**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 of purchasing a gift card online. This study is expected to take participants approximately 15 minutes. Participants will think out loud as they search for and purchase a gift card.

|  |
| --- |
| **Objectives** |
| The purpose of this study is to answer the following research questions:   * Are participants able to locate gift cards for purchase? * Does the gift card purchase process meet participant expectations? * Are there any unnecessary steps during the gift card purchase process? * Do participants understand gift card amount options?   + Are participants satisfied with the options available? * Do participants understand the delivery options (e-gift card vs. physical card)?   + Are participants satisfied with the options available? * Is there enough information about how to use the gift card, where to use it, when it expires, etc.?   + Is the information easy to find? |

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:*
    - 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. When did you last make an online purchase?
   1. Within the past 2 weeks [Accept]
   2. Within the past 3 - 4 weeks [Accept]
   3. Within the past 2 - 3 months [Accept]
   4. Within the past 4 - 6 months [Accept]
   5. More than 6 months ago [Reject]
   6. I don’t shop online often or at all [Reject]

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 are interested in purchasing a gift card for your friend online at [online retailer].

**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. Without leaving this page, describe what you would expect to find in the gift card section of a [website, app]. Be specific. \*\*Do not select anything yet.\*\*
2. Take as much time as you need to find and purchase a gift card for your friend. Go as far as you can \*\*without entering payment information.\*\* \*\*Use a fake name and email address.\*\* Use the following address and phone number: [real public address and fake phone number with real area code]. Move on to the next task when you're done.

*Note: This task asks for a real address and a phone number with a real area code. This is to avoid error warnings sent by websites when fake information is entered.*

*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. What amount did you choose? Why did you choose that amount?
4. Rating Scale: How unsatisfied (1) or satisfied (5) were you when selecting a gift card amount, using the [name] [website, app]? Explain your answer.  
   1 = Not At All Satisfied, 5 = Very Satisfied
5. Multiple Choice: How unsatisfied (1) or satisfied (5) were you when selecting a gift card design, using the [name] [website, app]? Explain your answer. (1 - Not At All Satisfied, 2, 3 - Neither Unsatisfied or Satisfied, 4, 5 - Very Satisfied, I was not given the option to choose a gift card design.)
6. How will your friend receive the gift card? What delivery option did you choose? Why did you choose that delivery option?
7. Multiple Choice: How unsatisfied (1) or satisfied (5) were you when selecting a gift card delivery option, using the [name] [website, app]? Explain your answer. (1 - Not At All Satisfied, 2, 3 - Neither Unsatisfied or Satisfied, 4, 5 - Very Satisfied, I was not given the option to choose a gift card delivery option.)
8. In your own words, describe where the gift card can be used.
9. In your own words, describe what the gift card can be used for.
10. In your own words, describe what the gift card can \*\*not\*\* be used for.
11. In your own words, describe how long you think your friend will have to use the gift card after you purchase it.
12. Rating Scale: How unsatisfied (1) or satisfied (5) were you with your overall experience when purchasing a gift card, using the [name] [website, app]? Explain your answer.  
    1 = Not At All Satisfied, 5 = Very Satisfied

*Note: The following 6 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: The gift card purchase process is easy to use. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

1. Rating Scale: It is easy to navigate within the gift card purchase process. 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: The gift card purchase process 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