1. Searched "investment loans rates"
  2. Homepage >
  3. Compare Now (CTA) >
  4. Compare Interest Rates calculator
- Would not click on an ad in search results
  - Likely to click on Finder or Canstar in search results
  - Interested in comparison rate
  - Likely to click on "enquire" in Compare Now but not likely to fill out the form as it was "too early to waste my time and this person's time."
  - Wanted to be able to select some options to compare side by side in Compare Now
  - Would likely look at ING website after looking at Compare Now
  - Would use Compare Now (compare interest rates) and borrowing power calculator "I have used it in last 6 months but it's not that helpful once you have equity and you want to use that equity – these calculators don't calculate the valuation of the properties."
  - "Borrowing power is not helpful if you have equity and you want to use that equity. These calculators do not help with valuation of properties."
  - Not likely to put in his own post code to 'Find a local broker' For local broker pages "I don't need to know the history of this person. I don't have time to read his history."
  - The location of the broker was not important to this refinancer

## Refinancer - Broker's Website

“The hardest part is picking a broker... What's the **difference** between the six, and **which** one do I **pick?**”

### FIND LOCAL BROKER

The call to action button was not easy to find.

One refinancer went back to home loans page, and searched for it in search bar however “brokers” returned no search results.

Others went to look for it in the Mortgage Choice broker tab information.

In searching, some people were not comfortable putting their post code in the search field.

“Normally I wouldn't put my own post code ever – there's no need to give my exact information – would put suburb next to mine.”

No one searched via broker name. Most people would search for a mortgage broker by navigating to Home Loans tab and selecting “Mortgage Brokers” however it didn't have the actual brokers just information about the brokers that they use.

### BROKERS LANDING PAGE

Refinancers noticed choice of brokers but didn't understand the difference between them.

“The hardest part is picking a broker – I think what's the difference between the six and which one do I pick?”

### TOP OF MIND

- How many deals they've done before?
- Is there satisfactory comments from previous people?
- Why I would pick them over the others?
- Are they franchisers? Or do they work for Mortgage Choice?
- If I select one broker will they undercut each other?
- Recommendations from other people if that broker is good or not
- Hours they are available
- Whether I could contact them or not
- What's the address?

### IMPORTANT

- Name and number which is good – would just ring and have that initial conversation
- Photos of everyone's faces
- Location is helpful – but some don't have location so would not know if it would be a hassle to get to
- Someone from my community using their proper name is positive

## Refinancer - Broker's Website

"I don't need to know the history of this person, I don't care what it is. I don't have **time** to read his history. All I want to know is, **what do you have for me?**"

### BROKER'S WEBSITES

Refinancers wanted straightforward information when it came to brokers.

"There's more detail than I expected to find. Just expected to find where he's located and what kind of stuff he's done, more contact details but his experience is important to me. Because someone with experience might get things done better for you."

"I don't need to know the history of this person, I don't care what it is. I don't have time to read his history. All I want to know is, what do you have for me?"

It was not clear where the brokers were located or whether they could contact them or not.

"What's the address? There's a map there but it doesn't tell me exactly where he's located. I don't know where to see him if I decide to go and see him in person."

It was also unclear if there was a physical office.

"Do they have a physical shopfront? Or is he living in Crows Nest and working in Blacktown?"

"Location doesn't matter to me – I would travel to speak to the best broker for me, doesn't matter if they're local or not."

Refinancers would read reviews but didn't expect to find any bad reviews.

"I could Google search him and see if there's any other reviews about him personally, speak to friends or family to see if they know who this person is."

They also noticed location of reviews "If he's working in Blacktown area and his only review is NSW – wouldn't the review be from someone in the local suburb?"

"I'd want to know breakdown of deals he's done – how many with ANZ, how many with AMP, that would give me more confidence in if he's working for me or is he working for that organisation? It's one thing to have all the mortgage lender logos at the top but if you've done three mortgages with one and 5,000 with another then it rings alarms for me. Or if it's so expensive why are they on there?"

"I would need to know trust – to build rapport, how long they've been doing it before, how long they've been working for Mortgage Choice, how long they've been working in the industry, how many deals they've done – that would build credibility and build confidence in the person."

Next, refinancers would call them or contact them online to get more information or make an appointment.

There was some confusion around whether the contact form and blogs related to the broker or Mortgage Choice in general.

"I would prefer to call him than chat online to see if he's the right fit for me."

Interested in the content "what happens when you see a Mortgage Choice broker" video.

A refinancer noticed all the ads on the right hand panel.

"I'm distracted by the ads, there is so much happening."

## Refinancer - Calculators

“What if I go with the fixed year **interest** periods?  
Is it principal and interest or just interest only?  
What are the **product types** I could have?”

### HOME LOAN REPAYMENTS CALCULATOR

- Refinancers used this calculator as an initial enquiry.
- Thought they could click on “extra repayments” and calculate and see if they could pay more than what was required.
- Didn't notice feedback when clicking “options I want”
- “It doesn't tell me who the loan would be with for monthly repayment price. I wouldn't want to stay on there because it doesn't tell me who's going to provide the loan.”
- Would look at variable rate and fixed rate to see what difference it would make in options and see if there's any fees built in.
- Other information needed to know on refinancing: Where to find resources or digital guides on refinancing – would look at FAQ's or home loans
- Questions that come to mind:
  - What if i go with fixed year interest periods?
  - What if I do it principal and interest or just interest only?
  - What are the product types I can have?

### HOW LONG TO REPAY CALCULATOR

- Refinancers expected to see the results over a time frame. “I thought here would be a box that would say 25, 30 years etc.”
- Also expected to see interest payable in the results.

### BORROWING POWER CALCULATOR

“They do nothing for investors - just for first home buyers. They ask you nothing but income and expenses (even when selected investment property in sort filter) but nothing changed.

“If you don't have any changes why do you have these options here? All this contributes to feeling like I'm wasting my time on this website.”

## Refinancer - Compare Home Loans

"I didn't even **realise** Mortgage Choice **lent money**.  
I just thought they went through **someone else**."

### COMPARE HOME LOANS

People navigated to Compare Home loans from the Home loans tab.

The search results here were the most problematic of all dynamic comparison tools and calculators.

In cases where they received no search results, there was no where else to go, other than a contact us call to action.

I'd expect to see the four big banks to start off with in search results. You just get more credibility, doesn't mean you're going to go with them."

"I didn't even realise Mortgage Choice lent money. I just thought they went through someone else."

Refinancers tried to click in the search results to explore each one further.

There was some confusion around the product features information in terms of the highlighted information. Some results appeared to have the same rates, but there was nowhere to find out information about these rates.

"I would expect to click on the (bold highlighted) text as I thought it would tell me what the ongoing fees were if I split my loan or something like that before I would have to go and click enquire."

When the enquire button was clicked, a refinancer saw the image of a broker on the online contact form but also made them think their choice had been taken away, because they had seen six brokers previously.

"If you could just see all the edit functions instead of hiding it would be easier."

The layout of the search results was also confusing.

"I can't compare them by looking at them this way. I need to see them all across the line. By the time I read the fourth one I forget what the first one was. I should be able to narrow it down by de-selecting some results. Other sites allows you to select some results and compare products you choose."

The next step at this stage to find more information would be to go to the individual banks websites. There was some surprise there was no direct link to the bank from here.

At this stage they would want to find the breakdown of costs involved – fees, ongoing fees.

They were unlikely to fill out the online contact at this stage

"It's too early to waste my time and this person's time."

There could be more transparency in compare home loans search results for establishing or ongoing fees.

## Refinancer - Communication exchange

"I would definitely speak to people on the **phone** and it is good to see someone **face to face**. It does help to put you at **ease** with the **process**."

### LIVE SUPPORT

Live support was generally not seen as a viable communication touchpoint at this part of the process.

"Not a fan of online chat. I would think it's normally someone from overseas. I don't want to be sharing information through there. I'm more likely to ring the number."

"I don't like live support to pop up immediately – if I need support I would call you."

"I don't like chatting online."

### CONTACT PREFERENCES

Refinancers preferred face to face contact so they could ask questions, whereby email could be interpreted the wrong way. Others preferred email contact or SMS.

### ONLINE PORTAL

"I would definitely speak to people on the phone and it is good to see someone face to face. It does help to put you at ease with the process."

"If they were to have an online portal where you could just upload your documents and it told you the stages of where the loan approval was at, something that was available for me to see rather than having to ring up and say where is it at? Anything else that I need to give you? That could have reduced the time I had to call or go into the branch to get information of the process."

"I'd rather face to face I wouldn't want to put my documentation online. Maybe somebody younger would like that"

"If a large tech company like Yahoo can't secure your information no one can."

## Refinancer - Exit Interview

"Some sites had a **calculator** up front but I like this because they have the **rates** up front **first.**"

### SUMMARY

While there was a lot of information to look through, navigation was easy to use and set out in a way that's easy to read for refinancers.

The value proposition seemed to be clear however not enough information was provided for it to be believable.

"It looks like the mortgage broker process might be easier and less stressful. These guys obviously know what they're doing from the look of it."

"It's important to know [unique value proposition] but I would never believe it. It's not possible. CBA would not offer the same commission to anyone the same that Liberty could offer. Liberty is going to offer a lot more than CBA. I would never believe it. Could they prove it to me?"

