STUDY SUMMARY

The following is a test plan for a qualitative, remote, unmoderated study that focuses on the checkout process of a retail [website, app]. This study is expected to take participants approximately 15 minutes. Participants will think out loud as they attempt to complete the checkout process.

|  |
| --- |
| **Objectives** |
| The purpose of this study is to answer the following research questions:   * What is the user experience of the checkout flow on the [website, app]? * Are there any usability issues and/or pain points in the checkout flow? * Does the length (time and number of pages or screens) of the checkout flow affect the checkout experience? |

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 product page]

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

INTRODUCTION: You are making a purchase online.

**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 product page]. When you see the website, move on to the next task.

APP: Open the [app name] app. Go to the product page for [product name]. [Instructions on finding the product page]. Move on to the next task.

1. Add [product] to your shopping cart. \*\*Remember to share your thoughts out loud as you perform the tasks.\*\*
2. Purchase the item in your shopping cart. 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 or apps 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, if anything, was \*\*missing\*\* when you were completing the checkout process using the [name] [website, app]?
4. Multiple Choice: When using the [name] checkout process, was it faster than, slower than, or as fast as / as slow as what you expected? Explain your answer.
   1. It was faster than I expected.
   2. It was exactly as fast as / as slow as I had expected.
   3. It was slower than I expected.
   4. Other
5. Multiple Choice: How did the experience of completing a purchase using the [name] [website, app] compare to similar experiences on other [websites, apps] that you use frequently? Explain your answer and state the [website(s), app(s)] you’re comparing it to.
   1. It was more enjoyable than most others.
   2. It was exactly as enjoyable as most others.
   3. It was less enjoyable than most others.
   4. Other

*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 checkout process is easy to use. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

1. Rating Scale: It is easy to navigate within the checkout 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
2. Rating Scale: The checkout process has a clean and simple presentation. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

1. What, if anything, \*\*did you like\*\* most about your experience checking out?
2. What, if anything, \*\*did you dislike\*\* most about your experience checking out?
3. Multiple Choice: If this were not a study, would you have quit using the [name] [website, app] at any point during the checkout process? Explain your answer.
   1. Yes
   2. No
   3. Maybe
   4. Unsure

**Post-Test Questionnaire (Written)**

1. Share your final comments or thoughts on the checkout process of [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