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Test #3434594

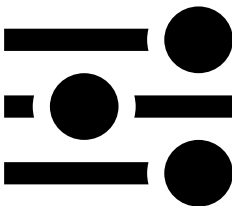
# Payboo - Red vs Green - Design Study (Pilot)

2 of 2 Sessions

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Task 1

## Question (Verbal) Task group (Preliminary Task)

[▶ Watch Task 1 0:38](#)

In this test you will be comparing two similar pages on B&H Photo's website. Please read the instructions carefully and provide thorough feedback.

Participant	Time On Task
BA	
mangobango11	0:15
AB	
Saniquity	0:23

Task 2

## URL Task group (Group A Task)

[▶ Watch Task 2 2:16](#)

<https://www.bhphotovideo.com/l/save-instantly>

Imagine you are buying a \$2,000 computer, and your state's sales tax is 10% - which will add an additional \$200 to your purchase. You are considering buying the computer from a website called BH Photo Video, and come across this page on their site. Move on to the next step once you have seen this page.

Help

Participant	Time On Task
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Participant	Time On Task
BA	
mangobango11	0:13
AB	
Saniquity	2:03
Task 3	

Question (Verbal) Task group (Group A Task)

▶ Watch Task 3 5:03

You have been directed to this page on BH Photo Video. Take no more than 3 minutes to explore the page. What stands out to you on the page? **Please be descriptive**

Participant	Time On Task
BA	
mangobango11	1:17
AB	
Saniquity	3:46
Task 4	

Question (Written) Task group (Group A Task)

▶ Watch Task 4 1:37

Based only on the top section of the page, what does the page offer?

Participant	Time On Task	Response
BA		
mangobango11	0:41	The only thing I can tell is that there is a potential savings of 6.75%. Not sure exactly what is a qualifying purchase or how the payboo card comes into play.
AB		
Saniquity	0:56	Page seems to offer flash deals, a credit card associated with the company, and it also offers expert advice which would be a form of customer service to beat out other retailers that don't do the same.
Task 5		

Question (Verbal) Task group (Group A Task)

▶ Watch Task 5 3:28

Focusing only on the top section of the page with the image, how does the **content** make you feel?

Participant	Time On Task
BA	
mangobango11	0:28
AB	
Saniquity	3:00
Task 6	

Question (Verbal) Task group (Group A Task)

▶ Watch Task 6 1:04

What, if anything, do you **like** about the top section of this page?

Participant	Time On Task
BA	
mangobango11	0:15

Participant	Time On Task
AB	
Saniquity	0:49
Task 7	

Question (Verbal) Task group (Group A Task)

▶ Watch Task 7 1:02

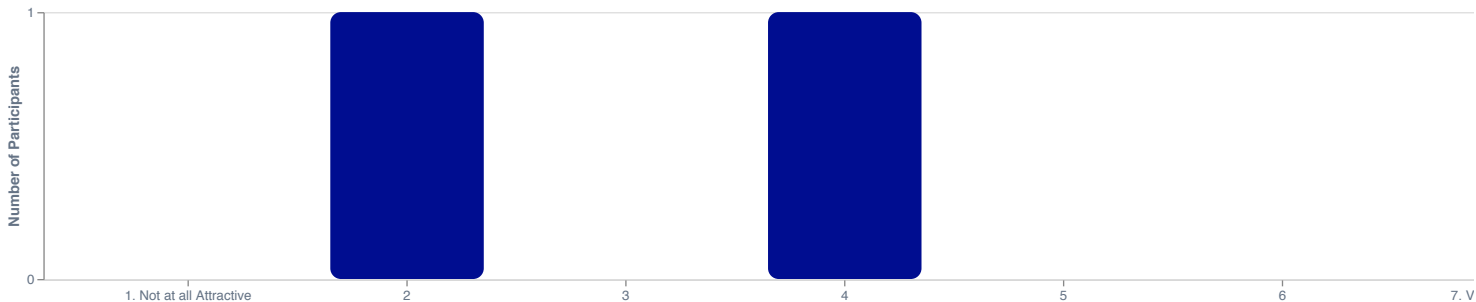
What, if anything, do you **dislike** about the top section of this page?

