

ALPINE BANK

WEBSITE IN SPANISH

INSTRUCTIONS

QUESTIONNAIRE

Use the Spanish version of the Alpine Bank website to evaluate the accuracy of the information presented and to make sure it's functional, easy to use, and easy to navigate.

Before You Begin

- Review your shop confirmation
- Have a copy of the questionnaire
- Have a distraction-free environment

Don't Forget!

- Be able to speak Spanish fluently
- Evaluate all required website areas
- Take a screenshot as proof of shop



General Requirements

- You must be able to read and speak Spanish fluently.
- Read all instructions and the entire questionnaire before you complete the shop.
 - Have a copy with you as you complete the shop to be sure you complete all elements.
- Spend a minimum of 5-10 minutes using the Spanish website.
- Take a screenshot of the Spanish website homepage to upload with your report.
- Submit your report to shopperhub.cxgroup.com (comments written in English) within 12 hours of completing the shop.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked for Alpine Bank.



Shop Instructions

- Go to www.alpinebank.com using a computer or the web browser of a mobile device.
- Locate the area that allows you to switch to the Spanish version of the website.
- Navigate around the Spanish version of the website to evaluate the following elements:
 - ✓ Information was clearly defined
 - ✓ Translations were accurate
 - ✓ All links worked properly
 - ✓ Pages were easy to navigate
 - ✓ Website was generally user friendly
 - ✓ Website appearance was appealing
- Make note of any specific issues to include in your report. Please note that the legal/regulatory information will be available only in English for compliance purposes.
- If you receive an error message while navigating between links, take a screenshot of the error message (if possible) to upload with your report.



QUESTIONNAIRE

Shop date:

Start time:

End time:

Service Analysis

1. Was the Alpine Bank website accessible on your first visit attempt?

This refers to the main website (www.alpinebank.com)

Yes

No

2. If no, please explain:

3. Was it easy to find the Spanish version of the website?

Yes

No

4. If no, please explain:

5. Was the Spanish website user friendly and easy to navigate with information clearly defined?

Yes

No

6. If no, please explain:

7. Did all links on the Spanish website work correctly when clicked?

Yes

No

8. If no, explain which link(s) did not work, and upload a screenshot of the error message, if possible:

9. Was it easy to move back and forth between pages using the links on the Spanish website?

Yes

No

10. If no, please explain:

11. Was information about Alpine Bank products and services readily available on the Spanish website?

Yes

No

12. If no, please explain:

13. Were all Spanish translations accurate, and did they make sense?

Yes

No

14. If no, explain what was not accurate or what did not make sense:

15. Was the overall appearance of the Spanish website attractive and representative of the financial institution's image?

Yes No

16. If no, please explain:

17. Based on your experience with the Spanish version of the Alpine Bank website, on a scale from 0 - 10, how likely would you be to recommend Alpine Bank to a family member, colleague, or friend?

0 = Extremely unlikely; 10 = Extremely likely

 0 6 1 7 2 8 3 9 4 10 5

18. Explain your rating:

If your rating is 10, explain why you would recommend. If your rating is lower than 10, comment on how your experience could have been improved.

19. Overall comments:

Describe in detail your overall impressions of the Spanish version of the Alpine Bank website.

20. Upload a Spanish website screenshot as proof of shop:

END OF QUESTIONNAIRE