Some refinancers commented on the look and feel of the website. For some, the website seemed credible but looked old and incomplete.

"It looks more geared towards retirees."

"The logo is so small. It's like they're too ashamed to show who they are."

Like other users, they didn't like that they had to scroll to see information.

"Disclaimer is the last thing on the website – when I saw this I thought I was on the end of the page. When I open the page I should be able to see 80% of that page without scrolling down."

Some refinancers commented on the call to actions being too prevalent on the website.

"There should be more of a focus on getting people to get their information online rather than immediately calling them – If I wanted to call I wouldn't be on the website. Don't make it a trap for me."

Others wanted to know more about Mortgage Choice.

"That's how you build credibility – it's important to know who they are, they're not from overseas. I'd like to know how long they've been around, where they get their money from too and where they are getting their loan. If I'm borrowing from Mortgage Choice themselves where are they getting their money from?"

## Refinancer - Exit Interview

"How **good** are these brokers? You don't know until you use that particular broker. One broker will not offer the **exact** same **service** as another **broker**."

### MORTGAGE CHOICE OFFERING

"It seems like they provide an all in one service, where I only need to communicate with the broker and that is easy and stress free. There's some mention there would not be fees for the service, but I would look more into that. It looks like there's a lot of experience in the brokers which is good. They have a lot of knowledge about this subject."

"It's just a comparison site – you can find brokers here."

Just getting anyone to join them – how good those brokers are you don't know until you use that particular broker. One broker will not offer the exact same service as another broker.

"They have to prove themselves to be better than the other. I don't see them helping me I see myself helping them get business."

"With a lot of websites there's no difference – they are all doing the same thing."

### OTHER PRODUCTS THAT ADD VALUE

- Throw in first year insurance for your house – something someone else is not doing.
- Bundle in council rate which is going to be built into it anyway.
- Something different – we expect everything done for us.
- None of the other sites I saw had financial planning services.
- Make some investment calculators.

### NEXT STEPS

"I would look at another site and give Mortgage Choice a call and speak to them because I couldn't get any comparison rates on the website."

"I would contact one of them, or sit on information and return to the website tomorrow. Would look at similar things – you are in a different frame of mind so something you see something you missed yesterday."

"I would contact this broker and speak to the over the phone or speak to my broker and ask if he has anything better than this?"

"If I contacted a broker here I would speak to over the phone and make at least one visit. If I can email then I wouldn't need to use this website anymore."

## Refinancer - Opportunities

# Ways we can serve the refinancer online

### WHAT REFINANCERS NEED

Refinancers don't have an emotional attachment to the process.

Refinancing is a functional job and the focus is on finding the best interest rates. They need information and processes that are straightforward so they can refinance simply and without hassle.

Choosing a lender comes down to better rates and product types. The area of focus for research is comparison sites and banks as opposed to mortgage sites. They want to trust someone knowing the experience is tailored to their needs.

Rapport is important and they have high expectations working with mortgage brokers, with a higher demand for expertise, knowledge, and background information.

### HOW MIGHT WE?

Enable a more efficient and easier way of dissecting information and reduce cognitive overload?

Consider the placement of the online contact form and other call to actions a strategic parts of the journey?

Bring information about interest rates to the homepage?

Enable live support at relevant moments in the user journey?

Reinforce the value proposition to refinancers focusing on broker services?

Make it clear on broker's pages that the list of brokers are Mortgage Choice franchisees?

Make it clear on broker's pages the contact form is going to brokers direct and not to the general Mortgage Choice contact centre?

Make it clear on broker's pages that the blogs relate to brokers direct and not to the general Mortgage Choice website?

Provide more straightforward information on broker's pages about their background, experience and number of deals he's done with specific lenders?

Make the selection process on broker's pages easier by identifying differences between the brokers?

Provide a next step when no results appear on compare home loans or other tools?

Provide relevant tools and resources for refinancers?

# Investor

## Investor - Interview

### We spoke to three investors aged between 29-52.

One investor had ten investment properties; eight residential, one commercial, and one piece of land. Six of these properties were rental properties. The most recent investment was in December 2016. Because of the complexity of their scenario, having a company, trust, own individual properties and properties in joint names, they have to use a broker.

A second investor had bought two residential investment properties in the past year. One was a unit bought in Ashfield a year ago and a house in QLD. She had previously bought a townhouse in Casula and a unit in Hurstville 5-6 years ago, as well as a family home years ago. They had previously consulted a broker.

A third investor had bought two residential investment properties. The first one was in 2014, and the second one in December 2016. He purchased his first property and refinanced to obtain equity to be able to purchase the second one. He did not use a broker for the first property which he purchased outright and got pre-approval for himself, however he refinanced through a broker. He had purchased a car recently.

## Investor

### High level Summary

- Investors feel a wide range of emotions, from excitement, optimism and adventure, to dread knowing they have to put together a lot of paperwork.
- Investors have complex scenarios. They need someone skilled who understands their situation, so once they find the right broker for them they will use them several times. All investors we spoke had extensive experiences with brokers due to various complex scenarios.
- Investors understand the role of the broker well, and often consulted with more than one broker each time they refinanced or invested. They don't see the banks as being particularly helpful.
- Investors are quite savvy when it comes to understanding the market and are constantly researching online. While relying on brokers, they will monitor the market and stay up to date with market trends.
- Investors need a tailored experience and a streamlined process. They have ideas as to what process and services can make their life easier.
- There are no tools or resources relevant to the investor on the Mortgage Choice website. Generally, they feel the Mortgage Choice website is geared towards first home buyers.
- While navigating the website, "Compare Now" is top of mind for investors.
- There is an opportunity to provide investors with relevant tools and resources and Mortgage Choice services and products across the board, including financial services.

## Investor - Broker Usage

"The broker will do **everything** for you. They might not find you the **best deal** you're after. I'm sure there's lots of banks that offer lower interest rates than what I'm getting. It's just **easier** going through a broker than having to do the **research** again."

All investors used brokers because the process was much easier than having to deal with a bank. They consulted more than one brokers to find one that would suit their needs, would find another broker if their current broker didn't understand their needs. There was loyalty towards brokers to an extent, dependent on circumstance and what had changed over time.

On the whole, investors had positive experiences using brokers. One investor used several different brokers over a period of time. Their first broker had diversified into something different and thought he wasn't as up to date with the market. Their most recent broker was one they have now is through investment property advisor agency.

She initially came across brokers because she went to an Investment property seminar and they gave the names of a few brokers. She rang them and seeing what they had to offer, it was quite transparent. "They included a lot of lenders we did know which was good", she said. They went with the second broker we spoke to.

For another investor, they had to use a broker for their complex scenario. They had found their first broker in the Manly Daily. They tried in the past to go to bank to see if it would be quicker and easier as they have all their information but they wanted everything all over again. Bank never has all the information, you have to do everything all over again. It's a lot of work. They keep the same broker that they use every 3-4 years because he knows their situation and he has all the information in his system so he updates the rent and evaluations etc. She has been using the same Mortgage Choice broker for the last ten years.

"It's almost impossible to go straight through a bank, you have to go through a broker. They are organised because they know the process. We have to submit 150 pieces of paper. Banks can't handle it." "They [brokers] do all the dirty work for us".

Their first broker previous didn't understand what they wanted. They wanted to use that equity to buy something else within the next five years.

"I was trying to find out the best way of how we could do that. She didn't understand long term investing as opposed to buying a family home."

For another investor, their first broker was word of mouth through a friend and they have since recommended him to other people. The broker covered all fees for refinance and loan establishment fees, whereas she had to pay all these fees for her first property with the bank. She hasn't met her current broker but it's been seamless and communication so far has been over the phone and email. She will have to meet up to sign off papers.

"With brokers they're quite up to scratch with interest rates and giving advice as to whether we should lock in or not lock in. I don't have time to look at all that, so it's great to have someone else to give us all the information."

"A broker should have knowledge of the market, answer your questions quickly and easily, which gives you confidence."

## Investor - Questions top of mind

# "How much **value** will the banks **place** on our **existing property**?"

### QUESTIONS FOR BANK

- Who could offer the best 5 year fixed rate for the minimal amount of fuss? (i.e. all the paperwork)
- How much is the bank going to value my property?
- Is the bank going to obtain the valuation so I could get as much equity as I can (for refinancing)?
- What is the differences between interest only vs principal plus interest repayments?
- Different features of the account? Accounting?
- What are the Annual fees?
- What credit cards are available?
- If we're doing interest only, I want to know how much that is?
- What will the rate difference make of 0.5%?
- What if I lose my job? How will that affect repayments?
- How much deposit do we need?
- What's the equity in our home?
- How could I get more borrowing power?
- Would I consider going through a broker?
- Could a broker help me get the best borrowing power?

### TOP OF MIND

- I don't know whether CBA get back to us quick enough with news and changes in mortgage rate rises, or whether we should fix it (we're on variable). We always have to do the asking they don't always get back to you.
- Calculating stamp duty, all the different fees, and interest rates.
- Interest rates – knowing it was a long term investment.
- Needed to make sure the bank could offer a lower interest rate but also to have all the features that currently enjoyed as well
- Could the broker find something better they had found themselves.

