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

**OVERVIEW**

* ~~Analytics on “Add To Wishlist” button in Detail & Listing.~~
* How frequent customers add an item to their Wishlist.
* 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

\* Questions regarding how users use.

Provide a dummy login & password

**\*How Wishlist is used (general questions).**

* How often do you use Wish List and explain under what circumstance you would use it?
* At which point of the shopping process would you usually add to wishlist.
* Please explain how has Wish List helped with your shopping experience in the past. Please demonstrate on the B&H site if needed.

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

* Type “5d iii” in the top search bar. In the result page please click on Listing Page: Please Search for “5d iii” and demonstrate how you would add any to Wish List on the listing page?
* Detail Page: Please click on any camera
* 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?**

* 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