STUDY SUMMARY

The following is a test plan for a qualitative, remote, unmoderated study that focuses on the shipping options 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 shipping options and select the most suitable option.

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| **Objectives** |
| The purpose of this study is to answer the following research questions:   * Where and when do participants expect to view and select shipping options? * Do the available shipping options impact the participants' conversion? * Do participants understand shipping options? Is anything missing? * Why might participants choose one option over another? |

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): www.google.com

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 where and when you would expect to find and select shipping options during your shopping experience on a website.

APP: Do not open the app yet. Describe where and when you would expect to find and select shipping options during your shopping experience on an app.

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.

1. Take as much time as you need to find shipping options for the item shown. Go as far as you can \*\*without entering payment information or saving your 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: 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. Find and compare 2 shipping options that are available for the item. In your own words, state at least 2 differences between the shipping options. Move on to the next task when you're done or when 2 minutes have passed.
4. Multiple Choice: Overall this task was...? Explain your answer. (1 - Very Difficult, 2, 3, 4 - Neither Difficult Nor Easy, 5, 6, 7 - Very Easy)
5. 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)
6. Determine which shipping option you would most likely select and explain why. Move on to the next task when you have decided.
7. Multiple Choice: Overall this task was...? Explain your answer. (1 - Very Difficult, 2, 3, 4 - Neither Difficult Nor Easy, 5, 6, 7 - Very Easy)
8. Multiple Choice: How not confident (1) or confident (5) 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)
9. What, if anything, was \*\*missing\*\* when you were choosing a shipping option, using the [name] [website, app]?
10. Rating Scale: How unsatisfied (1) or satisfied (5) were you when choosing a shipping option? Explain your answer.  
    1 = Not At All Satisfied, 5 = Very Satisfied
11. Rating Scale: If this were not a study, how unlikely (1) or likely (5) are you to continue your purchase from the [name] [website, app] using one of the available shipping options in the future? Explain your answer.

1 = Not At All Likely, 5 = Very Likely

*Note: These 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, 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 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: 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 shipping options 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