### INFORMATION WE NEEDED TO KNOW

- Range of banks they could invest from. An investor had previously bought and sold an apartment. They had a loan with a credit union and were looking for someone who could not just access the big banks but go out to credit unions.
- Banks are not good at explaining what the outlays are going to be after the mortgage – lenders mortgage insurance, stamp duty, conveyancing fees etc. She didn't even know they existed, and ended up costing a large amount of money. For her first home loan, the banks ended up rolling lenders mortgage insurance into the loan.
- "So many people get caught out because they don't know about it."
- "The bank didn't cover the costs of demolition of the old house which was \$30,000 when my sister bought her property and never told her she had to fund that. I wouldn't have known that either."
- "It's important to read the fine print. Some banks have an introductory rate for the first year and then it goes up. Just trying to understand the whole picture."

## Investor - Pain Points

# "You're **self-reliant** on monitoring the **market** and where your **investments** are at."

Investors major pain points lay with the bank, around delayed approval times and not being given correct time estimates, as well as processes changing banks. Banks were not seen as straightforward solutions. Some of these challenges are described below.

- "I don't think banks are good at explaining to you what your outlays are going to be after the mortgage."
- "We have almost 3 million dollars worth of mortgages. The banks almost defaulted them because my husband's company changed payment processes and they were one day late paying."
- "The banks don't show loyalty even when we have multiple mortgages and have been with them for many many years."
- "The paperwork was wrong and had us on a variable rate instead of fixed rate. We had to go to the state manager of Mortgage Choice to fix the bank's mistake."
- "It's not clear what will happen if you change who you've got your loan with. Sometimes it's easier just to stay with people we have our first loan with."
- "I don't know how a bank can do it, when a mortgage broker who knows it so well still has so many problems."
- "The bank's loans officer don't tend to maintain the contact brokers do."

Investors saw opportunities for better products and services that could make their lives easier.

- "Our big question is how to maximise what we've already got? When you have ten properties it's hard to keep track of how much the properties are worth. If there was an algorithm in the background tracking how much in percent your properties have gone up, how much or what you could do with a certain amount of money, be notified that you have enough equity to purchase another property, or nominate areas you might be potentially interested in, like a prompter or "advisor" per se that would be valuable."
- "I have no idea how much these properties are worth until I decide to buy something else. I would probably buy more property if it wasn't so laborious. Realestate.com.au has that kind of information. If they could integrate with that data that would be good."
- "Being told that our house is a hotspot for example and its value has risen significantly... maybe you could refinance and do something with it or properties in that area have gone up 30% for example would be good."
- "Everybody has this data electronically... why can't it be like the RTA and CTP green slip where you could press a button to authorise and send that information? Why can't real estate agents have property management software... why can't they send that last years or press a button and authorise the bank fees."

## Investor - Application Process

"It would be great if they could **deal with complex** e.g. a scenario where you have a company, trust, stuff in single names and joint names, or they could deal with that **online.**"

Although investors had positive experiences with brokers, one investor said they could have done the process without using a broker.

"It's just about finding the best deal. If I could find a better deal than broker I could have gone through it myself. But maybe there would be something unexpected that I might not read in the terms & conditions."

"Having somebody who could understand your infrastructure and where it's all at and what the best deal is for you. We were going to get a mortgage on property but suggested to draw equity down so that we didn't need a mortgage on the property."

The investors understood the brokers as someone who understood your profile and could get the best deals for you.

"I don't think I could have done this without a broker. Maybe my husband but wouldn't trust him to do that. I don't understand the process myself, would be a bit worried about doing it myself."

"You like to know they are there if you need, they don't need to ring me everyday."

For the investor with the Mortgage Choice broker, from the idea to implementation was generally the time it took to get all the paperwork done.

"We are call to action kind of people. The last investment took three months altogether. We did research on the value of properties combined, called our broker, got him the paperwork and started looking at property in the meantime."

### PREFERRED APPLICATION PROCESS

Investors welcomed the idea of an online application process, as long as it took you through step by step and it was clear and simple what you needed to do, with perhaps a checklist to ensure everything they uploaded was submitted.

"I would do as much of it online or through email if I can except sign off"

Face to face meetings were preferred for asking questions, however were less important the more experience the investors had buying property.

"In the beginning, it's good to do face to face especially for the first home but because we've done it before not too fussed about that part of the process now."

## Investor - Factors that contribute to Lender decision

“Five years ago I went to another bank because they had a **better rate** for investment property. But now all banks seem to be very **similar.**”

- Interest rates on offer
- Offset account because we're on interest only repayments
- Availability of a credit card and annual fees
- How much the bank was going to value our property to get the equity
- How much equity we could get out of it
- Ease and familiarity with lender
- “We try to go with someone we have loans with already – CBA if we can. It's easier because we have a line of credit set up. Five years ago went to another bank because they had a better rate for investment property. But now all banks seem to be very similar.”
- “It was 0.01% more to go with St George which was our bank but also we had a long standing relationship. It was much easier to put forward – I'm all about ease.”

## FACTORS THAT CONTRIBUTED TO CHOOSING BROKER

- Answered all questions that we had
- Knowledgeable
- Knew all the differed things to consider
- Location – close to work and easy to get to
- Sent us paperwork
- Returned phone calls
- Came up with an offer from a bank we were happy with and better than what we found
- Their own experience with investing

## Investor - Research Context

"If I wanted to contact someone afterwards, I would probably contact the **banks directly** rather than going through Mortgage Choice. I'm not sure exactly what they would do if I contacted Mortgage Choice... if they've already advertised the **rates**, I would go straight to the **bank.**"

One investor came across the Mortgage Choice website while researching through Google search results. He saw it as a comparison on different offers banks have and said there might be a broker as well that helps you with a home loan. He didn't contact anyone as it gave all the information he was looking for and was just a rough ballpark of what the interest rates were and what different banks offered. He was mainly looking at fixed rates and fixed vs variable rates.

### WEBSITES VISITED

The research the investors undertook were quite varied. Some investors looked at realestate.com and domain apps to see what the market was doing, others went to home loans comparison websites (Canstar) and bank websites to look at interest rates and see what account features were available. Others went to seminars or spoke to investment property brokers but would return to websites to do their own research.

"I look at the same websites every week. Once I get an email from realestate.com, it tells me latest auction results and I go back to see what the market is doing. It can be worrying when I look at the prices of property in Sydney, when I look at clearance rates, I feel slightly anxious and think 'have I made a good choice?'"

Researching is a constant for investors. Looking at comparison sites was something they used the broker for.

Investors mentioned looking at borrowing capacity calculators and repayment calculators to work out monthly repayments that was really important.

Searched for "Affordable coastal properties in NSW". Somewhere you could go on a Friday night that was within 3 hours drive, that was in price range.

Others only used agents' websites

### TIME SPENT RESEARCHING

- ½ hour to an 1 hour on weekends and nights.
- Mostly laptop, and mobile on public transport but the majority was at home on computer or tablet.

### REASONS TO REVISIT WEBSITES

- Investors returned several times to see the same information – what they had to offer and houses in a certain price range.

## Investor - General

**“Tailoring my needs** when I first hit this website. So I don't have to go **searching** for that **information**. It's obvious that what I'm **looking for** is going to be in that **section**.”

### WHAT IT COMPARED TO

- Being in business – when you start a new business.
- Putting effort in but not quite knowing the outcome.

### SEEKING ADVICE AROUND FINANCIALS

An investor had a financial planner in the past from a big company but didn't trust financial planners entirely. She would be happy to take financial advice on where the best rates are.

Another investor spoke with their accountant as he was very savvy about the market.

Investors weren't aware that Mortgage Choice had financial planners.

### IDEAL PROCESS

“Tailoring my needs when I first hit this website. So I don't have to go searching for that information. It's obvious that what I'm looking for is going to be in that section.”

“If there could be regulations around how quickly banks could move when it comes to refinancing.”

“Customer satisfaction is always nice (survey at the end of using the website). I would feedback on ease of use, how I felt about the broker, and whether the experience was positive or negative.

### CONTACT PREFERENCES

Face to face was easier, otherwise was phone call was best and was used for clarification or anything urgent.

Email was preferred for action oriented tasks, and also recorded conversation that could be referred back to.

Phone call seemed to be the common form of contact, with one phone call every two weeks over a period of three months. With a phone call the broker could start the process, send a list of everything they needed to prepare that they would prepare it and drop to the office then they would turn up to sign the paperwork.

## Investor - Usability Test

"I don't know **where** to begin my **search** here...I want to be able to search for something straight away."

### SEARCH

Investors search terms were varied.

"Best investment areas in Australia"

"Investment property seminar"

"Current home loans interest rates"

"Home loan comparison"

Investors generally avoided ads in the search results.

In the search results, they would look for comparison sites such as Canstar, and the URL to see if it's relevant. The interest rates in search results were not seen as reliable.

One investor noticed a real estate.com article "Australia's best growth suburbs under 350k"

Another investor noticed a four corners link and would click on it because it's a trusted program.

### FIRST IMPRESSION - LANDING PAGE OR HOMEPAGE

- First question is "Who's' this guy on the video?" (header)
- Chance to win 20k cash[ pop up campaign] – "I think you just want my email address to send me stuff"

"I don't know if the video is necessary and probably not so necessary that it should be in the header section. It's not the thing I came to this website for."

