**STUDY SUMMARY**

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| **OBEJECTIVES**  **TEST 1 – Basic usage. Determine the following.**   * Customer need to login. * Understand how users use Wish List on other e-commerce sites. (How Wish List is integrated into their purchase cycle). * If users can add items to the wish list and find Wish List page * If users can create 2 Wish List, one with Camera related items and one with computer related item (share computer related items) * Determine if users know how to share a Wish List. * Determine if users know how to add items in a folder to Cart. * Move items to a new wish list (see if customer can create a wishlist from “Move to” button on item level. |

**STUDY DETAILS**

**Website (or App) being tested**

[http](http://invis.io/CF2TZLEZY" \t "_blank)

# Screener

1. Please select one of the following options that best describe your shopping habits.
   1. **I normally shops for products online [Accept]**
   2. I normally shops for products in-store
   3. I normally shops for products both online and in-store
   4. None of the above

**TASKS**

**Starting instructions**

URL (where users start the test): http://www.bhphotovideo.com/

Introduction: Imagine that you are buying some high end electronics for yourself.

**Tasks/Script**

1. For this session, please only click when told to do so. Pay particular attention to if the task is asking you to \*\* EXPLAIN or DESCRIBE (Don't Click)\*\* or \*\*DEMONSTRATE (Click)\*\*.

**Understand how users use Wish List on other e-commerce sites.**

1. \*\*Please demonstrate\*\* on other e-commerce sites how you have used their Wish List page in the past.
2. Please \*\*explain\*\* how often do you return to this e-commerce’s Wish List Page and how has Wish List helped with your shopping experience.

**“Add to Wish” button from Detail page, Recommended & Accessories Tab & Go wishlist**

1. Please go to http://www.bhphotovideo.com/
2. Click “My Account” on the top right then click “Create A B&H Account”. Here you can fictitious name. Fictitious email can be comprised of {MadeUpName}@gmail.com. Use “123456” as password.
3. After you have successfully created an account. On the top search bar, type “5d iii” and hit enter. (Do not click on any search result suggestions)
4. Your are in the product listing page. Please \*\*demonstrate\*\* how you would add the first camera to your Wish List
5. Please click on the image of the second camera in the list, it will take you to the product detail page.
6. Now you would like \*\*add\*\* 2 items to \*\*Wish List\*\*. This second camera and a memory card. (Find memory cart at the bottom right column under “Recommended Accessories” ).
7. Now on the same product detail page, click the “Accessories” grey tab and \*\*add\*\* the first lens to see to your \*\*Wish List\*\*.\
8. Please rate if it easy to find all “Add to Wish List” buttons you have clicked. If it is difficult, please describe which “Add to Wish List” button was difficult to find.. (Easy – Difficult rating)

**Add 3 Items to Cart**

1. Now you would like to purchase & checkout a laptop with some accessories. Please type “Macbook” in the search bar.
2. Please click on the first Macbook, it should take you to the product detail page.
3. Please add 3 items to your cart. The laptop, a Case and a Super Drive. Then go to your cart.
4. Go to "My Cart" page.

**MY CART: Can the user add just 1 item & all items to Wish List?**

1. You are now in the CART page. Please \*\*click & demonstrate\*\* how you would move ONLY the camera battery to your “Wish List”.
2. Please rate how easy or difficult to do so. \*\*Please explain\*\*.
3. You have decided you do not want to purchase all items in the cart now. Please \*\*click & demonstrate\*\* how to you would \*\*MOVE ALL ITEMS\*\* from the cart to your Wish List.
4. If you haven’t done so. To add all items to your Wish List. First click on the “Select All” checkbox on the top left. Then click on “Move to List” on the right of it.
5. Please rate if this was what you had expected.

**Put camera & accessories to one folder “Camera” in it.**

1. Please \*\*demonstrate\*\* how you would go to the Wish List page.
2. If you haven’t done so, please click on the top right My Account icon then click on the star icon in the dropdown.
3. You are now in your Wish List page. Please \*\*describe\*\* all the features available.
4. Please \*\*demonstrate\*\* how you would create a folder. Name the folder “Camera Kit” and put all the camera related items in that folder.
5. Please rate was it easy or difficult to do it. Please \*\*explain\*\* your answer.

**Put laptop in one folder and share .**

1. Now please make sure you are on the “B&H Wish List” page.
2. For your 2nd task, put everything computer related items in a new folder. Name it “Computer” and you would like to\*\*share\*\* this folder to your friend, please \*\*demonstrate\*\*.
3. Now Please go back or make sure you are on the “B&H Wish List” page.
4. You have decided you also want to share the “Camera Kit” folder with a friend, please demonstrate how you would do it. How you would inform your friend to view on his computer.
5. Your last task, please demonstrate how you would add everything in “Camera Kit” to the shopping cart.

**Post Test Questionnaire**

1. What frustrated you most about this Wish List feature?
2. If you had a magic wand, how would you improve the wishlist feature?
3. What did you like about the wish list feature?

Create Wishlist -

**User overview -**

**Determine how they use Wish List (general questions).**

Overall customers understand the page.

7A – Almost daily uses Amazon wishlist. Can’t afford it allows me to go back and use it. She has On Amazon she has Wishlist 1, 2 & 3. Easier to purchase, does not need searching for it again when she has money

**Recommendation:**

**“Add to Wish” button from Detail page, Recommended & Accessories Tab & Go Wish List**

The copy,

**Add 3 Items to Cart**

**MY CART: Can the user add just 1 item & all items to Wish List?**

**Put camera & accessories to one folder “Camera” in it.**

Do not necessary use purchase date.

**Put laptop in one folder and share .**

7A - The share area is somewhat confusing, use click to move items.

Recommendations:

The word, Public & Limited can be confusing. Consider a tool tip for each or clearer description.

“Doesn’t give me a good description the difference between Public & Limited.

**Make Camera Share with friend**

7A – Does not know. Clicked on “Edit” but and could not find it. “I do see it in front of me, but was not. Would copy the link and email to a friend.

**Post Test Questionnaire**