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