**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 assessing the overall usability of a real estate [website, app]. This study is expected to take participants approximately 15 minutes. Participants will think out loud as they search for real estate.

|  |
| --- |
| **Objectives** |
| The purpose of this study is to answer the following research questions:   * What is the user experience of finding a property, saving it for later reference, and setting up an in-person visit on [website, app]? * Can participants successfully find a property that meets their criteria? * Can participants successfully save a property for later reference? * Can participants successfully reach out to the [owner, broker, agent] for next steps regarding buying a property? |

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. Please select a statement that best describes you. Select all that apply.
   1. I am currently looking to rent a car. [May Select]
   2. I am currently looking to buy a car. [May Select]
   3. I am currently looking to lease a car. [May Select]
   4. I am currently looking to buy a property. [Must Select]
   5. I am currently looking to sell a property. [May Select]
   6. I am currently looking to rent a property. [Reject]
   7. None of the above [Reject]
2. How would you describe your level of influence on the decision of which property to buy?
   1. It’s completely my decision. [Accept]
   2. I share the decision equally with someone else. [Accept]
   3. I have some say in the decision. [Accept]
   4. I have no say at all. [Reject]
   5. None of the above [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 looking for a property to buy.

**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 the page, describe what is most important to you when deciding if you want to visit a property in person. Be specific. Move on to the next task when you’re done.
2. Find 2 properties that you would be interested in visiting in person and potentially buying. Stop when you have found 2 properties that you would actually go visit in person and potentially buy.

*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, if anything, \*\*was difficult\*\* about finding 2 properties that met your needs, using the [name] [website, app]?
4. What, if anything, was \*\*missing\*\* when you were looking for 2 properties that met your needs, using the [name] [website, app]?
5. You’d like to make sure you can find the same properties on the [website, app] again tomorrow. \*\*Stop if asked for personal information or to create an account.\*\*
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. What, if anything, \*\*was difficult\*\* about making sure you can find the same properties on the [website, app] again tomorrow?
9. What, if anything, was \*\*missing\*\* when making sure you can find the same properties on the [website, app] again tomorrow?
10. You’d like to set up an in-person visit of the 2 properties. \*\*Stop if asked for personal information or to create an account.\*\*
11. Multiple Choice: Overall this task was...? Explain your answer. (1 - Very Difficult, 2, 3, 4 - Neither Difficult Nor Easy, 5, 6, 7 - Very Easy)
12. 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)
13. What, if anything, \*\*was difficult\*\* about finding where to set up an in-person visit of the 2 properties, using the [name] [website, app]?
14. What, if anything, was \*\*missing\*\* when you were setting up an in-person visit of the 2 properties that met your needs, using the [name] [website, app]?

*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 [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 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