**OBJECTIVES**:

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| **Objectives****TEST 1 – Basic usage*** 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.
* If users know in Wish List they can create folders.
* Create folders and see how easy is for them to
* find Wish List page (buy camera with 2 accessories & a computer with any 2 accessories)
* If users can create 2 Wish List, one with Camera related items and one with computer related item (share computer related items)
* If users know how to share a Wish List.
* 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.**TEST 2*** Understand how the user organizes Wishlist folder
* If users know how to change the name of the folder.
* If users know how to delete an item.
* If users know how to move an item to a different folder.
* If users will sort order in the default. If they find it useful.
* If users know to use the purchase by. If they find it useful

**TEST 3 - Registry*** Analytics – Find out numbers of people use wishlist like a registry.
* If users know how to create a registry:
* Set different quantity for each item
* Use address from their address book, but keeping it private.
* If users understand what “I would like $” and I already have “0” is.
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The goal of this project is to understand if our customers use the Wishlist.

* If they do use it, how and why why do they use it?
* How does it integrated into their purchase cycle?
* What are the benefits & pain points, what can we do better to serve them better with?
* Do they use Wishlist in other sites. How do they use it differently, the pros and cons?

**SCREENING:**

Wishlist can be used differently with different personas & stakeholders. Professionals, Amateurs, Educators, Corporate Buyers, Small Offices and etc might use it different. Find out if there are any differences and why.

**2 Stages of Test**:

Stage 1. Find out how each type of user persona uses the Wishlist, what are their goal and features they use and need.

Stage 2. Based on customer’s goal, create tasks for users to complete.

**GOAL FINDINGS:**

• **Purchase Cycle:** How is the Wishlist integrated their purchase cycle.

• **Frequency**: How often do they use wishlist. (If not often, why & what are the barriers).

**• Add To Wishlist**:

- At what point (which page) they are they more likely to add to wishlist. Listing, Detail or Cart? What are the purposes. (e.g. Gift, use as comparison tool, office purchase list).

- Are there features that they wish they have at that stage?

WISHLIST PAGES

• **Features:** Go through the page, explain & demonstrate how are each feature used. (Refer to the list of features below)

• **Organization:** Do they organize? If so, how do they approach it. (Why and how)

• **Return To Wishlist:**How often do they refer to their wishlist when buying. (Why? How does it fit into their purchase cycle)

**• Impression:** Explain how they feel about the page. Easy / difficult to use? What are the features they would use and do not find it? (e.g. add to cart is sent to default. Is it a pro or con?)

TASKS:

**• Create A Wishlist:** Wish same, Purchase by, Sharing.

FOLDERS

• **How do**

• **Competitive Landscape:**What are other other company wish lists that you use.

• **Other Methods:** What are other methods you use wishlist? E.g. Leave it in cart, leave it in the session, pinterest, word document.

**WISHLIST PAGE INTERACTION**

• Do you organize. What are the information they are important to you.

Wishlist Page Features:

* Create a Wishlist
* Private (when would and how would you want to share)
* Sort By ( Explain Public, Limited & Private)
* Print.
* Notes (not in folders) Would you like to have it.
* Move ( ask to move objects into a folder) see how do they do it.
* Drag & Drop into folder (try from bottom to top)
* Trash Can
* Pen Edit
* Would you like to have different views. Such as Grid.

Folder Features:

* Make List Public & Share
* Allow people to search for this list.