**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 identifying issues that may affect conversion from a landing page. This study is expected to take participants approximately 15 minutes. Participants will think out loud as they explore and give feedback on landing page elements.

|  |
| --- |
| **Objectives** |
| The purpose of this study is to answer the following research questions:   * Does the landing page clearly communicate its purpose? * Are the call(s) to action and next steps clear? * Does the content entice participants to move forward from the page? * Is there anything that results in participants hesitating to move forward from the page? |

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.*

* 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: Screen for participants who have an actual goal that matches the landing page conversion goal.*

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 on 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]

TASKS & QUESTIONS

**Starting Instructions**

WEBSITEURL (where participants start the study): [URL of landing page]

INTRODUCTION: You want to learn more about [topic, product, service] and find yourself on this page.

**Tasks**

1. \*\*Read all tasks out loud and remember to share your thoughts as you perform each task.\*\*
2. WEBSITE: Go to [URL of a landing page]. When you see the page, move on to the next task.
3. Without leaving the page, in your own words, what can you do on this page?
4. Without leaving the page, indicate where you would go to [landing page goal]. \*\*Do not select anything yet.\*\*
5. Rating Scale: How difficult (1) or easy (5) is it to [landing page goal]? Explain your answer.   
   1 = Very Difficult, 5 = Very Easy
6. Multiple Choice: Without leaving the page, did you feel that the page gave you \*\*enough information\*\* to [landing page goal]? Explain your answer.
   1. Yes
   2. No
   3. Unsure
7. Without leaving the page, one by one, review the content and images on the page, and spending \*\*no more than 3 minutes\*\*, explain whether or not each item on the page is understandable.
8. Without leaving the page, one by one, review the content and images on the page, and spending \*\*no more than 3 minutes\*\*, explain whether or not each item on the page would make you want to continue with [landing page goal].
9. Without leaving the page, in your own words, what do you think would happen if you selected [button, link, or widget name]?

*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: The website is easy to use. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

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

1 = Strongly Disagree, 5 = Strongly Agree

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

1 = Strongly Disagree, 5 = Strongly Agree

1. Rating Scale: I find the website to be attractive. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

1. Rating Scale: The website 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.

QUESTIONS? COMMENTS? CONTACT US

If you have questions or comments, please contact us:

**Name**

Title

Email address

**Name**

Title

Email address