- Likes all different lenders options – 20 lenders
- "Find your local broker" is hidden. I just want to know who I need to talk to first. Should be where the online contact form is. I like to call someone right now. The longer you have to wait for someone to call back, there's more of a chance you'll go click on something else."
- Homepage [On latest interest rate table] – "I have no idea what comparison rate is. Compared to what? I would Google what is a comparison rate."
- Seems to be user friendly
- Has normal people there which is nice [images]
- Page is very long
- Not much about investment – a lot about mortgages.
- "I don't really have a good feel – first thing I want to do is search for things... how much I'm looking to borrow, to see what home loans are available. I don't know where to begin my search here... I want to be able to search for something straight away."
- One investor was looking for a comparison type feel for the website and wanted to search for what banks and interest rates they had available. He would have left to go to another website because he couldn't search the way he wanted. Staying on the website would click on "compare now."

## Investor - User Journey

### JOURNEY 1

1. Searched "Best investment areas in Australia" and "current home loan interest rates"
  2. Homepage (Landing page) >
  3. Home loans >
  4. Interest rates >
  5. Home loan calculators
- Would click on a real estate article "Australia's best growth suburbs under 350k"
  - Would likely click on a comparison site like Canstar
  - Would not look at or click on an ad in search results
  - Wary of campaigns and contact forms to get her details
  - Rather than request a call back, she just wanted to know who she could talk to first
  - Likely to look at "Find my local broker", home loans or financial planning first.
  - Didn't know they had more products on offer especially financial planning
  - Would use Home loan repayments calculator
  - [Interest Rate Page] "Lender A" and "Lender unknown" isn't obvious who it is. Disconcerting, doesn't give confidence. Why are you hiding who it is? Wants to know they are real people. Would do research on who it is. "Hiding who it is doesn't give me confidence of what you're trying to offer me."
  - Can't click on any lender logos to find out anything about them.
  - Loves online chat if she has a question, but would ignore it now.

### JOURNEY 2

1. Searched "investment property seminar"
  2. Homepage >
  3. Searched for "investment loans" in search bar >
  4. Financial planning >
  5. Investment >
  6. Top tips for your life stage
- Would not click on an ad in search results
  - Would look at articles by Four Corners in search results
  - Did not understand "comparison rate" and exactly what was being compared
  - Didn't see a lot about investment on the website but it had a lot about mortgages
  - Interested in investment loans, rates and how to apply for an investment loan
  - Expected to find something that told her more about the rate and how to apply for it or have someone come and talk to you about it
  - Would look for information about investment in financial planning and realised it's about financial advice over a broader spectrum, not just about properties
  - Liked "Create my wealth" for young investors. It's nice and easy enough to read and offers enough information to know what it's offering
  - Would use Borrowing power calculator
  - Confused "broker" with "advisor" on call to action button. Saw them as having the same role.

### JOURNEY 3

1. Searched "home loan comparison"
  2. Homepage >
  3. Compare Now (CTA) >
  4. Home loans >
  5. Home loan calculators >
  6. Borrowing power calculator
- Would not click on an ad in search results as they might not be relevant to her
  - Likely to click on Canstar in search results
  - Likely to look at URL but not pay too much attention to interest rate numbers in search results
  - First thing he would want to do is to search for things, to see what home loans are available "I don't know where to begin my search here... I don't want to find a local broker." Would go back and try another website.
  - Interested in banks and interest rates they have available
  - "Could make 'Compare Now' CTA a bit bigger." Was looking for this information on homepage.
  - Would avoid the "enquire" call to action on the Compare Now search results and go straight to Suncorp because they might offer something lower than Mortgage Choice. Perhaps going through Mortgage Choice adds an extra layer to the process.
  - Would use Borrowing power calculator and Home loan repayments calculator

## Investor - Broker's Website

"If she's **here** answering my **questions** in the online chat I would question: Why aren't you **working**, don't you have enough **business**?"

### FIND LOCAL BROKER

When we asked an investor to find a local broker, the button had changed to "Find your local advisor" but she clicked on it anyway thinking it was broker.

"I think a local advisor would be a broker".

On the page she realised he looked more like a financial planner than a broker.

No one searched via broker name. Most people would search for a mortgage broker by navigating to Home Loans tab and selecting "Mortgage Brokers"

### BROKERS LANDING PAGE

It was important for investors to have their phone numbers displayed so that they could have someone to talk to. Investors would look through and read about them and select someone who is of a similar age or who appeared the most professional looking.

"I wouldn't go with a broker online. I would go with someone recommended, or someone's used before. I have no experience with any of them."

Another investor was complexed about the presentation and layout of the brokers on the landing page.

"Why are the two people closer to me below the fold? And the first one doesn't even have her location? I feel like you're making me choose [Michelle] because she's top of the list. Why is she at the top? Everyone should be above the fold because it's not very fair. I wouldn't even look down there."

"Nothing attracts to any of them. It should be based on other people's feedback, like an online rating system. I would be more likely to choose them based on other people's feedback."

## Investor - Broker's Website

"I don't enter **details** online, I would just call her. I just want **somebody** to work it out for me **now** – this is **money** we're **talking** about."

### BROKERS WEBSITES

Looking through a broker's page, an investor picked up on some of the language used.

"Who's 'we'? Is it Mortgage Choice or this broker? I think it's Mortgage Choice."

It was also confusing to find where the broker was located. If a broker looked after several suburbs, it was not clear whether the address provided was their postal address.

"Location is important – I want to know they're close to me"

"He's got an office which is unusual because a lot of brokers don't."

An investor noticed the Free Property report and clicked it to find an online form. "I didn't expect a form, just the PDF. I didn't know I had to talk to someone about it to get it. I'd rather do my own research first than to talk to somebody about it. If I were to fill out contact form I would say in the additional comments 'please email don't call me' because I travel a lot."

Some of the blog content stood out such as the "house and land package" because they didn't know this before. It didn't seem they would come here for this information as a lot of this content they would read through the news.

"A video of each of the brokers introducing themselves and what they do would make it more personable. I would watch it."

Response to the reviews was similar to other users.

"Do they only include good reviews on this website? Because they are Mortgage Choice brokers on the Mortgage Choice website. It makes me question these reviews – are the bad reviews published? I assume not. Google reviews are more independent, and they are certified."

If investors were interested they would email and see if they could speak to an investment advisor that could show them what's around on the market, or call their mobile direct to make an appointment.

Being able to make an appointment in the online contact form was preferable if after hours.

"I don't enter details online, I would just call her. I just want somebody to work it out for me now – this is money we're talking about."

## Investor - Calculators

"I would put **repayments** into a spreadsheet and work out if rental return would **cover** that. If I feel like I'm in a **good** place, I would **start** looking for **houses**."

### FIND MORTGAGE CALCULATORS

One investor searched "mortgage calculator" in the global search field but it did not return any results.

Most people navigated to home loans > home loan calculators.

### HOME LOAN REPAYMENTS CALCULATOR

- It wasn't clear how to update information on the calculator (missed edit function)
- "It would be nice if the results (e.g. NAB, ANZ) could be in the actual graph so I could click on them and have different colours on the graph for each one."
- "Interest rates should be part of table."
- "I would put repayments into a spreadsheet and work out if rental return would cover that. If I feel like I'm in a good place, I would start looking for houses."
- "I would check to know if they are real people." [e.g. Pepper Money]
- One investor used an external [desktop] calculator to work out his calculations as it wasn't provided on the site.

### BORROWING POWER CALCULATOR

- I don't know if "credit limit" relates to credit card
- These things are difficult to do on their own – broker can work it out for you
- Would be wary about trusting that amount. Would still talk to someone to get a pre-approval. It gives an indication of what you can spend.
- Questions that come to mind [results]: Am I happy with that amount? How could I get more borrowing power? Would I consider going through a broker? Could he help me get the best borrowing power?
- After using the calculator, one investor went to "use equity to buy" article. It wasn't clear it was a video, even with a play icon. This page was described as very text heavy. They preferred the shorter digestible blocks of copy with icons. When he clicked on the accordion navigation tab on the left nothing happened. "I thought down key would give me some options." After this, he looked at free property investor guide and Property investment FAQ's.

"I can't read all that. It needs to be broken up. Not a PDF but more readable, with images. The important stuff is there but in a way that doesn't make me want to read it."

## Investor - Compare Home loans

"If the bank offers **exactly** the **same features** I would just go **straight** through the bank. Going through Mortgage Choice would just add an **extra layer**."

### COMPARE HOME LOANS

One investor found a call to action on the homepage but had to scroll below the fold and said they wouldn't have scrolled down normally.

Another clicked on the interest rates in the header on the homepage.

Investors wanted to click into search results to find out more about what's in this package: minimal amount, what are the Terms & Conditions, package fees, and features as it did not say what's included.

"I'm assuming I only get the things in blue? Can I click on them? It's confusing. Why not just list the thing I get, rather than have me work it out. I'm quite savvy on the web – how's someone who's not so savvy going to figure it out?"

With clicking the "enquire" button, one investor said "what would it have done if I had clicked on more than one person?" [having clicked on the broker's profile previously]

"I would go to the website of Suncorp Bank rather than contact Mortgage Choice online – see what rate they have on the website and if it could be lower than what's advertised here. If the bank offers exactly the same features I would just go straight through the bank. Going through Mortgage Choice would just add an extra layer."

