

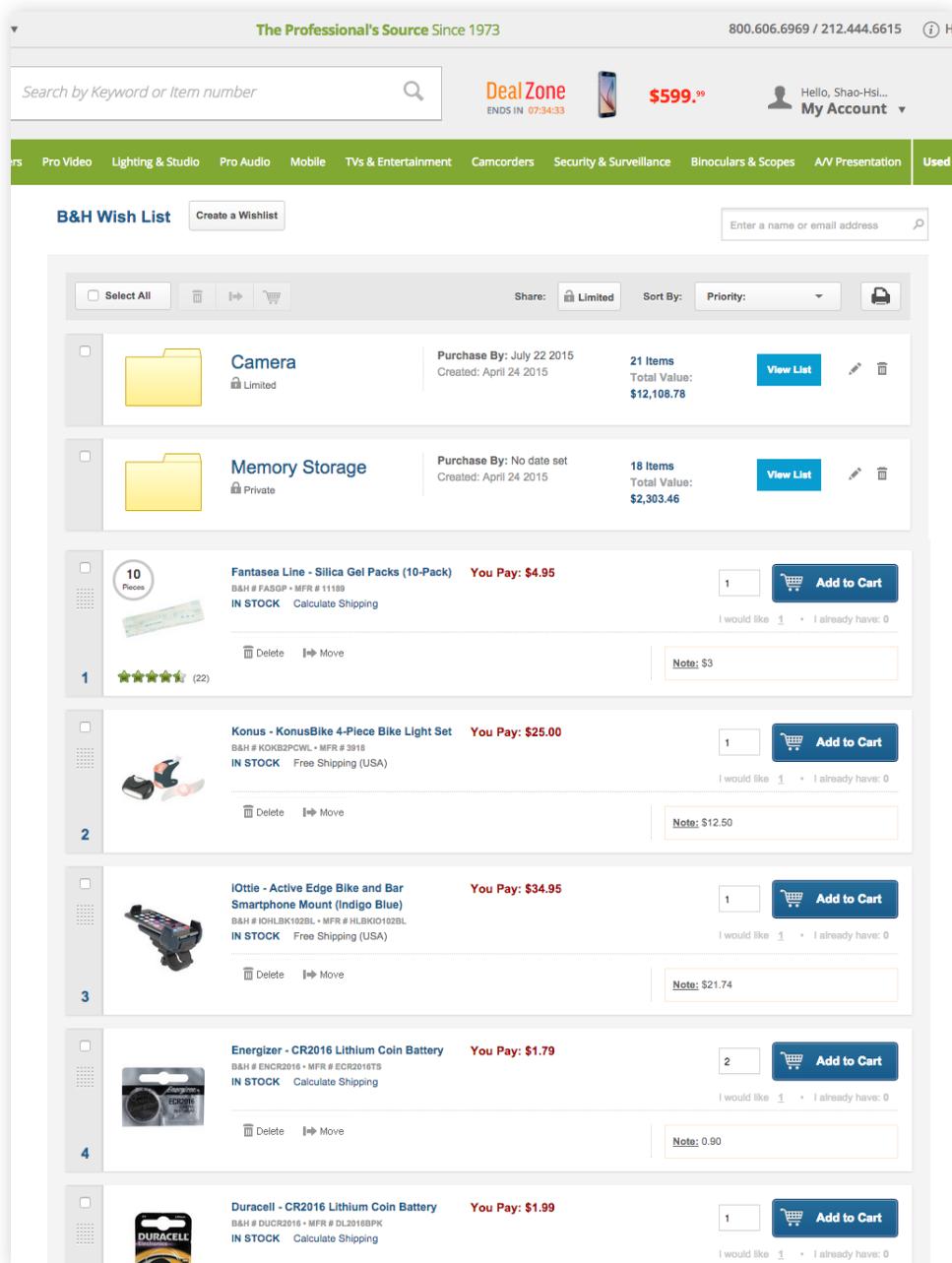


# User Testing Report

Wish List - Test 1 V3

August 2015

# User Test Overview

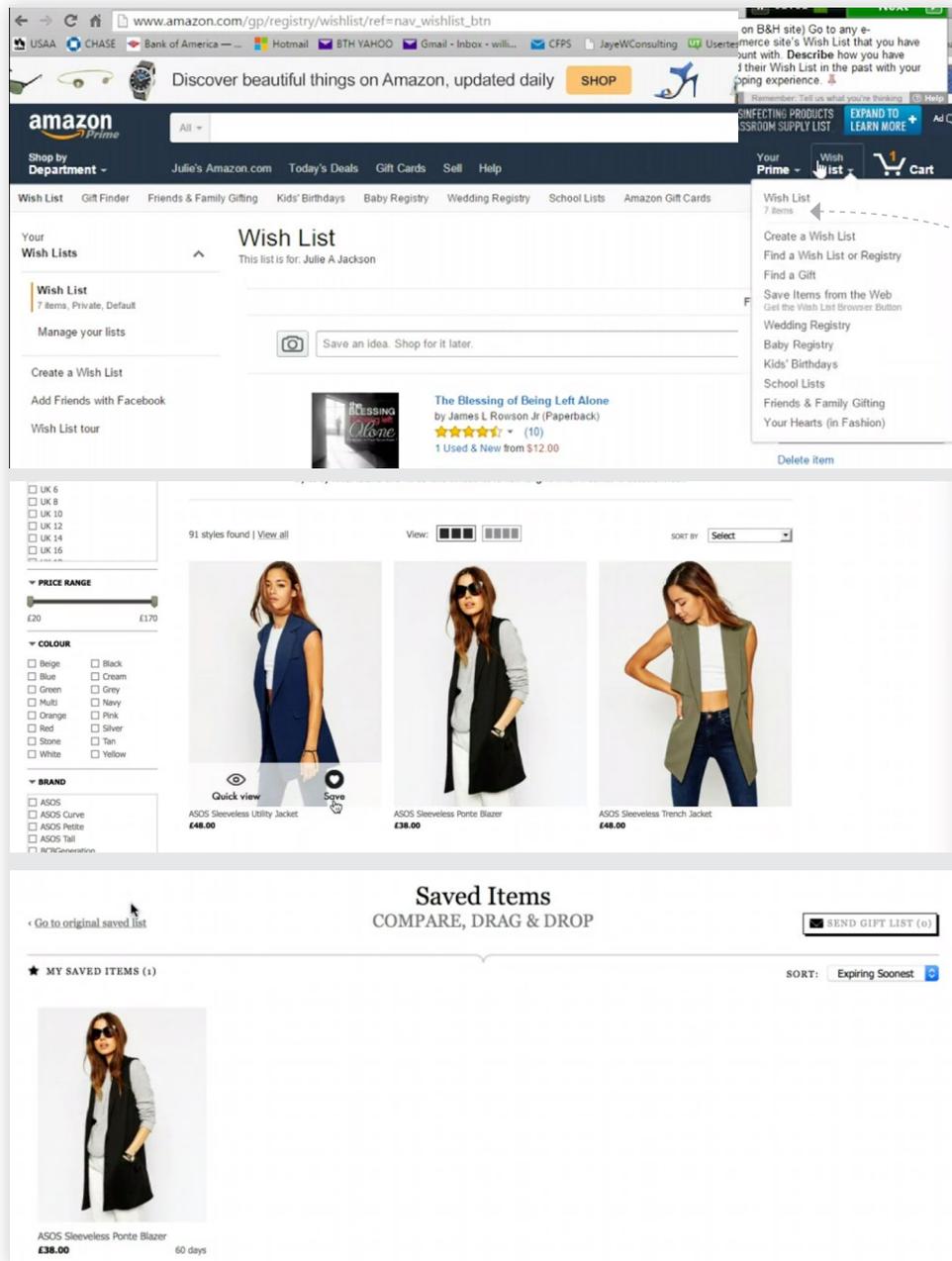


Goal: To find out the usability of core functions of B&H's Wish List.

## Objectives to determine:

1. Understand how users use Wish List on other e-commerce sites.
2. If users can find the Wish List page easily.
3. If users are aware of the create Wish Lists feature.
4. If the users know how to move items to their separate Wish List.
5. How easy or difficult is to share a Wish List.
6. If users know how to add all items to the cart.

