**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 understanding first impressions of a [topic, product, service]. This study is expected to take participants approximately 15 minutes. Participants will think out loud as they complete tasks and answer a set of attitudinal questions.

|  |
| --- |
| **Objectives** |
| The purpose of this study is to answer the following research questions:   * Do participants understand the purpose of the [website, app]? * After exploring the [website, app], how do participants describe the [website’s, app’s] offerings? * What are participants’ impressions of the [website, app] based on its homepage only? * Were participants’ initial impressions of the [website, app] met? Why or why not? |

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

# **Screener**

*Note: Screener questions should filter for participants that meet the basic demographic criteria of the brand’s target audience.*

1. How do you typically research a [topic, product, service] that you want to know more about? Select all that apply.
   1. Read through paper books, magazines, or journals [May Select]
   2. Read or use [websites, apps] on a computer, phone, or tablet [Must Select]
   3. Ask a friend, colleague, family member, or other trusted person [May Select]
   4. Watch videos, movies, documentaries, television or other programming [May Select]
   5. Listen to radio, podcasts, or other audio programming [May Select]
   6. Other medium [May Select]
   7. None of the above [Reject]
2. 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. None of the above [May Select]

TASKS & QUESTIONS

**Starting Instructions**

WEBSITE URL (where participants start the study): [URL of website]

APP NAME AND INSTALLATION INSTRUCTIONS: Download and install the [app name] app from [app store name].

INTRODUCTION: You decide to explore [topic, product, service] and arrive at this [website, app].

**Tasks**

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: Open the [app name] app. Move on to the next task.

1. Written Response: Without leaving the homepage, state 1 word to describe how the [website name, app name] makes you \*\*feel\*\*.
2. Without leaving the homepage, what are your initial impressions of the [website name, app name]? Explain your answer.
3. Written Response: Without leaving the homepage, what 3 words would you use to describe the homepage? Explain your answer.
4. Without leaving the homepage, in your own words, describe what this [website, app] offers.

*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. Without leaving the homepage, what, if anything, draws your attention or stands out to you? Explain your answer.
4. Explore the [website, app] for 5 minutes, going anywhere you’d like.
5. In your own words, what can you do on this [website, app]? Be specific.
6. Multiple Choice: Overall this task was...? Explain your answer. (1 - Very Difficult, 2, 3, 4 - Neither Difficult Nor Easy, 5, 6, 7 - Very Easy)
7. 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)
8. Multiple Choice: Overall, did the offerings on the [website, app] exceed, meet, or fall short of your initial \*\*impressions\*\*? Explain your answer.
   1. It exceeded my initial impressions.
   2. It met my initial impressions.
   3. It fell short of my initial impressions.
   4. Other
9. Multiple Choice: Overall, did the available information on the [website, app] exceed, meet, or fall short of your initial \*\*impressions\*\*? Explain your answer.
   1. It exceeded my initial impressions.
   2. It met my initial impressions.
   3. It fell short of my initial impressions.
   4. Other
10. What, if anything, makes you \*\*want\*\* to visit the [website, app] again?
11. What, if anything, makes you \*\*not want\*\* to visit the [website, app] again?

*Note: The following 5 items are 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 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

1. Rating Scale: The [website, app] has a clean and simple presentation. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

**Post-Test Questionnaire (Written)**

1. Share your final comments or thoughts on the [name] [website, app].
2. *Net Promoter Score (NPS)* How likely are you to recommend this [website, 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