User Testing - Wishlist   
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**Analytics Request** (Only logged in customer)

**OVERVIEW**

* ~~Analytics on “Add To Wishlist” button in Detail & Listing.~~
* Understand how frequent customers add an item to their Wishlist, under what scenarios they would use it.
* CART PAGE: Analytics on “Move to List”.
* Number on customers who have items in their Wishlist.
* Number on customers who use Folders in their Wishlist.
* Number on customer who go to their wishlist and add items to cart from there.
* How often is “Make List Public & Share” checkbox within the folder used.
* Analytics on “Print” button.

**FEATURES**

* Share button
* Print
* Sort

User Testing Screening:

GROUP 1

* How often do you use Wishlist on websites?
* Do you shop in B&H Photo Video?
* Do you often purchase electronics?

GROUP 2

* In the past have you used wishlist on e-commerce sites.
* How frequent do you use “Wishlist” on e-commerce sites.

Very frequent - Never

\* Questions regarding how users use.

Provide a dummy login & password

Please login B&H account with Username / Password

[Usertest131@gmail.com](mailto:Usertest131@gmail.com)

Password: usertest

**\*Determine how are Wishlist is used (general questions).**

* How often do you use Wish List, \*\*please explain\*\* under what scenarios you had used it in the past?
* In the past “Please demonstrate” at which point of the shopping process would you add the items to the wishlist.
* Please explain how has Wish List helped with your shopping experience in the past.
* If you wish \*\*please demonstrate\*\* on other e-commerce sites how you have used their wishlist. (Please do not take more than 5 minutes)

**LISTING & DETAIL PAGE: Add to Wish List functions as expected?**

* Type “5d iii” in the top search bar and hit enter. (Do not click on any search result suggestions)
* Please describe where “+Add to Wish List” is located \*\*do not click on it\*\*. Do click on the first camera model.
* You are in
* Detail Page: Click on the name of any times Please add items to your cart

**CART: Add to wish list, would they do it and how easy it is to do it?**

**ADD single item vs add all.**

* Would there by any instances where you would want to move all items in the cart to the wish list. If yes, please explain why.
* Are there instances you leave
* Please demonstrate how you would move all items to the wish list. After you have completed please rate 1-5 how easy it is to do.
* If you haven’t done so please, click on the “Select All” checkbox on the top right and click the “Move to List”

**WISHLIST: Sort, Organize,**

* Create Folder: Please demonstrate how you would create a folder.
* If you created a folder, please click on next task. If you haven’t done so, on the top of the page beside “B&H Wish List” click on “Create a Wishlist”.
* Please demonstrate how you would move a camera to a folder and the printer and the inkjet paper to another folder.
* There are two methods of moving

Would there by any instances where you would want to move all items in the cart

1. What frustrated you most about the site?
2. If you had a magic wand, how would you improve the site?
3. What did you like about the site?

**COMPLETE A TASKS**

Imagine you would like to creating two purchasing wishlist.

The first “Gift Registry” to share with others. The second, a buying list for yourself.

Travel Trip – Add any canon 5d, any Canon flash,

Registry – Printer, printer paper, printer table

• Please explain when

Please search for “Canon 5D” and add to wish list. Please