**General template guidelines:**

* Replace yellow highlighted text with appropriate content.
* Delete red text from final template.
* Green text remains in final template.
* When sharing template externally, print it as a PDF by going to the “File” menu, selecting “Print”, and select “PDF” as your print destination.

STUDY SUMMARY

The following is a test plan for a qualitative, remote, unmoderated study that focuses on determining participant understanding of an app store listing and whether they would download an app based on that understanding. This study is expected to take participants approximately 15 minutes. Participants will think out loud as they examine an app store listing page.

|  |
| --- |
| **Objectives** |
| The purpose of this study is to answer the following research questions:   * What do participants do when they are asked to learn about an app in the app store? * Do participants understand the purpose of the app based on the description and supporting images/screenshots? * Do participants want to download the app based on what they’ve seen or learned? Why or why not? What influences their decision? |

STUDY DETAILS

**Demographics**

10 mobile participants from the UserTesting panel

*Note: A minimum of 6-10 participants per segment / target audience is recommended for most qualitative, unmoderated remote studies. These demographics can be adjusted based on the target audience for the website or app.*

* Age: Any, Add Range
* Income: Any, <$40k, <$100k, $40k-$100k, $40k+, $100k+
* Gender: Any, Male, Female
* Country: US, UK, Canada
* Platform: Tablet, Smartphone
  + Tablet and Smartphone Recording Method: Mobile, Webcam
  + Tablet and Smartphone Operating System: Any, iOS, Android
* Social Networking: Any, Facebook, Twitter, LinkedIn
* Other Requirement: None, Fill In

# **Screener**

1. In an average week, how many hours do you spend using apps on your [tablet, phone]?
   1. 0 - 1 hours per week [Reject]
   2. 2 - 3 hours per week [Accept]
   3. 4 - 6 hours week [Accept]
   4. 6+ hours per week [Accept]
   5. None of the above [Reject]

TASKS & QUESTIONS

**Starting Instructions**

APP NAME AND INSTALLATION INSTRUCTIONS: You will be reviewing a [app store name] page. Further instructions will be given in a later task.

INTRODUCTION: You will be reviewing the [app store name] page for an app. Open the [app store name] on your [tablet, phone].

**Tasks**

1. \*\*Read all tasks out loud and remember to share your thoughts as you perform each task.\*\*
2. Describe what you would expect to find on the [app store name] page of an app.
3. Find the [app name] app in the [app store name]. \*\*Do not download or install the app.\*\* Move on to the next task when you have found the app.
4. Go to the page for the [app name] app in the [app store name]. \*\*Do not download or install the app.\*\* Move on to the next task when you have found the page for the app..
5. Review the [app store name] page for the [app name] app. Spend up to 3 minutes on this task, and then move on to the next task.
6. Without leaving the [app name] [app store name] page, in your own words, describe what this app offers. Be specific.
7. Without leaving the [app name] [app store name] page, what are your initial impressions of the [app name] app? Explain your answer.
8. Does the [app name] [app store name] page contain what you expected? Explain your answer.
   1. Yes
   2. No
   3. Unsure
9. What, if anything, makes you \*\*want\*\* to use the [app name] app?
10. What, if anything, makes you \*\*not want\*\* to use the [app name] app?

*Note: The following question is from the SUPR-Q. The SUPR-Q is an extensively researched scale that measures perceptions of usability, trust, appearance, and loyalty. A detailed article explaining some of the research behind the SUPR-Q can be found here:* [*http://bit.ly/1QCY6hK*](http://bit.ly/1QCY6hK)

1. Rating Scale: I will likely download the [app name] app in the future. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

1. Review the app description for the [app name] app. Move on to the next task when you’re ready.
2. Rating Scale: How difficult (1) or easy (5) was it to understand the app’s purpose? Explain your answer.   
   1 = Very Difficult, 5 = Very Easy
3. Rating Scale: I understood who the [app name] app was for and what I could do there. Explain your answer.   
   1 = Strongly Disagree, 5 = Strongly Agree
4. Rating Scale: The [app name] app description influenced my decision to download the app. Explain your answer.   
   1 = Strongly Disagree, 5 = Strongly Agree
5. Rating Scale: The [app name] app images influenced my decision to download the app. Explain your answer.   
   1 = Strongly Disagree, 5 = Strongly Agree
6. If you could change anything about the [app name] app description, what would you change?
7. Review the icon for the [app name] app. Share your comments or thoughts on the icon. Move on to the next task when you’re ready.
8. Rating Scale: The [app name] app icon accurately represents the app. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

**Post-Test Questionnaire (Written)**

1. Share your final comments or thoughts on the [app name] app description and images in the [app store name].
2. *Net Promoter Score (NPS)* How likely are you to recommend this app to a friend or colleague? 0 = Not At All Likely, 10 = Very Likely

*Additional information about the NPS can be found here:* [*http://www.netpromoter.com/why-net-promoter/know*](http://www.netpromoter.com/why-net-promoter/know)

QUESTIONS? COMMENTS? CONTACT US

If you have questions or comments, please contact us:

**Name**

Title

Email address

**Name**

Title

Email address