For one investor, Compare loans returned no results and there was no where to go to.

## Investor - Communication exchange

**"Can I build some confidence with you first? I don't want to subscribe, I just want to read what's in the guide."**

### E-GUIDES

Some people navigate to the site map to find information. One investor looked here to find digital guides and resources.

Another navigated to Home loans > Property investment > Tips and tools

"There should be a navigation menu that says 'guides' or 'advice'. It doesn't feel there are any guides, just random pages with lots of text and Q&A."

One investor did not like being asked to enter information first.

"I don't want to enter information for a guide. Can I build some confidence with you first? I don't want to subscribe, I just want to read what's in the guide. They're trying to sell before I get any information from you. Already you're trying to grab me and put me on your mailing list. All I want do is to read some information. Why do I have to give you my details just to read that? You want me to trust you."

### LIVE SUPPORT

Some investors saw this as a positive and useful feature, while others questioned the security and linked it to previous bad experiences with telcos.

"They keep going on and on and sometimes I don't have time and you don't always get a transcript out of it."

"If it's a broker, I'd think why she has the time to talk to me personally on an online chat feature? If she's here answering my questions in the online chat I would question why aren't you working, you don't have enough business?"

"You don't know if they're really qualified to answer all your questions."

### CONTACT PREFERENCES

Would email him next (preferred) have a record of what I've asked and when I've asked it.

I'd ring or email to make appointment. Would be good to make appointment online and see availability.

Would click contact us – and send them an email.

Would want to put a specific comment in contact broker box – "looking for an investment loan – are you able to contact me in regards to refinancing?"

### ONLINE PORTAL

"I would be very excited about that"

"That would be good. But would need a scanner to sign off on. Maybe you could do the applications before you sign off online."

"If I really like a particular offer and get a pre-approval I would do it online. It could be easier to do face to face visit with a broker. Would do it online, have the documents scanned and uploaded and send them through."

## Investor - Exit Interview

"I would just **use** this **website** to see a rough **ballpark** of what's available out there."

### SUMMARY

Investors found the website difficult to read because of the amount of information to process.

"It's okay, it's not great. I wouldn't refer it to people. You can't really find information and it's way too hard to read. The important things, like calculators are more important than the brands."

"I wouldn't stay very long because there's lots of information, it's not easily digestible."

Investors talked about the importance of surfacing certain information to them.

"Compare your home loan should be the big thing. The thing you want me to do is in a tiny little block down the bottom."

"Why isn't my home loan health check here on the homepage? Then you can have my details because then you would be providing a service to me."

"Why are the handy tools not at the top? They are way more important than lender logos."

"On the local broker's pages, why did the broker get the first go? Why was her area not listed while other people's were?"

"It doesn't give a link to where you can find out about investment properties or where to look in order to buy one."

"I came to Mortgage Choice for a home loan but there was nothing on the home page. If you could have a place where you can enter in information straight away on home page, like compare home loans and bring it to the homepage."

"Mortgage Choice – the name suggests it's about home loans. They should focus on that as their priority."

Others talked about what they liked and didn't like about the website.

"I don't feel it's really user friendly."

"I didn't like when I searched for something there were no results."

"I liked information about equity and property investment."

### NEXT STEPS

"I would google for the things that I want."

"If I was looking at Mortgage Choice I would just go with Mortgage Choice as they do have quite a few brokers. Unless someone recommended someone else to me, I would just stick to Mortgage Choice. If I don't like who I spoke to I might go to another Mortgage Choice broker if I liked the website."

"I'm going to go home and have a good look at it now."

## Investor - Exit Interview

"It feels likes geared towards people who it's their **first mortgage.**"

### MORTGAGE CHOICE OFFERING

"I can see now they do more than what I thought but they are not highlighted – that should be in the header. I had to go searching for them other stuff they do."

"I've been on Comparison website with all rates and features. That was here but had to find it. It looks like the early 2000's where they put lots of text in so they could rank high on Google Search."

"They have a lot of different portfolios – they don't just do mortgages now. That's very interesting."

After hearing about Mortgage Choice's value proposition, it was very important to know.

"I don't want to get something just because they will make more money. I didn't see that anywhere or on broker's profile."

"It gives you reassurance they will give you the best deal."

"I thought most of the brokers are the same. But always worried some of them get more and that's why they choose one bank over another. Normally we can ask them to go with CBA. So either way it's not an issue."

### MORTGAGE CHOICE PRODUCTS

"I only come here for the home loans – I'm not interested in any other products."

"I might look at car and property insurance and credit cards."

"I didn't know Mortgage Choice did car loans and insurances and diversified. It's new to me."

"I would use financial planning and super, although it's not the purpose for me coming to this website."

### OTHER PRODUCTS THAT ADD VALUE

- "A more advanced section for "experienced investors", that could talk to me about property investment. It could pull out the financial lending and insurance and business lending, potentially even car loans and other lendings, because that's the stage where I'm at. It feels like it's geared towards people for their first mortgage."
- "If it asked me 'Where are you at?' And I could say I'm looking for my first home, or I'm looking to reinvest, or I'm an experienced investor and I would be taken to information relevant to me. Refinancers might be looking to get a new car or might need some financial planning, experienced people get everything... someone could tell me what I could do with my money but that's not here – I'd have to go searching for it."
- "Offer links to some websites or information about properties, what's out there at the moment, latest trends. That property report might do that for you but you have to get that from somewhere else."
- "Debt reduction and information on how to reduce credit card debt."
- "My budget and how to relook how I spend so I could refinance to buy property etc."
- "See a valuation of a property – if you type in an address see how much [ballpark] banks are likely to value your property at. If I'm refinancing, see how much value my property is currently at."
- An app with calculators to work out different loan amounts and interest rates.

## Investor - Building Trust

"It is really **important** to have that **rapport**... If I didn't **trust** my **broker**, I wouldn't have gone with my broker."

- Confidently answer my questions
- Good knowledge of industry
- As soon as he knows it he works out the numbers for you really quickly
- Face to face contact

## WEBSITE

- Being able to search for whatever you like
- Lot's of different bank choices, big and small
- Doesn't just focus on one thing
- The way it's structured
- Overall visuals
- Search results with a range of different banks and institutions
- Web address [com.au]
- It says #1 brokerage even though it was below the fold.
- It has many banks, lots of information, lots of services it provides
- Live chat to talk to someone straight now.

## Investor - Opportunities

# Ways we can serve the investor online

### WHAT INVESTORS NEED

Investors feel a wide range of emotions, from feeling excitement, optimistic and adventurous to dread and knowing they have to put together a lot of paperwork. Investors have complex scenarios. They need someone skilled who understands their situation, so once they find the right broker for them they will use them several times.

They are thorough researchers, even while relying on brokers, they will monitor the market and stay up to date with market trends. They don't see the banks as being particularly helpful. They need content, calculators and resources that speak directly to them.

### HOW MIGHT WE...?

Help investors keep track of how much their properties are worth?

Integrate data and establish relevant partnerships in order to deliver valuable information to investors?

Help investors monitor markets?

Speak to experienced investors directly by acknowledging their needs?

Deal with investor's complex scenarios online?

Provide news and updates of mortgage rate rises?

Provide knowledge and set expectations about extra fees associated with investing?

Better facilitate the research process by having links to lender's sites?

Surface "compare now" content directly to investors?

Build credibility of unfamiliar banks such as Pepper Money?

Provide tools and resources for investors?

Provide a dedicated section for "experienced investors"?

Start the conversation with investors about other insurances and services Mortgage Choice has to offer?

# Mover

## **Mover - Interview**

### **We spoke to three movers aged between 44-54.**

One participant was planning to either refinance or buy another unit this year, dependent on whether their children were going to move out.

Another participant was planning to take a mortgage to buy their third property. They were at the start of the research process and starting to look at units.

A third participant was planning to take out a home loan in next 12 months. They had four properties and owned three houses outright.

## Mover

### High level Summary

- While movers fundamentally understand the role of the broker, they need to understand the typical steps and process to using a Mortgage Choice broker in order to see value in using their services.
- Referrals are extremely important to a mover. Friend's experiences with brokers will determine whether a mover approaches a broker or not.
- Movers are interested in understanding more about a broker's background, expertise and personal information.
- Movers don't want to read through too much information. They need the main facts simply and easily.
- While it's a transactional process, movers need to establish that connection with a broker or a company. Rapport and relationship with a broker play a key role for movers.
- Movers also need people they can relate to on the Mortgage Choice website. Movers need the website to be more personable, with videos, images and case studies of other people in to learn from other people's experiences.
- As movers are reassessing their finances at the same time, this is an opportunity to speak to movers about financial services.

## Mover - Broker Usage

### “How do you know **who** you’re dealing with?”

All movers understood the role of the broker and what they offered. Those who hadn’t used one would consider one if it was referred by someone they knew.

“A broker would be able to search better deals and tailor that to your needs.”

“A broker could get us better rates and steer clear of any pitfalls. It would be important to be upfront with his commissions.”

“Clearly they just have to look after you and deliver what you are requesting.”

I never considered using a broker, but would use one in the future because the loans officer [he used before] is not at Westpac anymore so we would need someone to guide us.”

