STUDY SUMMARY

The following is a test plan for a qualitative, remote, unmoderated study that focuses on understanding the current brand perception of [brand] and contributing factors. This study is expected to take participants approximately 15 minutes. Participants will think out loud as they explain their attitude towards the brand and the contributing factors.

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| **Objectives** |
| The purpose of this study is to answer the following research questions:   * What are participants’ current perceptions of the brand? Why? * What type of characteristics / attributes do participants associate with the brand? Why? * How does interaction with [website, app] affect brand favorability ratings, if at all? * How does the current brand perception compare to competitor brands in the same market? |

STUDY DETAILS

**Demographics**

10 desktop, mobile participants from the UserTesting panel

*Note: A minimum of 10 participants per segment / target audience is recommended for most qualitative, unmoderated remote studies. If a higher degree of accuracy for the rating scale questions is desired, a larger sample is needed. A sample size of 65 per segment / target audience provides a margin of error of +/-10% when using rating scale questions and is our default recommendation. Additional information can be found at this link: http://www.measuringu.com/survey-sample-size.php*

*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: Any, US, UK, Canada, Australia, India, Rest of World
* Platform: Computer, Tablet, Smartphone
  + *If Computer is selected:*
    - Web Expertise: Any, Average, Advanced
    - Computer Operating System: Any, Windows, Mac
    - Computer Web Browser: Any, Firefox, Chrome, IE, Safari
  + *If Tablet or Smartphone is selected:*
    - Tablet and Smartphone Recording Method: Webcam
    - Tablet and Smartphone Operating System: Any, iOS, Android
* Social Networking: Any, Facebook, Twitter, LinkedIn
* Other Requirement: None, Fill In

# **Screener**

*Note: Screener questions relating to brand familiarity and usage can be recorded as background information on each participant. These questions do not have to be solely used as eliminating criteria.*

1. Which of the following are you familiar with? Select all that apply.
   1. [Competitor brand 1] [May Select]
   2. [Competitor brand 2] [May Select]
   3. [Competitor brand 3] [May Select]
   4. [Competitor brand 4] [May Select]
   5. [Competitor brand 5] [May Select]
   6. [Brand used in study] [Must Select]
   7. [Competitor brand 6] [May Select]
   8. None of the above [Reject]
2. Which of the following have you used within the past 3 months? Select all that apply.
   1. [Competitor brand 1] [May Select]
   2. [Competitor brand 2] [May Select]
   3. [Competitor brand 3] [May Select]
   4. [Competitor brand 4] [May Select]
   5. [Competitor brand 5] [May Select]
   6. [Brand used in study] [May Select]
   7. [Competitor brand 6] [May Select]
   8. None of the above [May Select]
3. This is a longer study and may take up to 30 minutes to complete. If the client is satisfied that you met their requirements and completed the tasks, you will be paid a bonus for the additional time spent. Are you willing to participate in a longer study?
   1. Yes, I’m willing to participate. [Accept]
   2. No, I’m not willing to participate. [Reject]
   3. Other / None of the above [Reject]

TASKS & QUESTIONS

**Starting Instructions**

*Note: To conduct an iOS or Android app study using this template, select the “Test a Website” order form on the UserTesting dashboard,choose the “Webcam” recording method, and specify the appropriate operating system (iOS or Android).*

WEBSITE URL (where participants start the study): http://bit.ly/1YkR03Z

INTRODUCTION: During this study, you will be asked a series of questions. Do not select anything on the screen until you are instructed to do so.

**Tasks**

*Note: Whether the following question will refer to the specific brand or brand industry will depend on if participants with no brand familiarity or with brand familiarity are being recruited.*

*Note: Questions to assess brand perception are based on Jeff Sauro’s recommendations for branding surveys as well as the BrandAsset Valuator model by BAV Consulting.*

1. \*\*Read all tasks out loud and remember to share your thoughts as you answer the questions.\*\*
2. \*\*Do not select anything yet.\*\*
3. Rating Scale: How unfavorable (1) or favorable (5) is your attitude towards [brand used in study]? Explain your answer.

1 = Not At All Favorable, 5 = Very Favorable

1. Rating Scale: How inconsistent (1) or consistent (5) is [brand used in study]? Explain your answer.

1 = Not At All Consistent, 5 = Very Consistent

1. Rating Scale: How ordinary (1) or unique (5) is [brand used in study]? Explain your answer.

1 = Not At All Unique, 5 = Very Unique

1. Rating Scale: How difficult (1) or easy (5) is it to recognize [brand used in study]? Explain your answer.

1 = Very Difficult, 5 = Very Easy

1. Rating Scale: How difficult (1) or easy (5) is it to remember [brand used in study]? Explain your answer.

1 = Very Difficult, 5 = Very Easy

1. Written Response: If [brand used in study] were a person, how would you describe its personality?
2. In your own words, describe what [brand used in study] offers.
3. Written Response: What 3 words would you use to describe [brand used in study]? Explain your answer.
4. Rating Scale: How unsatisfied (1) or satisfied (5) are you with [brand used in study]? Explain your answer.   
   1 = Not At All Satisfied, 5 = Very Satisfied
5. Rating Scale: How unlikely (1) or likely (5) are you to purchase from [brand used in study] in the future? Explain your answer.