Participant	Time On Task
BA	
mangobango11	0:21
AB	
Saniquity	0:41
Task 8	

Rating Scale Question Task group (Group A Task)

▶ Watch Task 8 2:15

How not at all attractive (1) or very attractive (7) is the layout in the top portion of this page? **Please explain your response.** [7-point Rating Scale: Not at all attractive to Very attractive]



Task 9

Question (Written) Task group (Group A Task)

▶ Watch Task 9 3:00

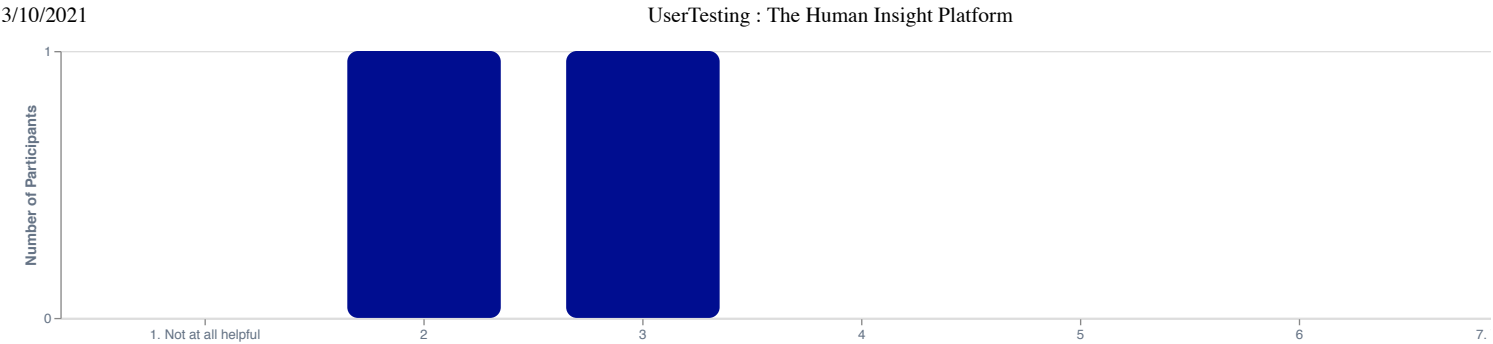
What are three words you would use to describe the **content** of this page? **Please explain your answer**

Participant	Time On Task	Response
BA		salesy bold dark (color)
mangobango11	0:50	
AB		Irrelevant, Intriguing, Ineffective. So I chose irrelevant because the first slide is going to contain information that does not pertain to most consumers. Intriguing in the sense that it can call the attention of consumers despite being unrelated, but is overall ineffective to a regular joe shmo like me.
Saniquity	2:10	
Task 10		

Rating Scale Question Task group (Group A Task)

▶ Watch Task 10 3:26

How Not at all Helpful (1) or Very Helpful (7) are the **icons** below the Payboo Credit Card Image? **Please explain your response.** [7-point Rating Scale: Not at all helpful to Very helpful]

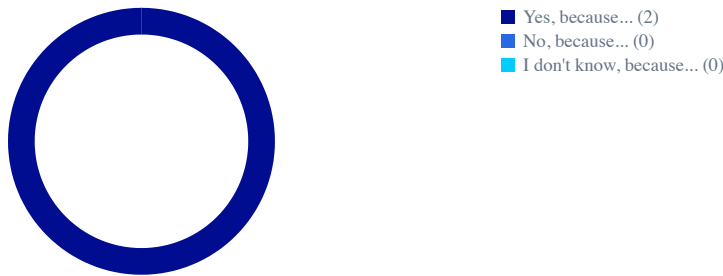


Task 11

Multiple Choice Question Task group (Group A Task)

▶ Watch Task 11 1:19

Did you notice the option to check other Zip Codes in the top section of the page? [Multiple Choice: Yes, because..., No, because...]



