Smart assistant laptop page: Test plan

B&H Photo Video | July 16, 2018

Objectives

Goal

B&H Photo Video contacted UserTesting to help them evaluate the usability and helpfulness of the smart assistant *Laptop FInder* page.

Research questions

The purpose of this study is to answer the following research questions:

1. Does the *Laptop Finder* page help participants make an informed purchase decision?
2. What pain points, if any, exist for participants with lower technical expertise compared to those with higher technical expertise?
3. Are the questions relevant and helpful?
   a. What additional questions, if any, do participants expect to see?

Methodology

We will create a test plan for an unmoderated usability study with 8 participants on their computers.

Participants will think out loud as they attempt to complete provided tasks, and answer questions about their experience.

Study details

Experience being tested

https://bhphoto.invisionapp.com/share/89MLE0YNWGT#/screens

Cost

Based on the details outlined in this document, this project will use 9 hours.

Please let us know if you would like to make any changes to the current study design. We will update this test plan and the hours needed.

Deliverable - Test Plan

UserTesting will write a test plan. Once the test plan is approved, we will launch and quality check the videos. B&H will handle all analysis and reporting.

Participants

Demographics

8 desktop participants from our panel with a mix of basic and advanced technical expertise/usage.

- Age Range: 2 participants ages 18-29, 6 participants 30+
- Income: Any
- Gender: Any
- Country: United States
- Web Expertise: Any
- Operating System: Any
- Other Requirements: N/A

Screener

Basic tech knowledge group:

1. Which of the following devices do you own and use on a regular basis?
   a. Smartphone [May select]
   b. Smart TV [May select]
   c. Smart Watch [May select]
   d. Tablet [May select]
   e. Bluetooth headset [May select]
   f. Bluetooth speakers [May select]
   g. **Laptop computer [Must select]**
   h. Desktop computer [May select]
   i. None of the above [Reject]

2. When it comes to computers, do you consider yourself:
   a. An advanced user. Others come to me to ask for help when they have computer problems.
   b. An average user. I can get by without many issues. I sometimes seek others for help when I have a computer problem.
   c. **A novice user. I often seek the help of others when I have a computer problem. [Accept]**
   d. None of the above

3. What types of tasks do you mainly use your laptop for? Select the option that best applies.
   a. **Leisure, such as surfing the internet, shopping, and listening to music [May select]**
   b. **Schoolwork [May select]**
   c. **PC gaming [May select]**
   d. Work tasks, such as creating Excel spreadsheets and PowerPoint presentations [Reject]
   e. Artistic or creative pursuits, such as digital design or photo editing [Reject]

Advanced tech knowledge group:

1. Which of the following devices do you own?
   a. Smartphone [May select]

b. Smart TV [May select]

c. Smart Watch [May select]

d. Tablet [May select]

e. Bluetooth headset [May select]

f. Bluetooth speakers [May select]

g. **Laptop computer [Must select]**

h. Desktop computer [May select]

i. None of the above [Reject]

2. When it comes to computers, do you consider yourself:

a. **An advanced user. Others come to me to ask for help when they have computer problems. [Accept]**

b. An average user. I can get by without many issues. I sometimes seek others for help when I have a computer problem.

c. A novice user. I often seek the help of others when I have a computer problem.

d. None of the above

3. What types of tasks do you mainly use your laptop for? Select the option that best applies.

a. Leisure, such as surfing the internet, shopping, and listening to music [Reject]

b. Schoolwork [Reject]

c. **PC gaming [May select]**

d. **Work tasks, such as creating Excel spreadsheets and PowerPoint presentations [May select]**

e. **Artistic or creative pursuits, such as digital design or photo editing [May select]**

Tasks & questions

Prototype starting instructions

URL (where users start the test): www.usertesting.com/blank

Introduction: You will be using a prototype: a design that's not completely finished yet. You can interact with it just like you would any other website. If something does not work, explain what

you would expect to happen and move on. **Verbally acknowledge that you understand the limitations of the prototype.**

Tasks

These are the activities participants will attempt and questions they will answer.

Prototype Tasks

1. [Verbal response] What types of tasks do you typically use your laptop for?
2. Imagine you are looking for a new laptop and a friend suggested B&H Photo Video. Please navigate to the following URL: https://bhphoto.invisionapp.com/share/89MLE0YNWGT#/screens/297011859. Move on to the next task once the prototype loads.
3. **Without clicking**, what are your impressions of this page? What is this page offering you?
4. In your own words, how would you define the options on the page (End usage, features, similarity to one I own)?
5. Go through the *Laptop Finder* as you naturally would if looking for a new laptop for your needs/usage. For each question, remember to talk out loud about anything good, bad, surprising, or confusing. Stop once you reach the results page. Please do not read through the results yet.
6. [Difficulty rating] Overall, this task was: [1 = Very difficult, 5 = Very easy]
7. What, if anything, was unclear as you used the *Laptop Finder*?
8. What questions, if any, should be added to the *Laptop Finder*?
9. Spend no more than 2 minutes reviewing the results page. What are your impressions of the information available on this page? Move on the next task once you are done.

    Note: Because this is a prototype, the results on the page will not be specific to your selections.

10. Use the *Start Over* button at the top right of the results page to return to the first page of the *Laptop Finder*. Move on to the next task once you have done so.

11. Imagine you are interested in buying a laptop to use for work. It will mainly be used to create reports and presentations, and you would like a large screen. Go through the *Laptop Finder* to fit these specifications. Move on to the next task once you are done.

12. [Difficulty rating] Overall, this task was: [1 = Very difficult, 5 = Very easy]

13. What, if anything, was unclear as you used the *Laptop Finder*?

14. What questions, if any, should be added to the *Laptop Finder*?

15. Next you'll answer a few questions about your overall experience using the *Laptop Finder*.

16. [Rating scale] Rate your agreement with the following statement: The questions in the *Laptop Finder* were easy to understand. **Explain your answer.** [1 = Strongly disagree, 5 = Strongly agree]

17. [Rating scale] Rate your agreement with the following statement: The questions in the *Laptop Finder* were relevant to what I look for in a laptop. **Explain your answer.** [1 = Strongly disagree, 5 = Strongly agree]

18. [Rating scale] Rate your agreement with the following statement: The *Laptop Finder* would help me find a laptop for my needs/usage. **Explain your answer.** [1 = Strongly disagree, 5 = Strongly agree]

19. [Rating scale] Rate your agreement with the following statement: The *Laptop Finder* would give me confidence in finding a laptop. **Explain your answer.** [1 = Strongly disagree, 5 = Strongly agree]

20. [Rating scale] Rate your agreement with the following statement: The *Laptop Finder* would help me to make an informed purchase decision. **Explain your answer.** [1 = Strongly disagree, 5 = Strongly agree]

21. Do you have any final thoughts or comments you would like to share?

Questions? We're here to help!

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