**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 overall usability 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 purchase a product.

|  |
| --- |
| **Objectives** |
| The purpose of this study is to answer the following research questions:* What is the user experience of finding an item on the [website, app]?
* What is the user experience of purchasing an item on the [website, app], short of paying for the item?
* Can participants find the shipping cost and delivery details?
* Can participants find and understand the return policy?
 |

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 website]

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

APP: Open the [app name] app. Move on to the next task.

1. Think of something that you might shop for on this [website, app] and describe it out loud. When you’ve decided on an item, move on to the next task.
2. Find what you just described or the closest substitute. Move on to the next task when you're on a page that describes the product. \*\*Remember to share your thoughts out loud as you perform the 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: 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. Purchase the item you found. 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 when fake information is entered.*

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 out how much it will cost to ship the item to you.
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. Find out when the item will arrive.
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 (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)
9. In your own words, summarize the return policy for the item.
10. Multiple Choice: Overall this task was...? Explain your answer. (1 - Very Difficult, 2, 3, 4 - Neither Difficult Nor Easy, 5, 6, 7 - Very Easy)
11. 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 7 questions are SUPR-Q questions. 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 [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

1. Rating Scale: I find the [website, app] to be attractive. 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 [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