One mover was planning to speak to a broker, as they used a broker for their first property. The referral was through their accountant so there was trust there.

“I don’t have the expertise to do the process by myself. Knowing what the trends are where the market is going – that’s what brokers should do.”

“There are comparison websites that take the place of a broker – they didn’t exist when we first got our mortgage.”

Rapport was important. Movers wanted to know about broker’s successes with new clients and their approach to how they deal with individuals. One mover noted he would like to be surprised about information he wasn’t aware about.

“I would like to know the non standard information that gets fed out to the public. The point of difference that separates a good broker or a bank from the rest. Also good customer service and doing the best deals for you.”

One mover was hesitant about a broker because of friend’s experiences.

“Why should I pay a broker? No one they knew had an experience with a broker. A friend had a bad experience with an Aussie broker, he wouldn’t leave, wouldn’t take a no for an answer.”

## Mover - Information needed to know

"It could appear to be a good **proposal** and rate but there are **catches**. It comes down to **honesty** and **transparency**. Once you lock it in that's it."

### INFORMATION WE NEEDED TO KNOW

"Overdraft"

"There's a lot of new services that weren't around when I initially took out the mortgage."

"Exit clauses – It's very hard to find the exit conditions and terms. It could appear to be a good proposal and rate but there are catches. It comes down to honesty and transparency. Once you lock in that's it."

"They were going to look after us, be honest and deliver what we were requesting."

### PAIN POINTS

"I didn't realise if you're borrowing money from the bank, the bank just doesn't do it. You have to get the money, someone has to draw the money down and put it into an account and the bank takes it. The guy was sick and hadn't arranged for the bank to take it. We had to put some of our own finance into it. Bit annoying that the bank has to draw the money and put it somewhere so you can use. I wasn't aware of that."

"The process is simple but not quick."

"I don't want do it again but you've got to go through it."

"That doesn't make sense. We pay the broker... There's no such thing as free lunch. It goes against what I imagine happens. If a broker makes commission from any of these people then it gets built into your loan repayments, doesn't it?"

### QUESTIONS FOR BROKER

- "I would like to ask if I'm going to get a mortgage how soon could you approve it?"
- "What's their background (experience) in helping people financing their property?"
- "Once I get the finances, how much would I need to borrow?"
- "How much would I pay back?"

### FACTORS THAT CONTRIBUTE TO LENDER DECISION

- Friend's recommendation
- Would potentially find someone online herself
- Good communication
- Cheapest rate
- Flexibility of it
- Equity
- Someone who's quite straightforward.

## Mover - Application Process

"We looked at the **rates online** but because we were overseas it was good to go with the **first one** that would give us a loan and we had a good experience. "

Movers talked about their previous experiences refinancing and taking out their first loans with different lenders and mortgage brokers.

"The only reason we went with Westpac was because the property owner said they knew someone if we wanted to get a loan but we were naive."

"For my first one 20 years ago, I thought: Am I going to get a loan? I went through Rams and found it easy, they came out and had a chat to us. The second time I refinanced my first home, I bought something else but used the redraw to pay it off. In the process I changed lenders to a subsidiary of CBA because of the interest rate."

For one mover, they refinanced online 7-10 years ago with a subsidiary of CBA because they had banked with CBA previously.

"I didn't go in for a meeting. It was a bit weird and bizarre. The loan rate was cheaper because there was no person that comes out to you, there's no consultant. Knowing it was a part of CBA I trusted it more. If it's one of the majors bank I don't have an issue. But an overseas company I wouldn't trust."

For movers, they expected that the process would be absorbing and would occupy their minds for the next few months up until a year.

"We need to have confidence in future lifestyle plans – having the certainty of where you're going in next 2 years, 4 years... It's a jungle of health, holidays, work. What do you want to do?"

"Once I'm serious about buying a property, I would start looking at mortgages."

### PREFERRED APPLICATION PROCESS

"One meeting is sufficient and a follow up close to crunch time. But we could do it all online or over the phone."

"It's not important to meet face to face even if we're here because we don't want to be judged for being wealthy. We don't like being treated differently."

"If I rang up to get a loan and I was chatting to a person who wasn't respectful I wouldn't want to go through with them. I spoke on the phone with Westpac when buying from England. I didn't see the properties."

"I definitely have to speak on the phone. Everything [our broker] said he would do, he did. He told us things about the stamp duty, tax on taking out a mortgage (fee). That's why we kept the redraw as we don't want to pay the fee."

"I like personal contact. Sitting behind a computer there's no body language, no engagement. Online there might be misinterpretation, it might not be private, and information could be forwarded."

For one mover, the first time she took out a loan it took six weeks and had different expectations for next time.

"I would expect things to be different next time. Faster communication through emails. I'm less likely to take a no for an answer if we thought we could service the loan. I don't want to feel stressed all the time, so wouldn't go too big with the loans."

"I would do the application online if it was a reputable name."

## Mover - Research Process

"If you're not aware of what the **world is** doing, when the interest rates **change**, you think 'where did that come from?'"

### WEBSITES VISITED

At the early stage of the research process, movers spoke to friends and family, real estate agents, accountants and did online research.

One mover though considered the global position and noted how Brexit influenced the world economy and affected exports, imports and interest rates.

Questions top of mind included:

- Will I get the finances?
- How much would I need to borrow?
- How am I going to pay it back?
- How much can I get for the least amount of money?
- What's the lowest I can go?
- What if I put 400k or 300k, what's the bottom line of the next 20-25 years?

Movers looked at the top banks including CBA, ANZ and Westpac as well as second tier banks and alternatives. They looked at calculators to see what they could borrow, and what their earning capacity was. They looked at Rams because they knew they were cheap and had a good reputation. Some movers were just looking at property websites. Movers spent longer researching, about six months to have an idea of what they wanted. They googled "home loans" and what their current property was worth.

### TIME SPENT RESEARCHING

They researched in the evening after work, on all devices depending on where they were.

One mover had looked at around forty websites, and was researching in their own time without feeling rushed.

One mover did all their research online as they were overseas when they were looking to buy property.

"I generally research when I'm in an up mood, when I'm feeling positive."

### REASONS TO REVISIT WEBSITES

Movers returned to websites, to see if anything had changed, including the fixed rate, variable rate, what the terms were, and whether they could lower or raise it depending on how much they could put in as deposit.

### CONTACT PREFERENCES

One mover liked that CBA still sent her physical letters as too much gets lost in her junk emails.

While personal contact was important, a lot of the process could be done over the phone or through emails.

## Mover - General

“Would rather speak to **people** and hear what their **experiences** were rather than speaking to a professional to **guide me** because I always think they have a hidden **agenda.**”

### WHAT IT COMPARED TO

- Opening up a bank account
- “Other than looking for houses online it's just a comparison, like flights, it's a transaction of money, just a service.”
- Citizenships for the kids applied online
- No more different to buying a car “You know what you have as capital and assets – it's just a big decision to stay with principal interest.”

### SEEKING ADVICE AROUND FINANCIALS

Movers had experience talking to financial advisors in the past. One spoke to their accountant about financial advice, others had a wealth manager from the bank.

Movers consulted with the people around them including their partner, friends and family and anyone who had recently purchased a property.

### PRODUCTS

One mover had gone through the process of getting a new car, where the dealership had provided best rates for a car loan, not the bank.

The others preferred consolidating insurances. One consolation was with APIA who specialise in people over 50.

“I don't really believe in paying for insurance unless I have to do it.”

### IDEAL PROCESS

“Being referred to a broker and going through a process that was quick and followed up promptly. Time is important.”

“If it could just be approved and I pay someone to sort it all out for me. If I'm paying someone, that's what I expect. If they're doing all the scanning and uploading I don't need to do upload an application.”

“I would do it online.”

## Mover - Building Trust

“For my husband and myself, having a **relationship** with someone we **trust** is really **important.**”

- Referrals from friends and family

### WEBSITE

- 5 star reviews
- A “lock” icon on URL address
- Want them linked to a major financial company or bank – Always a bit suspicious of people who are independent
- When you're getting a loan they are a bit conservative – You do want them to be conservative because you don't want to take out a loan and forfeit on the loan
- URL that is Australian
- Good graphics
- Use of colours

## Mover - Usability Test

"Mortgages and loans are all about **people**, they're not about stuff or items."

### SEARCH

"Property loan"

"Best rate mortgages Australia"

"Compare home loans"

In the search results, movers noted URL web addresses and looked for Australian search results and familiar websites such as iSelect and rate city.

One mover would click on an ad "Compare top 10 mortgages" because it had the word compare in it, and it said "Find the best mortgages." For others, it was a random selection or making their way down the search results from top to bottom.

### FIRST IMPRESSION - LANDING PAGE OR HOMEPAGE

For movers who came to the the landing page primarily, there was not enough information to fill in the contact form at the point.

"There isn't a lot on there to tell me what the big lenders are doing... why don't you have what's available there? I'm suspicious because I'll think you're just going to ring me up and rip me off, I would think where are the other rates?"

"I would scroll to see who they go for and where they get loans from – I do read a lot of other peoples experiences and what they've said."

"I would look to see where they are based. I can see they are in North Sydney near where I grew up which is good."

Movers wouldn't fill out the contact form unless they were ready for them to call back or unless they were serious to talk to someone. They talked about being able to select a time and day to call her would be good.