Task 12

Question (Written) Task group (Group A Task)

▶ Watch Task 12 2:14

What, if anything, do the colors of the page make you feel?

Participant	Time On Task	Response
BA	▶ 0:27	The dark background colors are not very welcoming or calming so they aren't making me feel the need to learn more about the deal.
mangobango11		
AB	▶ 1:47	The colors make me feel a little confused because you know a website like Best Buy which is a top competing electronics retailer has a consistent color layout whereas B&H has a green coming out of. Consistency without overdoing it makes it look sleek and pleasing to the eye instead of the muted lime green.
Saniquity		

Task 13

Question (Verbal) Task group (Group A Task)

▶ Watch Task 13 1:45

If you had a magic wand, what would you do to the content of the top section of the page?

Participant	Time On Task
BA	▶ 0:49
mangobango11	
AB	▶ 0:56
Saniquity	

Task 14

URL Task group (Group B Task)

▶ Watch Task 14 1:25

<https://www.bhphotovideo.com/credit-cards>

3/10/2021

UserTesting : The Human Insight Platform

You have been taken to a Imagine you are buying a \$2,000 computer, and your state’s sales tax is 10% - which will add an additional \$200 to your purchase. You are considering buying the computer from a website called BH Photo Video, and come across this page on their site. Move on to the next step once you have seen this page. new page. When you see the page, move on to the next step.

Participant	Time On Task
BA	
mangobango11	0:34
AB	
Saniquity	0:51
Task 15	

Question (Verbal) Task group (Group B Task)

▶ Watch Task 15 5:56

You have been directed to this page on BH Photo Video. Take no more than 3 minutes to explore the page. What stands out to you on the page? **Please be descriptive**

Participant	Time On Task
BA	
mangobango11	2:30
AB	
Saniquity	3:26
Task 16	

Question (Written) Task group (Group B Task)

▶ Watch Task 16 1:17

Based only on the top section of the page, what does the page offer?

Participant	Time On Task	Response
BA		
mangobango11	0:41	If you get the B&H payboo card you're able to get the money you pay on tax reimbursed to you instantly.
AB		
Saniquity	0:36	Page offers a reward return when applying for a credit card and paying off the total tax from the sales made.
Task 17		

Question (Verbal) Task group (Group B Task)

▶ Watch Task 17 2:33

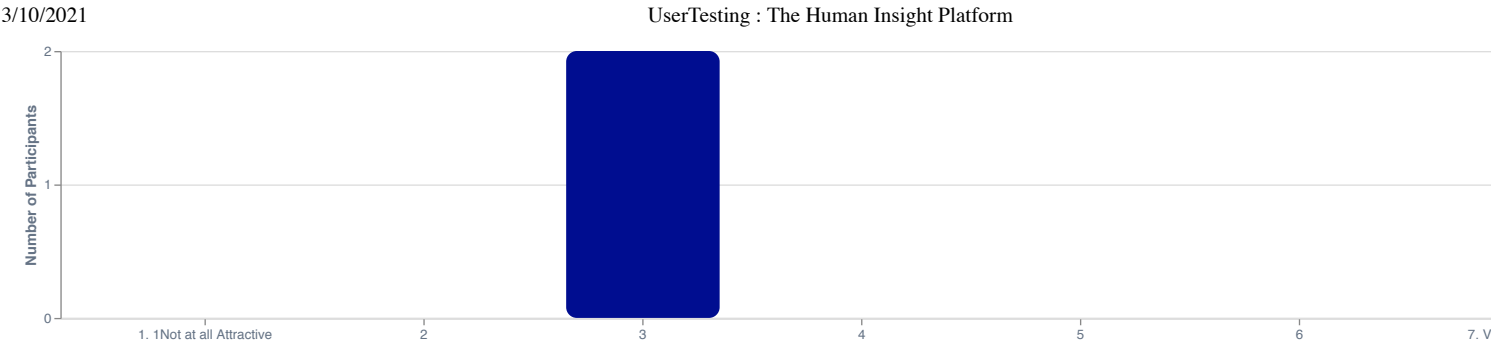
Focusing only on the top section of the page with the image, how does the **content** make you feel?