# Objective 1: Understand how users use Wish List on other e-commerce sites.



## Research Findings:

- Most users use Wish List as a place to store what they might be interested to avoid searching again later.
- Some users wish items they had already bought has some form of visual indication.
- Some users like the indication how many items there are in Wish List.

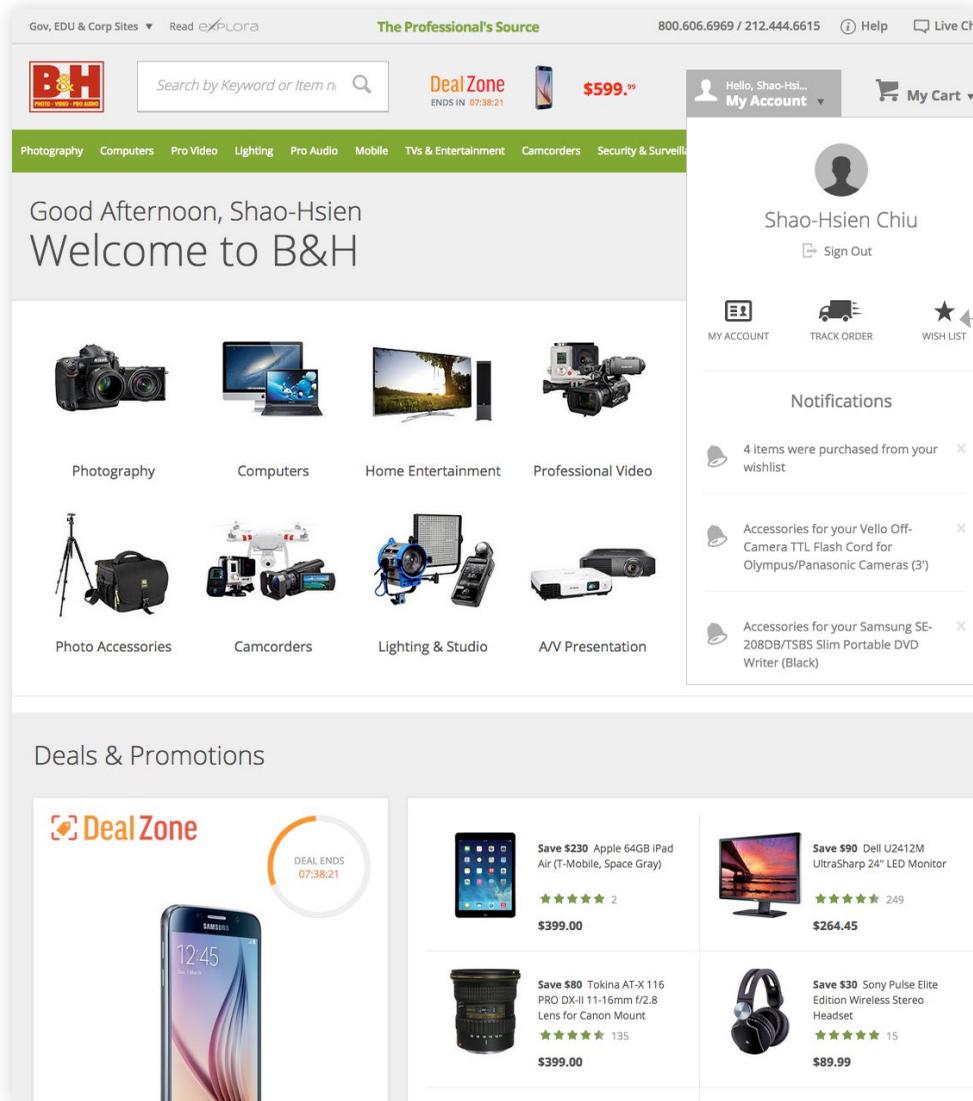
## Recommendation(s):

- Have a notification on home page or profile drop-down menu reminding users they have items in Wish List.
- When an item had been purchased that is also in the Wish List, that item should have a visual representation that it has been purchased.
- Users like on the Wish List button, it shows how many items in it. (Similar to Amazon and recommended by user D).

## Questions & Tasks Provided:

1. Go to any e-commerce site's Wish List that you have account with. Describe how you have used their Wish List in the past with your shopping experience.