Keywords stood out such as "legwork" which suggests they're going to do the work and make it easy as possible, as well as "Interest Rates" as it appeared competitive. The word "local" (your local mortgage broker) meant that they were in Australia.

Movers also responded to "record lows", "we" which suggested teamwork, as in "We do that, You get that", as well as a phone number you could call. They liked it because telcos hid their numbers on their websites.

"Meet with a Mortgage Choice broker" called attention because it appeared somebody would come out and talk to them.

On the homepage, movers responded to the video in the header image.

"I like to hear how people speak. A video where someone's personable or somebody's saying something would more likely make me be interested in that."

"This video about what's happening in the world in terms of rates invests some confidence."

Movers responded to the images on the header "One day I'll be like this guy, he looks happy", as well as the grid block with people in the background. "This is good, you can identify with those six images." The image of a broker in the navigation tab was noticed as well.

Movers liked seeing the 20 lenders and logos. "They are going to try to get the best rates for what would suit you."

## Mover - Usability Test

"Somebody's got to **make money** somewhere. It goes against what I **imagine** happens. If a broker makes **commission** from any of these people then it gets **built** into your **loan** repayments, doesn't it?"

With the text block "Get advice for no cost" a mover wanted to know what the process was from first enquiry to getting pre-approval.

With the text block "What our brokers can do" a mover said that these six points were a given. "What's the point of putting them there? It's what I expect from a broker, going beyond the industry and what every other lender does. What I want to know is how Mortgage Choice takes me through those steps, from initial enquiry, and what typically happens after."

With the text block "Home loan service no cost to you" on the home loans page, movers wanted to understand more about how it worked.

"That doesn't make sense. We pay the broker... There's no such thing as free lunch. You get a good service you'll expect there'll be a fee. Somebody's got to make money somewhere. It goes against what I imagine happens. If a broker makes commission from any of these people then it gets built into your loan repayments, doesn't it? It says to me something not right, it's just not honest, if it's true, why isn't it shown how there is no cost to me, because it would be built into the loan."

Movers responded to the call to action "Expert advice at no cost to you" on the homepage but didn't like how they had to scroll as they thought they might have missed information.

On the home loans tab, "Our latest interest rates" brought up some questions for a mover.

"I would ring up and say 'there's a section on your home loans page – run me through these scenarios – how does that work? For fixed and variables.'"

It wasn't clear on the homepage the role of the brokers. "I don't know if the brokers have offices or how they work."

The role of other products and services were also unclear.

"They cover a lot of different financial areas which I wasn't aware. I just thought that they dealt with mortgages."

The lenders options stood out, as did the orange font which stood out as being easier to read than the black font.

## Mover - User Journey

### JOURNEY 1

1. Searched "property loan"
2. Homepage Landing page >
3. Home loans

- Navigated to google images to look at search results and looked for key words
- Looked at URL to see if it's Australian
- Keywords that stood include "legwork" and "record lows", "we" which is encompassing and "you", "local" which meant they were in Australia
- Interested in how fixed rate and variable rates work
- Liked to see a number you could call because telcos don't show their number easily "If I did not get a call within a day then that would not be very impressive."
- Interested in knowing what the process is from first enquiry to pre-approval, and how Mortgage Choice will take me through those steps.
- I don't usually click on logo, most websites have "Home"
- Would click on "what makes us different" video (home loans), "recommending the right home loan" would be best written in a highlighted colour.
- In home loans, saw an image of a living room with no people in it. "Where are the people in the image? Mortgages and loans are all about people, they're not about stuff or items."
- Identified with image of grandfather in homepage
- "Would love a home loan calculator on the homepage."
- Wasn't sure if live chat was part of the website

### JOURNEY 2

1. Searched "Best rate mortgages Australia"
2. Homepage Landing page >
3. Why choose Mortgage Choice >
4. Compare Now

- Would select a link with the word "compare" in it in search results
- Would click on iSelect because she is familiar with it
- "I expect they are going to call you pretty quickly. I wouldn't fill it in until I was ready for them to call me and I was serious."
- Didn't like to scroll down the website because she would miss the cue to scroll
- Why choose Mortgage Choice - Expected it to be clickable 'we're more than mortgages'. "Why would I choose you? Explain it to me."
- Information wasn't easily digestible on Compare home loans "When I look at numbers I think I don't want to deal with it. I want someone to sit with me and take me through it. There's too much choice."
- Interested in knowing on Compare Now how much am I going to pay back?
- Would question if contact form would take her to someone in Australia or someone overseas?
- Would read "About Mortgage Choice" on footer. If really interested would follow on Facebook but not yet.
- Would use borrowing power calculator

### JOURNEY 3

1. Searched "compare home loans"
2. Homepage Landing page >
3. Borrowing power calculator >
4. Home loan repayments calculator >
5. Compare loans

- Would click on iSelect, Rate City, Lendi in search results
- There isn't enough to say what the big lenders are doing on the homepage "I would think where are the other rates, if I saw only one rate"
- Interested in seeing or reading about other people's experiences and hearing how other people speak such as videos of brokers or other Mortgage Choice staff or customers to make it more personable
- Looking for a connection on the website and found it through location which is close to where she grew up
- Would want a table with information simply laid out with monthly repayments and what the difference is for interest rate comparison
- Would use Borrowing power calculator and Home loan repayments calculator
- Would want to visit broker's office and ask brokers about qualifications and background

## Mover - Broker's Website

**"If I could see an address I would visit the office and ask about their qualifications."**

### FIND LOCAL BROKER

One mover did not notice the "find a local broker" and said they would google "Mortgage Choice Northern Beaches."

Another noticed the online contact form on the home loans page.

"Why wouldn't you link the CTA find a local broker to his face?" [picture of broker in navigation].

Another mover looked to the site map in the footer and clicked on "talk to a Mortgage Choice expert" > contact us online

One mover had typed in his post code and landed on the broker's landing page. He thought he had to fill out both fields in "find a local broker" and was confused he had already landed on the page.

"Was it meant to do that? I didn't get a chance to fill that in."

### BROKERS LANDING PAGE

Movers responded to broker profile images and were likely to click on the most local profile and brokers who showed where their office is.

"With just a mobile number displayed, I don't know where they are. On the positive side they are contactable outside work hours."

"I'd probably look at who I'd like the look of... whoever looks the friendliest or who is younger. I just want to get the best the home loan. I'd rather deal with someone I get along with, I'd like for an image to say who's on the same page as me."

"If I could see an address I would visit the office and ask about their qualifications."

Movers would read "how it works" on right hand side first which could be made more prominent.

## Mover - Broker's Website

# "There are testimonials but I don't read them because who puts up a bad testimonial?"

### BROKERS WEBSITES

Movers wanted to know:

- What's their background and experience in helping people finance their property?
- Where is this broker's background details?
- Personal information – "Is he married? Does he have kids? Where he went to high school? What state is he from?"
- It would be useful to know if they come to you or whether you go to them.
- A timeline for when you'll give an answer to us back... within a day or a week?
- Once we give you all the necessary paperwork to follow up pre-approval, how long does everything take?
- I would want to know how long has the broker been doing it?
- How long has he been a mortgage broker with the company or somewhere else?
- How is he getting paid?
- How does he make his money?
- I would want to know if he is a franchisee or if he works for Mortgage Choice?

"There's a lot of information, not sure if I would read it all."

Like other users, there were doubts about validity of testimonials.

"There are testimonials but I don't read them because who puts up a bad testimonial?"

"I'd read all the reviews – up to 50. Whenever I'm buying online I read everything."

Mobile, phone and office number were most important. Movers were likely to contact a broker online or direct through mobile.

"I would contact broker through the online contact form – it would be easier if there was an additional box that would invite me to suggest a suitable day and time best to call or come visit me, or a booking schedule calendar to lock in available times."

"I'm over reading how good Mortgage Choice is. I'm at the point that I'd contact them. I'd likely chat online with a broker – unlike the other page I don't know where [the live chat] goes, it's anonymous."

"Next I might have a meeting and see what he could offer. I would set it up in the office or ring him up."

"If I could do everything online, and not meet anybody and it was legit, that would be fine by us... if it's all fine what do you need to meet for?"

## Mover - Calculators

“Half this stuff I don't **understand...** I'd want someone to just sit down with me and **take me through it.**”

### HOME LOAN REPAYMENTS CALCULATOR

Movers navigated to home loans > find mortgage calculators to find the home loan repayments calculator.

Movers liked that it displayed diminishing value and the interactive component. The results were visually clear, however the edit function was hidden and it didn't say whether it was variable or fixed. One mover mentioned a save link function because they had seen it on other car insurance sites.

“It gives you a quote number, and sends me an email because I might come back in a week's time.”

One mover noted that the graph displayed monthly repayment as a constant “I'd like a graph based on if I can pay this early based on incremental CPI changes to that rate, for example 3% on that amount each year.”

Another mover was interested in inputting expenses to offset the amount as well, such as repairs and maintenance.

### BORROWING POWER CALCULATOR

One mover tried to interact with the slider in the results as it appeared to be interactive.

“It's good to give an estimate of what people expend (using data and statistics from other people).”

One mover was likely to click “contact us”, after using the calculator, and saw the broker's contact profile. They were less likely to fill in the form but rather contact them directly through mobile phone.

