**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 ease of use for participants when going through the guest checkout process. This study linis expected to take participants approximately 15 minutes. Participants will think out loud as they add a product to their cart and proceed through the guest checkout process.

|  |
| --- |
| **Objectives** |
| The purpose of this study is to answer the following research questions:   * Can participants easily find the option to checkout as a guest? * 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. Without signing up or registering for an account, 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 [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