# Objective 2: Determine if users can find the Wish List page easily.



## Research Findings:

- Most users can find the Wish List page easily.
- Some users were looking at the cart page.
- 2 Users would like number of items in the Wish List exposed beside "Wish List" star button.
- One user was hoping the Wish List "star button" icon is used consistently.

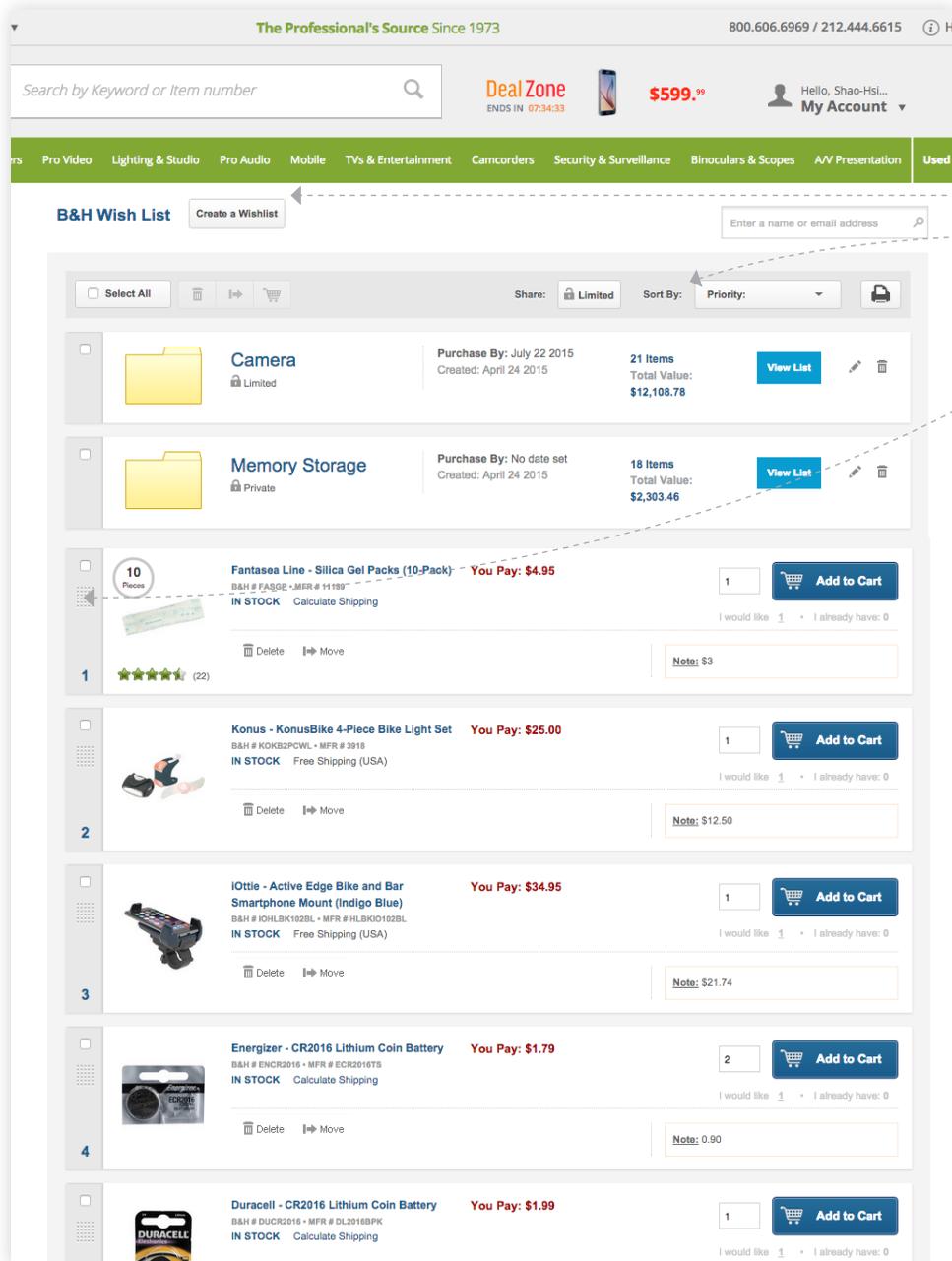
## Recommendation(s):

- We use star symbol as Wish List, but nowhere else. For consistency consider using star symbol on other pages.