1 = Not At all Likely, 5 = Very Likely

1. \*\*Remember to share your thoughts out loud as you answer the questions.\*\*
2. \*\*Do not select anything yet.\*\*
3. Multiple Choice: How unfavorable (1) or favorable (5) is your attitude towards [competitor brand A]? Explain your answer. (1 = Not At All Favorable, 5 = Very Favorable, I am not familiar with that brand.)
4. Multiple Choice: How inconsistent (1) or consistent (5) is [competitor brand A]? Explain your answer. (1 = Not At All Consistent, 5 = Very Consistent, I am not familiar with that brand.)
5. Multiple Choice: How ordinary (1) or unique (5) is [competitor brand A]? Explain your answer. (1 = Not At All Unique, 5 = Very Unique, I am not familiar with that brand.)
6. Multiple Choice: How difficult (1) or easy (5) is it to recognize [competitor brand A]? Explain your answer. (1 = Very Difficult, 5 = Very Easy, I am not familiar with that brand.)
7. Multiple Choice: How difficult (1) or easy (5) is it to remember [competitor brand A]? Explain your answer. (1 = Very Difficult, 5 = Very Easy, I am not familiar with that brand.)
8. Written Response: If [competitor brand A] were a person, how would you describe its personality?
9. In your own words, describe what [competitor brand A] offers.
10. Written Response: What 3 words would you use to describe [competitor brand A]? Explain your answer.
11. \*\*Do not select anything yet.\*\*
12. Multiple Choice: How unfavorable (1) or favorable (5) is your attitude towards [competitor brand B]? Explain your answer. (1 = Not At All Favorable, 5 = Very Favorable, I am not familiar with that brand.)
13. Multiple Choice: How inconsistent (1) or consistent (5) is [competitor brand B]? Explain your answer. (1 = Not At All Consistent, 5 = Very Consistent, I am not familiar with that brand.)
14. Multiple Choice: How ordinary (1) or unique (5) is [competitor brand B]? Explain your answer. (1 = Not At All Unique, 5 = Very Unique, I am not familiar with that brand.)
15. Multiple Choice: How difficult (1) or easy (5) is it to recognize [competitor brand B]? Explain your answer. (1 = Very Difficult, 5 = Very Easy, I am not familiar with that brand.)
16. Multiple Choice: How difficult (1) or easy (5) is it to remember [competitor brand B]? Explain your answer. (1 = Very Difficult, 5 = Very Easy, I am not familiar with that brand.)
17. Written Response: If [competitor brand B] were a person, how would you describe its personality?
18. In your own words, describe what [competitor brand B] offers.
19. Written Response: What 3 words would you use to describe [competitor brand B]? Explain your answer.
20. \*\*Remember to share your thoughts out loud as you answer the questions.\*\*
21. WEBSITE:Go to [URL]. When you see the website, move on to the next task.

APP: Download, install, and open the [app name] app from [app store name]. Move on to the next task.

1. Take as much time as you need to [activity description]. Move on to the next task when you’re done.

*Note: Participants are asked two standard follow-up questions after completing each* ***goal-oriented*** *task. Both are asked on a 7-point scale.The first question is an externally validated and extensively researched item called the SEQ (Single Ease Question), and it assesses how difficult participants find a task. The second question asks participants to rate their confidence in completing the task successfully.*

1. Multiple Choice: Overall this task was...? Explain your answer. (1 - Very Difficult, 2, 3, 4 - Neither Difficult Nor Easy, 5, 6, 7 - Very Easy)
2. Multiple Choice: How not confident (1) or confident (7) are you that you completed the task successfully? Explain your answer. (1 - Not At All Confident, 2, 3, 4 - Neither Not Confident Nor Confident, 5, 6, 7 - Very Confident)
3. Rating Scale: How unfavorable (1) or favorable (5) is your attitude towards [brand used in study]? Explain your answer.

1 = Not At All Favorable, 5 = Very Favorable

1. Is there anything that you learned about [brand used in study] from using the [website, app] to [activity description]? Explain your answer.

**Post-Test Questionnaire (Written)**

1. Share your final comments or thoughts on [brand used in study].
2. *Net Promoter Score (NPS)* How likely are you to recommend [brand used in study] 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