### COMPARE HOME LOANS

To get here, movers clicked the “compare now” call to action in the homepage.

The results were mostly perplexing. One mover got no results when they filtered by feature. Others weren't sure how to interpret the results.

“There's a lot of results to look at. Half the stuff I don't understand – I'd want someone to just sit down with me and take me through it and say this is the best one for you. There's too much choice.”

“The difference per month is nothing... \$9 difference. The first one looks like it's the most competitive one.”

“I don't know what a split loan is.”

“What I would want if I was meeting with someone is to have a table of these monthly repayments, with principal and interest, fortnightly repayments, and what the bottom line is – in a table or excel format.”

“I would want to click on the results to drill down and see more and want to know 'how much am I going to pay back?'”

“I would like a slider dial for calculators so you could change everything once like CBA.”

When movers clicked enquire they liked that it was getting them back to something personal rather than just a calculator through a broker profile. The contact form however was met with more suspicion “I would question are they in Asia? I want to talk to someone from Australia.”

One mover looked for a drop down function at the “valued at” field.

## Mover - Communication exchange

"I never really know if that's a **real person**... I always think there's a script and that person is following a flow chart of **responses**."

### LIVE SUPPORT

"I would use it if I was unsure of something because you get a response straight away, for something like this it's good."

"I never really know if that's a real person. I always think there's a script and that person is following a flow chart of responses."

One mover wasn't sure if live chat was part of the website. "I wouldn't use chat on the website. I would call people."

### ONLINE PORTAL

Movers found the idea of an online portal very useful, potentially for the use of a non live loan.

"It's similar to a dropbox, where you and your broker can put information."

"I would be ok about starting process online but want to talk to someone pretty quickly."

"It's fine, it's the way to go there. Immigration does it, lots of people do it. If you've got a scanner. For my parents generation that's a different story. If you have tech support and you've got someone you can ask questions to and they can respond immediately to that would be a great selling point."

## Mover - Exit Interview

“Mortgage Choice is **competing** with my **time**. I don't have time to spend five minutes just reading on one page... I know what I want, I want to go to **rates** and **calculate things**.”

### SUMMARY

Movers liked the website to be more personable, with videos, images and stories of customers, and personal details about brokers. The website was seen as straightforward but also too wordy to process.

“They've got to appeal to a wide range of people and reach everyone.”

“You don't have to be so corporate to get people to really value you. Even if it's all online, people want to make a connection with a company.”

“I would give the 'handy tools – mortgage calculators' on the homepage more priority. I don't want to read things. I want to do what I want to do.”

“It had a lot of information. Sitting at home I would be concentrating more, but there's so much there so you have to feed through what you're looking for.”

“On the homepage, there's a lot of information down below that you're missing. I wonder how many people scroll down. An arrow to click through to this section could be easier.”

“I don't trust any site. Always wary of being in databases. It's all traceable.”

“With sites like compare the market, they want to know everything about you before they give you the information. When you're up for renewal you get emails and calls – here I could be anyone.”

“I find other people stories really interesting, video content of everyday Australians – something that isn't so robot and you could relate to so that people could have a connection.”

“Most important information you need is who to call, you need a phone number.”

## Mover - Exit Interview

“Explain the process from **start to finish** and do it at the very **beginning.**”

### MORTGAGE CHOICE OFFERING

“They provide a personal service with no costs to me, although I have my doubts about that.”

“It’s different to other sites, where some sites want you to register to get some information.”

“They’re going through all those banks and you choose which loan you want. I’m assuming they would filter all those results for you and show you what’s suitable to your lifestyle.”

“They don’t charge you, so this would be something that I would use.”

“It would be important if they told us upfront how much they would get with other lenders.”

“Are they getting a backend to push me to any of these? If they’re getting the same commission for all those banks they are tailoring for me and not for the bank.”

“If they could explain the process from start to finish and do it at the very beginning.”

### OTHER PRODUCTS THAT ADD VALUE

“We have all our insurances under GIO because we get discounts – our cars, three properties, household and landlord protection.”

“If it was cheaper car insurance we would go for it, we don’t really have any loyalty.”

“If they could guarantee your rate and lock in something that would be good.”

“Having a good range of fixed and variable rates would be useful.”

### MORTGAGE CHOICE PRODUCTS

- Bank accounts
- Student loans
- Give me something, like throw in a holiday.

### NEXT STEPS

“I would test this website personally.”

“I would get in touch with the broker.”

“I would look for a house.”

“I would do a pre-auction offer, contact the agents and say good to go.”

## Mover - Opportunities

### Ways we can serve the mover online

#### WHAT MOVERS NEED

Movers understood the role of the broker but still needed to understand the typical steps and process to using a Mortgage Choice broker.

They don't want to read through too much information. They want to be told the main facts simply and easily. They want to understand more about a broker's background experience and see more case studies. While it's a transactional process, referrals carry a lot of weight as does rapport and relationship with broker. Movers need to establish that connection with a broker or a company.

Movers also need more people they can relate to on the website.

As movers are reassessing their finances at the same time, this is an opportunity to speak to movers about financial advice.

#### HOW MIGHT WE?

Provide information about broker's successes with new clients?

Provide pictures, stories and share other people's experiences on the website?

Be transparent with the process and show what the steps look like from first enquiry to pre-approval?

Make the value proposition clearer so movers can understand Mortgage Choice services?

Improve calculators and tools to suit the needs of movers?

Enable the mover to establish rapport and relationship with a broker online?

Improve testimonials and reviews online so they feel credible and trustworthy?

Gather more data and statistics from other users for tools and calculators?

Offer financial services at the right time in the mover's journey?

# General Observations

## Mortgage Choice - General Observations

People don't tend to search for brokers as a cold lead unless it has been referred through word of mouth. Friends and families experiences and guidance is key to the direction and approach people will take.

People had heard of Mortgage Choice or seen it advertised on TV and radio but couldn't recall whether they had visited the website. Those that had been on the website before couldn't recall why they didn't contact anyone on the website or return to it.

### VALUE PROPOSITION

Even after using the website, there was still some confusion about why Mortgage Choice was different or what it offered in terms of unique value proposition. Once we made this clear, all participants said it was important to know.

After having used Mortgage Choice website, people saw the website as a stepping stone to deeper research. They came here to gather information or get an initial ballpark in order to call a bank direct or continue researching on other sites. Although users understood that they provided other products, essentially they saw Mortgage Choice as a comparison site.

There was also confusion on the broker's sites as to whether the information was coming from a Mortgage Choice or broker point of view.

Even when people have a broker, they will do their research regardless. On broker's pages they are likely to look for a point of connection with a broker, and sometimes this is as simple as seeing that their address is close to home.

Websites are generally not seen as being "trustworthy" or "untrustworthy" on an individual basis. People tend to either assume the website has the correct information or they don't trust anything they read across all websites.

When it comes to conversion across other products and services in the business, Mortgage Choice as a business has to consider the name itself does not lend itself to suggesting it offers more than home loans. More awareness has to be done around this if people are going to consider other services.

Mortgage Choice might have to look to ways in which other insurance companies and banks package their services in order to convert across the business, as people expect now that services are discounted if they use multiple services across a single company.

Mortgage Choice is set up for all user types but doesn't really talk to user types in the hierarchy of information, structure of website or language used to speak to the user.

The website was seen as being geared towards first home buyers or retirees. The website has to speak to people at different stages and backgrounds so that it does not appear to be targeting one specific type of user.

The website is focused on what Mortgage Choice could potentially do for customers, without showing what they have done already, successfully.

### NAVIGATION

The website was not difficult to navigate, however at times information was not in areas users expected to find it.

- On the broker's sites, people clicked on the broker's "Home" tab to navigate back to the global homepage.
- To find a broker, people navigated to the Home Loans tab and selecting "Mortgage Brokers".
- People navigated to calculators through Home Loans tab > Mortgage Calculators
- No one searched via broker name when it came time to "Find a local broker."

### SEARCH

In no circumstance did Mortgage Choice appear in the first page of Google search results.

The global search function on the website did not return results in most cases and there was no call to action to lead the user elsewhere.

## Mortgage Choice - General Usability

### HOW MIGHT WE?

Keep Mortgage Choice top of mind through different stages of the loan application process?

Understand which process users are going through and speak to them accordingly?

Acknowledge where the users are at in the overall journey and provide relevant content accordingly?

Provide a tailored experience for all user types?

Create clear and simple paths for each user?

Communicate the value proposition more clearly on the website?

Build more trust on the website from the first interaction?

Ask for details when we provide a service?

Build points of connection between brokers and potential clients?

Build credibility of brokers online without reliance on external direct referrals?

Show how brokers helped other people?

Enable brokers to appear personable and approachable online?

Make it easier to add specific data points when filling in broker's online contact forms or general forms?

Turn the website from a stepping stone in the research process into a one stop shop?

Build points of connection between potential clients and other customer's experiences?

Consider the placement of the online contact form and other call to actions a strategic parts of the journey?

Enable live support at relevant moments in the user journey?

Gather more data and statistics from other users for tools and calculators?

Provide a next step for calculators and tools?

Provide a call to action when no search results appear?

Answer questions any users might have before leaving the site?

Enable functionality to be accessible to all ages?

# Thank you

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