## Questions & Tasks Provided:

1. Please demonstrate how you would view all items in your Wish List.

# Objective 3: Determine if users are aware of the create Wish Lists feature.



## Research Findings:

- Majority of users did not see the “Create a Wishlist” button. They are looking at the row of buttons on the gray bar below it.
- Many users were looking near the “Sort By” area.
- Many users know the the square multi-dot icon on the left of each items allows them to drag each box up and down. A few users tries to drag on the white areas.

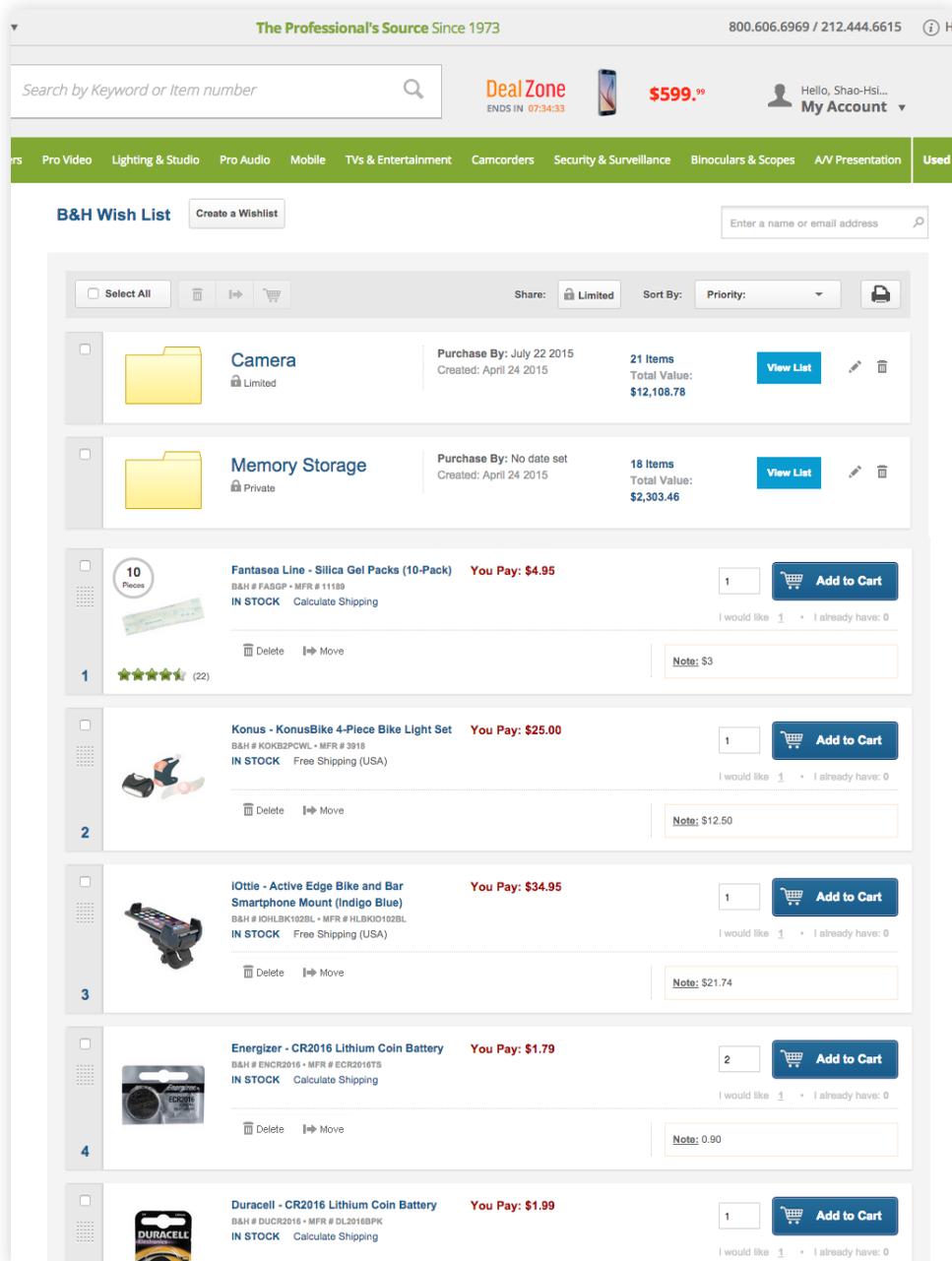
## Recommendation(s):

- Position “Create Wishlist” in a more prominent area (where other interaction elements are)
- “Purchase By” should be displayed as optional (or less prominent).
- When clicking “Move” button “New Wishlist” check box is not necessary.
- Possibly have a tutorial, with black overlay. Show how to use all functionality of the Wish List.

