Checkout Usability Test Plan

v. 1.0, Oct. 20, John Boykin

Purpose

Inform redesign decisions

Strategic questions the research is meant to answer

At what points along the way do people have problems—confusion, frustration, etc. —and why?

To what extent do users get stuck (unable, unwilling, or unsure how to proceed to the next field or next page or next step) and why?

Do newcomers have different expectations and attitudes than our experienced customers about what and how the checkout process ought to be?

Approach

1. Start off asking questions about their online clothing shopping experiences and habits and preferences.

2. Give each participant a $100 gift card

3. Go through 1-2 outfit builders on any site of their choice. The purpose is just to give them things to respond to and comment on (not to analyze those sites or to measure completion rates or time on task). From their comments, we will learn what they value, love, hate, understand, expect, etc. in this kind of tool. Ask them to critique the builder(s) they used, what they would add to/take away from it, and what they would do next.

4. Now show static mockups of our additional functionality and ask them to assess its value, its pros and cons, and what they would do next.

Participants

Women only

Age 30-45

Has bought clothes online within past month

Is in the market now to buy clothes online. Recruiter must ask them to decide in advance what they want to buy. They should NOT actually buy it. Since we are only testing checkout, we do not want to waste time in sessions shopping.

Schedule 10 participants with the expectation that 1-2 will cancel

10 participants including 2-4 shopaholics, 2-4 style chasers, 2-4 utilitarian shoppers)

Honorarium: $100 gift card

Logistics

All sessions in person in our office. One participant at a time.

Sessions Monday and Tuesday, Nov 1 and 2, each lasting about 45 minutes. Time slots:

      10:15 a.m.

      11:30 a.m.

      1:30 p.m.

      2:45 p.m.

      4 p.m.

Dry run Friday, Oct. 29

Audio and video recording. No detailed notes circulated.

Ted will

- Find office space to conduct sessions
- Arrange WebEx session and recording system
- send out invitations to prospective observers

Angelina will

- get gift cards
- be point person for all dealings with JR Research

John will

- plan sessions
- write screener for JR Research
- observe
- create deliverable

Emily will

- oversee logistics and technology
- moderate sessions

JR Research will:

- recruit and schedule 10 participants based on screener we give them

Deliverable

Short, high-level executive summary PPT that covers what we learned and recommend, no detailed backup, OK to imbed audio soundbites

Immediately after final session, send email of highlights of learnings