**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 ratings and reviews page of a retail [website, app]. This study is expected to take participants approximately 15 minutes. Participants will think out loud as they attempt to find and read the ratings and reviews of an item.

|  |
| --- |
| **Objectives** |
| The purpose of this study is to answer the following research questions:   * What is the user experience of trying to find an item’s ratings and reviews on the [website, app]? * Does the messaging and content answer participants’ questions? * Do participants trust the information? |

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]
2. Which of the following have you purchased within the past 3 months or plan to purchase within the next 3 months? Select all that apply.
   1. [Product category 1] [May Select]
   2. [Product category 2] [May Select]
   3. [Product category that matches ratings and reviews] [Must Select]
   4. [Product category 4] [May Select]
   5. [Product category 5] [May Select]
   6. 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]. Do not open the app until instructed to do so during the study.

INTRODUCTION: You are shopping online.

**Tasks**

1. \*\*Read all tasks out loud and remember to share your thoughts as you perform each task.\*\*
2. WEBSITE: Without leaving the page, describe what information you need when shopping for a [product category]. Be specific.

APP: Do not open the app yet. Describe what information you need when shopping for a [product category]. Be specific.

1. WEBSITE: Go to [URL of a product page]. When you see the page, 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.
2. Explore the ratings and reviews for the item. When you’re done, move on to the next task.

*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: Did you feel that the ratings and reviews gave you \*\*enough information\*\* to feel comfortable purchasing the product? Explain your answer.
   1. Yes
   2. No
   3. Unsure
2. Rating Scale: How poor (1) or good (5) is the \*\*quality of information\*\* in the ratings and reviews? Explain your answer.

1 = Very Poor, 5 = Very Good

1. What, if anything, was \*\*missing\*\* when you were reading the ratings and reviews using the [name] [website, app]?
2. What, if anything, \*\*was trustworthy\*\* when reading the ratings and reviews using the [name] [website, app]?
3. What, if anything, \*\*was untrustworthy\*\* when reading the ratings and reviews using the [name] [website, app]?

*Note: The following 2 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 ratings and reviews are easy to use. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

1. Rating Scale: The ratings and reviews have a clean and simple presentation. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

1. If you could change anything about the ratings and reviews, what would you change?

**Post-Test Questionnaire (Written)**

1. Share your final comments or thoughts on the ratings and reviews 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