## Questions & Tasks Provided:

1. Please demonstrate how you would organize all camera related items together, and all computer related items together.
2. Please select if you are aware you can create a new Wish List.

# Objective 4: Determine if the users know how to move items to their separate Wish List.



## Research Findings:

- Slightly more users use the check box and click "Move" to the specific folder.
- One user (C) could not figure out how to drag & drop nor see the check box. Eventually use the "Move" button within the item row.

## Recommendation(s):

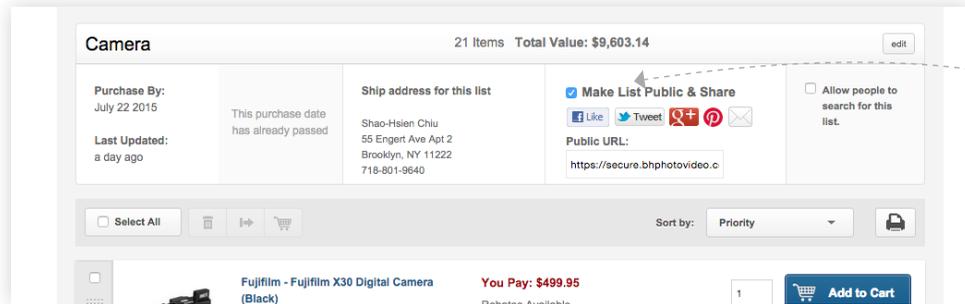
- Make the check-box more prominent since it is the easiest way when there are a lot of items.
- Make any white space on each item draggable.
- Consider Wishlists become sticky, and only retain the name below fold.

## Questions & Tasks Provided:

1. Demonstrate how you would move all Computer relate items into its own Wish List

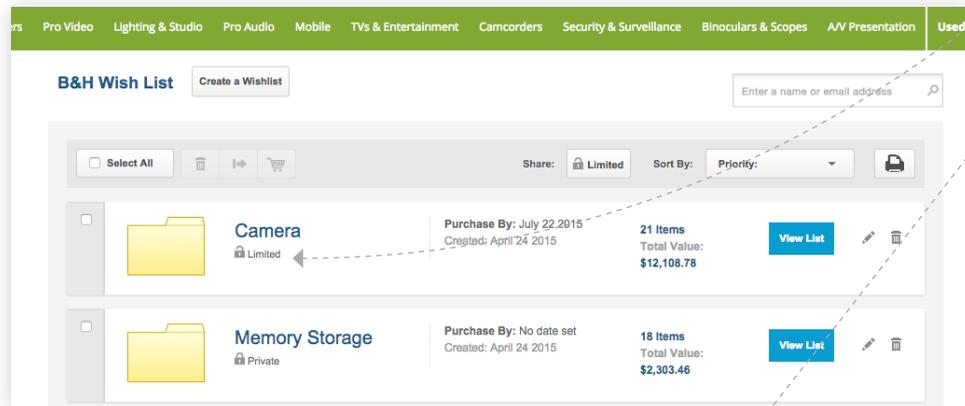
# Objective 5: Determine how easy or difficult is to share a Wish List.

- ..it was in front of my but it did not stand out all at first.



