**STUDY SUMMARY**

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| **OBEJECTIVES**  **TEST 1 – Basic usage. Determine the following.**   * 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 a camera and laptop 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 / Describe (Don't Click)\*\* or \*\*Demonstrate (Click)\*\*.
2. Please remember to think out loud and \*\*vocalize your thoughts\*\*, actions, likes and dislikes.

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

1. (Not on B&H site) 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.

**Create Account + “Add to Wish List” from Listing, Detail and Cart.**

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 info. Fictitious email can be comprised of {MadeUpName}@gmail.com. Use “123456” as password.
3. Go to <http://bhpho.to/1r8EOVo> and \*\*demonstrate\*\* how you would add the first 3 Cameras into your Wish List.
4. Go to <http://bhpho.to/1jIOv9S> Please \*\*demonstrate\*\* how you would add the first 3 Macbook laptops into the Wish List.

**If users know within Wish List they can create folders.**

1. Please \*\*demonstrate\*\* how you would view all items in your Wish List.
2. If you haven’t done so. To view your Wish List please \*\*click\*\* “My Account” on the top right header bar, then click “WISH LIST” below it.
3. In the B&H Wish List page, please \*\*demonstrate\*\* how you would organize all camera related items together, and all computer related items together.
4. You can organize the Camera and Laptop related items separately by creating Wish List and move items into each of them.
5. Please select if you are aware you can create a new Wish List.

**Create folders and organize**

1. If you haven’t done so. Please \*\*demonstrate\*\* how you would move all Cameras into its own separate Wish List. There is a "Create a Wishlist" button on the top left of the page.
2. If you haven’t done so. Please \*\*demonstrate\*\* how you would move all Computer relate items into its own Wish List and share this Wish List with someone.
3. On a scale of 1-5, please rate how easy or difficult is to create individual Wish List folder.
4. On a scale of 1-5, please rate how easy or difficult is to move items into an individual Wish List.
5. Please \*\*describe\*\* how can this experience of creating folders and moving items be improved?

**Share an existing folder that you created.**

1. Please \*\*demonstrate\*\* how you would share the Wish List that contains cameras with your friend.
2. On a scale of 1-5, please rate how easy or difficult is to share the Camera Wish List with a friend.
3. Please \*\*demonstrate\*\* how you would add everything in the camera Wish List to the shopping cart.
4. On a scale of 1-5, please rate how easy or difficult is to add all items in the camera Wish List to 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?

USER RESULT COMMENTS

**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

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

The copy,

**If users know within Wish List they can create folders.**

Overall Sentiments. Y,

Lash – Yes, however she selected the items first then click “Create Wishlist” thinking it will be inserted into the folder.

**Create folders and organize**

**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.

**Share an existing folder that you created.**

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 Questionnair**

* Understand how users use Wish List on other e-commerce sites. (How Wish List is integrated their purchase cycle).

- use it to save items that they maybe want to buy (2 ppl)

* 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.