

BP User Testing: Pressure Cookers

April 25, 2018 / Purch Group

OVERVIEW

→ Participant's web browser is open to the Validately test page

Intro

Hi, thanks for taking the time to participate today! Before we begin, we have some information for you...

The first thing we want to make clear right away is that we're testing the site, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

In a moment we're going to show you a website and ask for your reaction/feedback. We're going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us.

Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the site, so we need to hear your honest reactions.

Icebreaker

Before we look at the site, please spend a few minutes or so describing your last experience researching a product you were considering buying.

- What type of product were you looking for?
- How long ago was it?
- How did you go about your research? Where did you start?
- Did you leverage social media or sites like YouTube at all in your research? Were you enticed by targeted ads related to your search?
- What was most important to you when considering that product?
- Did you end up buying one? If so, what was the final confirmation that made you feel confident in making that decision to purchase?
- On a scale of 1-5(not often at all/very often), how often do you search for deals before making a purchases?
 - ◆ What determines whether or not you will look for a deal?
- On a scale of 1-5 (not likely at all/very likely), how likely are you research a purchase using your mobile device? e

- Did you end up returning the item? If so, what was the reason and how many attempts did it take before you found an item worth keeping?

Framing

Imagine that you're back to that day you decided you were interested in buying a pressure cooker. You start your search on Google and click on a result that takes you to this page:

<http://www.toptenreviews.com/home/kitchen/best-pressure-cookers/>

→ Participant clicks on link to the navigate to the TTR best picks page

Initial Task

Spend 2 - 3 minutes to explore the page as if you're considering getting a pressure cooker today (be sure to think out loud about what you're noticing and your reaction to that). Feel free to click anything on the page as you normally would.

- What are your initial impressions of the page?
- On a scale of 1 to 5, how difficult (1) or easy (5) was it to find the information you were looking for?
 - ◆ What aspects of the page influenced your rating? Were there any parts of the page that were particularly helpful in evaluating pressure cookers?
- If anything, what do you feel was missing to help you make this buying decision?
- What would be your next step given what you learned from this page?

Follow Up: Trust & Credibility

Having spent a little bit of time on the site now, how confident do you feel that the reviewer actually tested the physical products?

- What specifically helped you come to this conclusion? Feel free to point out anything on the page as needed.
- Is understanding how the products were tested important to you, why or why not?

How untrustworthy (1) or trustworthy (5) do you consider this site? Please explain your reasoning as much as possible.

Follow Up: Buying motivation/desire

Do any of the pressure cookers shown here feel like a good fit for you?

- How unlikely (1) or likely (5) would you be to purchase this pressure cooker at this stage if you felt like it met your needs? Why?

- When you researched pressure cookers the first time, did you end up buying one through any of the sites you used? If so, which site was that (if you can remember)?

Do you see a way to be able to buy this pressure cooker? (Yes/No)

IF YES

- Without clicking anything, how would you buy it? What would you anticipate happening if you were to click the button?
- Any reaction to the information or presentation of this button?
- Why do you think this particular retailer was chosen for buying this pressure cooker?

Follow Up: User Confidence

How confident do you feel that this site is providing you with the most up to date information on pressure cookers?

- Is there anything specifically on the page that influenced your feelings?

Follow Up: Visuals & Presentation

What are your overall impressions of this page from a look and feel perspective?

- Visually speaking, how does this site compare to similar sites you've visited? (Much worse > Much better)
- Does the visual presentation of the page affect how credible it feels to you? Please point out specific elements that make you feel this way.

Follow Up: Final Impressions

How unlikely or likely would you be to use this site in the future for making purchasing decisions? (Very unlikely > Very likely)

Provide any final thoughts below. Anything that you haven't had a chance to mention yet that you think is noteworthy?