**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 usability of the shopping cart for a [website, app]. This study is expected to take participants approximately 15 minutes. Participants will think out loud as they attempt to add and remove items from their cart, find and understand the cost of items, find shipping costs and timeline, and reserve / save items to access later.

|  |
| --- |
| **Objectives** |
| The purpose of this study is to answer the following research questions:   * Are participants able to add items to the shopping cart? * Are participants able to remove items from the shopping cart? * Are participants able to change the quantity of items in the shopping cart? * From the shopping cart, do participants understand shipping details and when items will arrive? * From the shopping cart, do participants understand the full cost of the order and how it is calculated? * Are participants able to save an item from their cart to access later? |

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 shopping 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 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. Add [product] to your shopping cart. \*\*Remember to share your thoughts out loud as you perform the tasks.\*\*

*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. WEBSITE: Go to [URL for second product page]. Add [product] to your shopping cart.

APP: Go to the product page for [product name]. [Instructions on finding the page]. Add [product] to your shopping cart.

1. Go to your shopping cart. Review the details of your order. In your own words, summarize the details in your own words.
2. You would like to order a second [product name]. Use the shopping cart to do so.
3. Multiple Choice: Overall this task was...? Explain your answer. (1 - Very Difficult, 2, 3, 4 - Neither Difficult Nor Easy, 5, 6, 7 - Very Easy)
4. 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)
5. Remove \*\*one\*\* [product name] from your shopping cart.
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. Find the \*\*full cost\*\* of the items in your shopping cart.
9. Multiple Choice: Overall this task was...? Explain your answer. (1 - Very Difficult, 2, 3, 4 - Neither Difficult Nor Easy, 5, 6, 7 - Very Easy)
10. 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)
11. Explain how the total cost of your shopping cart is calculated.
12. Multiple Choice: Overall this task was...? Explain your answer. (1 - Very Difficult, 2, 3, 4 - Neither Difficult Nor Easy, 5, 6, 7 - Very Easy)
13. 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)
14. Find out how much it will cost to ship the items to you.
15. Multiple Choice: Overall this task was...? Explain your answer. (1 - Very Difficult, 2, 3, 4 - Neither Difficult Nor Easy, 5, 6, 7 - Very Easy)
16. 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)
17. Find out when the items will arrive.
18. Multiple Choice: Overall this task was...? Explain your answer. (1 - Very Difficult, 2, 3, 4 - Neither Difficult Nor Easy, 5, 6, 7 - Very Easy)
19. 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)
20. You’d like to make sure you can find the same items on the [website, app] again tomorrow. \*\*Stop if asked for personal information or to create an account.\*\*
21. Multiple Choice: Overall this task was...? Explain your answer. (1 - Very Difficult, 2, 3, 4 - Neither Difficult Nor Easy, 5, 6, 7 - Very Easy)
22. 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)

*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 shopping cart is easy to use. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

1. Rating Scale: It is easy to navigate within the shopping cart. 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 shopping cart 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 using the shopping cart?
2. What, if anything, \*\*did you dislike\*\* most about your experience using the shopping cart?

**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