

# Baseline Study: Test Plan

Client in the Pet Retailer Industry | March 9, 2016

## STUDY SUMMARY

We will run a **qualitative unmoderated remote usability study** with 20 participants on **desktop** in order to determine not only what the usability issues are, but also why they cause problems. The study will also focus on what currently works well.

### Objectives

The objective of this study is to establish a baseline when it comes to the usability of the client's desktop site:

- Determine any general usability issues
  - What issues, if any, do users encounter on the site?
  - Do users have any difficulty completing typical tasks?
- Observe what currently works for the users
  - What do users like about the site, and why?

Participants will be asked questions about their experience and think out loud as they attempt to complete provided tasks using **the client's website**. **The study will involve exploring the site, browsing for both a food item and supply item, adding that item to the cart, and checking out.**

### Report sent to client by March 25

I will provide a top findings report:

#### Top Findings Report:

Research hours estimate: 12-15 hours

Credits: 20

- I will provide a concise, easy to consume, executive summary in Word of your research project findings with links to representative clips in highlight reels so you don't have to watch every video.

# STUDY DETAILS

## Website being tested

*Hidden for Client Privacy*

## Demographics

20 desktop users from our panel who own a pet.

- Age Range: any
- Income: any
- Gender: any
- Country: United States
- Web Expertise: any
- Operating System: any
- Other Requirements:
  - Must own a pet
  - Half of users must be existing site members

## Screener Questions

Question 1:

Which of the following types of pets, if any, do you currently have? Check all that apply.

- Bird
- Cat
- Dog
- Freshwater fish
- Hamster, mouse, guinea pig, etc.
- Livestock (Horses, cattle, sheep, etc.)
- Rabbit
- Reptile or amphibian
- Saltwater fish
- Other
- None/I don't have any pets

Question 2:

Who in your household has the primary responsibility to shop for your pet(s)?

- I have primary responsibility
- I share responsibility with another person in the household
- Someone else has primary responsibility

Question 3 (For 10 of the 20 users):  
Which statement most closely applies to you?

- I have shopped at [client site] before but am NOT a Rewards member
- I have shopped at [client site] before and am currently a Rewards member
- I have never shopped at [client site] before
- None of the above

## TASKS & QUESTIONS

### Starting instructions

[www.google.com](http://www.google.com)

Introduction: You have come to the site to find some food and supply items for your pet.

1. [Multiple Choice] Where do you shop for the majority of your pet-related needs? Please explain your answer
  - a. Petco
  - b. Petsmart
  - c. Chewy
  - d. Amazon
  - e. Target
  - f. Costco
  - g. Walmart
  - h. Other
2. Before you begin please explain what experience you have, if any, with both a physical [client] store and with the [client] website.
3. Now, if you haven't already, please go to [Client URL]. Without leaving the homepage, what are your initial impressions of the website? What can you do here and what do you think of the design? Please spend no more than 2 minutes on this.
4. Imagine that you've come to the site to purchase some food for your pet. Take a moment to browse and find some food. Move on to the next task when you're done. Remember to speak your thoughts aloud as you search.
5. [Difficulty Rating] Overall this task was: [1 = Very Difficult, 5 = Very Easy]. Please explain your rating.

6. [Rating Scale] You should be on a page detailing the food you've found for your pet. Take a moment to look at the delivery options. How clear to you is the concept of repeat delivery? [1=Not clear at all, 5=Very clear]
7. [Rating Scale] How likely are you to schedule repeat delivery? Please explain your rating. [1=Not at all likely 5=Very likely]
8. [Multiple Choice] When searching for food for your pet, did you use the search bar at the top or the navigation menu?
  - a. I used the search bar
  - b. I used the navigation menu (that reads "dog", "cat", "small animal", etc)
  - c. I don't remember/Other
9. Using the opposite search method (so if you used the search bar before, now you'd use the menu), please search for a supply item for your pet. This means anything other than food (i.e. dog bed, leash, tank accessory). Move on to the next task when you've found an item you like.
10. [Difficulty Rating] Overall this task was: [1 = Very Difficult, 5 = Very Easy]. Please explain your rating.
11. Please add the item to your cart and complete the checkout process as far as you can without entering any billing information. Remember to speak your thoughts aloud as you add the item and check out.
12. [Difficulty Rating] Overall this task was: [1 = Very Difficult, 5 = Very Easy]. Please explain your rating.
13. [Rating Scale] I feel comfortable purchasing from this website. [1 = Strongly Disagree, 5 = Strongly Agree] Please explain your rating.
14. [Written Question] What 3 adjectives you would use to describe this site? Explain your answer.
15. What, if anything, was **\*\*confusing\*\*** about finding items using the website?

## Post-Test Questionnaire (Written)

1. What did you like MOST about the site?
2. What did you like LEAST about the site?
3. If you could change anything about the site today, what would you change? Why?
4. [Net Promoter Score] How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

## QUESTIONS? COMMENTS? CONTACT ME

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