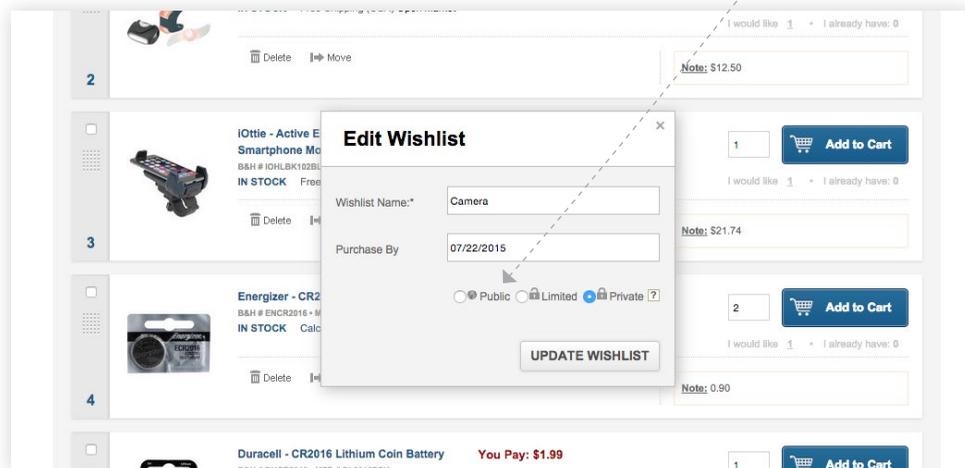
## Research Findings:

- 5 of 7 users did not see the “Make List Public & Share” checkbox. Possibly the “Share” text is at the end of the text.
- A few users were clicking on the “Private” status hoping they can change to public.
- A few people were not clear on the different sharing status.



## Recommendation(s):

- Ability to change sharing feature with a click on the “Private” status.
- On hover on the 3 different states, there should be a tool tip on each of them rather than a tool tip for all.
- Consider the interaction of sharing the whole Wishlist page interaction differently.



## Questions & Tasks Provided:

1. How you would share the Wish List that contains cameras with your friend.

*It was in front of my but it did not stand out all at first.*

*Doesn't give me a good description between the difference between limited & public.*

# Objective 6: Determine if users know how to add all items to the cart.

**Travel To Buy** 7 Items Total Value: \$63.89 edit

Purchase By: No date set  
Last Updated: 2 months ago

Ship address for this list: No address added

**Make List Public & Share**  
Allow anyone to view and purchase items from your list and share via Social Media & Email

**Select All** Sort by: Priority Print

- Tiffen - 67mm Circular Polarizing Filter** You Pay: \$33.99 1 **Add to Cart**  
B&H # TICP67 • MFR # 67CP  
IN STOCK Free Shipping (USA) Open Market  
I would like 1 • I already have: 1  
Delete Move Note: 13.32
- Pacsafe - C35L Camera Bag Protector** You Pay: \$80.00 1 **Add to Cart**  
B&H # PAC35LP • MFR # 15320999  
IN STOCK Free Shipping (USA) Open Market  
I would like 1 • I already have: 1  
Delete Move Note: Add a Note
- Sensel - 67-82mm Step-Up Ring** You Pay: \$4.49 1 **Add to Cart**  
B&H # SESUR6782 • MFR # SUR-6782  
IN STOCK Free Shipping (USA) Open Market  
I would like 1 • I already have: 1  
Delete Move Note: \$2.09
- Kensington - International Travel Plug Adapter** Price: \$11.99 1 **Add to Cart**  
B&H # KEIPA • MFR # K33117  
IN STOCK Calculate Shipping Open Market  
I would like 1 • I already have: 0  
Delete Move Note: \$11.39
- SHARKK - 15,000mAh Power Bank** Price: \$34.95 1 **Add to Cart**  
B&H # SH15000EBP • MFR # PB-SKA063-GRY  
IN STOCK Free Shipping (USA) Open Market  
I would like 1 • I already have: 0  
Delete Move Note: Add a Note
- Kensington - International Travel Adapter** Price: \$16.95 1 **Add to Cart**  
B&H # KEK3120WW • MFR # K3120WW  
IN STOCK Calculate Shipping Open Market  
I would like 1 • I already have: 0  
Delete Move Note: \$21.42

## Research Findings:

- Users who clicked on “Select All” then add to cart found it easier to use. However some users initially did not see the “Cart” icon.
- (Issue) Slightly less than half of the users clicked “Add to Cart” individually, and users found it very annoying (since there is a layer showing up after every click).

## Questions & Tasks Provided:

1. Demonstrate how you would add everything in the Camera Wish List to shopping cart.