Participant	Time On Task
BA	
mangobango11	0:41
AB	
Saniquity	1:52
Task 18	

Rating Scale Question Task group (Group B Task)

▶ Watch Task 18 0:56

How not at all attractive (1) or very attractive (7) is the layout in the top portion of this page? **Please explain your response.** [7-point Rating Scale: Not at all attractive to Very attractive]



Task 19

Question (Verbal) Task group (Group B Task)

▶ Watch Task 19 1:51

What, if anything, do you like about the top section of this page?

Participant	Time On Task
BA	▶
mangobango11	0:38
AB	▶
Saniquity	1:13

Task 20

Question (Verbal) Task group (Group B Task)

▶ Watch Task 20 0:37

What, if anything, do you dislike about the top section of this page?

Participant	Time On Task
BA	▶
mangobango11	0:15
AB	▶
Saniquity	0:22

Task 21

Question (Written) Task group (Group B Task)

▶ Watch Task 21 2:04

What are three words you would use to describe the content of this page? Please explain your answer

Participant	Time On Task	Response
BA	▶	dark (color) informative concise (at the top)
mangobango11	0:47	
AB	▶	Ineffective, Uninformative, and Lacking. All three due to a lack of substantial evidence to why I should apply and what are these rewards going to hook me into applying. Another is a miss from the effectiveness of the slogan "save the tax."
Saniquity	1:17	

Task 22

Question (Written) Task group (Group B Task)

▶ Watch Task 22 1:41

What, if anything, do the colors of the page make you feel?

Participant	Time On Task	Response
		+

Participant	Time On Task	Response
BA	0:32 ▶	The dark colors don't make me interested in reading more about the offer. There isn't a relaxed feeling at all.
mangobango11		
AB	1:09 ▶	I still don't understand why there is green when the logo is red and yellow, I believe changing it all together to red and yellow or all green is going to be best. I say this because in the video it is actually green as well but the logo is red and yellow which stands out and doesn't go to together.
Saniquity		
Task 23		

## Rating Scale Question Task group (Group B Task)

▶ Watch Task 23 0:57

How Not at all Helpful (1) or Very Helpful (7) are the **icons** below the Payboo Credit Card Image? **Please explain your response.** [7-point Rating Scale: Not at all helpful to Very helpful]



Task 24

## Question (Verbal) Task group (Group B Task)

▶ Watch Task 24 1:16

If you had a magic wand, what would change in the top section of this page?

Participant	Time On Task
BA	0:10 ▶
mangobango11	
AB	1:06 ▶
Saniquity	
Task 25	

## Task Task group (Wrap up Task)

▶ Watch Task 25 0:26

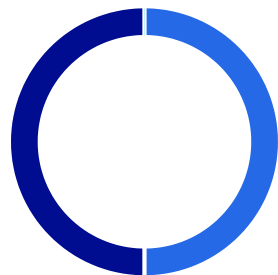
Please open the links in two separate tabs:: **Page A:** <https://www.bhphotovideo.com/credit-cards> and **Page B:** <https://www.bhphotovideo.com/l/save-instantly>.

Participant	Time On Task
BA	0:11 ▶
mangobango11	
AB	0:15 ▶
Saniquity	
Task 26	

## Multiple Choice Question Task group (Wrap up Task)

▶ Watch Task 26 1:31

Overall, which page's layout did you prefer? Why? **Please explain your choice.**



- Page A, because... (1)
- Page B, because... (1)
- Neither, because... (0)

Task 27

Question (Written) Task group (Wrap up Task)

▶ Watch Task 27 3:21

Did you notice any differences in the two pages? **Please describe** any differences that you observed

Participant	Time On Task	Response
BA mangobango11	0:49 ▶	The descriptions of the deal were very different in the way they advertised the benefits.
AB Saniquity	2:32 ▶	Page B is more concise and it contains less fog from so much information that is overbearing and can cause a consumer to be turned off. The differences are definitely in the top with what is used as the slogan to attract customers as well as a thinner and more concise answers to the FAQ.