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

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