**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 the user experience and comparison of two [websites, apps]. This study is expected to take participants approximately 15 minutes. Participants will think out loud as they use each [website, apps].

|  |
| --- |
| **Objectives** |
| The purpose of this study is to answer the following research questions:   * How does the experience of using two different [websites, apps] compare? * Which [website, app] is easier to navigate? * Which [website, app] do participants find more visually appealing? * What are the strength and weaknesses of each [website, app]? * Which [website, app] do participants prefer? |

STUDY DETAILS

**Demographics**

10 desktop, 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: 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:*
    - *iOS:* Tablet and Smartphone Recording Method: Webcam
    - *Android:* Tablet and Smartphone Recording Method: Mobile
    - Tablet and Smartphone Operating System: Any, iOS, Android
* Social Networking: Any, Facebook, Twitter, LinkedIn
* Other Requirement: None, Fill In

# **Screener**

*Note: Screener question may need to be adjusted if participants who have used the websites or apps before are desired. The example screener below eliminates participants who have experience with the websites or apps used in the study.*

1. Which of the following have you used? Select all that apply.
   1. [Website or app] [May Select]
   2. [Website or app] [May Select]
   3. [Website or app used in study] [Reject]
   4. [Website or app] [May Select]
   5. [Website or app] [May Select]
   6. [Website or app used in study] [Reject]
   7. None of the above [May Select]

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: You will be comparing and giving feedback on different [websites, apps].

**Tasks**

[Website, App] 1: [website, app name]

1. \*\*Read all tasks out loud and remember to share your thoughts as you perform each task.\*\*
2. 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. Without leaving the homepage, what are your initial impressions of the [website name, app name]? Explain your answer.
2. Think of something that you might [shop for, look for] on this [website, app] and describe it out loud. When you’ve decided on an item, move on to the next task.
3. Take as much time as you need to find what you just described or the closest substitute. Move on to the next task when you're done.
4. Multiple Choice: Overall this task was...? Explain your answer. (1 - Very Difficult, 2, 3, 4 - Neither Difficult Nor Easy, 5, 6, 7 - Very Easy)
5. 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)
6. Rating Scale: How difficult (1) or easy (5) was it to understand the information on the [website, app]? Explain your answer.   
   1 = Very Difficult, 5 = Very Easy

*Note: The following 7 questions are SUPR-Q questions. 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: The [website, app] is easy to use. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

1. Rating Scale: It is easy to navigate within the [website, app]. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

1. Rating Scale: I feel comfortable purchasing from the [website, app]. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

1. Rating Scale: I feel confident conducting business on the [website, app]. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

1. Rating Scale: I will likely return to the [website, app] in the future. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

1. Rating Scale: I find the [website, app] to be attractive. Explain your answer. 1 = Strongly Disagree, 5 = Strongly Agree
2. Rating Scale: The [website, app] has a clean and simple presentation. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

[Website, App] 2: [website, app name]

1. 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. Without leaving the homepage, what are your initial impressions of the [website name, app name]? Explain your answer.
2. Think of something that you might [shop for, look for] for on this [website, app] and describe it out loud. When you’ve decided on an item, move on to the next task.
3. Take as much time as you need to find what you just described or the closest substitute. Move on to the next task when you're done.
4. Multiple Choice: Overall this task was...? Explain your answer. (1 - Very Difficult, 2, 3, 4 - Neither Difficult Nor Easy, 5, 6, 7 - Very Easy)
5. 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)
6. Rating Scale: How difficult (1) or easy (5) was it to understand the information on the [website, app]? Explain your answer.   
   1 = Very Difficult, 5 = Very Easy
7. Rating Scale: The [website, app] is easy to use. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

1. Rating Scale: It is easy to navigate within the [website, app]. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

1. Rating Scale: I feel comfortable purchasing from the [website, app]. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

1. Rating Scale: I feel confident conducting business on the [website, app]. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

1. Rating Scale: I will likely return to the [website, app] in the future. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

1. Rating Scale: I find the [website, app] to be attractive. Explain your answer. 1 = Strongly Disagree, 5 = Strongly Agree
2. Rating Scale: The [website, app] has a clean and simple presentation. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

Comparison Questions

1. Multiple Choice: On which [website, app] was it easier to find what you were looking for? Explain your answer.
   1. [First website name, app name]
   2. [Second website name, app name]
   3. Both are equal
2. Multiple Choice: Which [website, app] was more visually appealing? Explain your answer.
   1. [First website name, app name]
   2. [Second website name, app name]
   3. Both are equal
3. Multiple Choice: Which [website, app] do you prefer to use? Explain your answer.
   1. [First website name, app name]
   2. [Second website name, app name]
   3. Both are equal
4. What, if anything, do you think [first website name, first app name] does better than [second website name, second app name]?
5. What, if anything, do you think [second website name, second app name] does better than [first website name, first app name]?

**Post-Test Questionnaire (Written)**

1. Share your final comments or thoughts on the [first website name] [website, app].
2. Share your final comments or thoughts on the [second website name] [website, app].

QUESTIONS? COMMENTS? CONTACT US

If you have questions or comments, please contact us:

**Name**

Title

Email address

**Name**

Title

Email address