

FTD Research Plan

Goals

Identify if the proposed new cart & checkout design meets the needs of the users as well as capture any strengths and weaknesses of said design

Research Focus

- 1. Are the Cart & Checkout pages clear to the user?*
- 2. Are there any items missing from the Cart and/or Checkout pages?*

Primary Research Questions

Cart

- Do participants have problems understanding basic product details?*
- Do participants understand how to remove an item?*
- Do participants expect to edit on this page?*
- Do participants understand the up-sell pattern?*
- Do participants understand the upgrade/add-on pattern?*
- Can participants identify and locate the Gold Membership?*
- Do participants understand what the Gold Membership provides?*
- Do participants understand how to start checkout?*
- Do participants understand where to get help if they need it?*
- Do participants feel the site is secure?*

Checkout (Both Guest & Members)

- Do participants see the sign in option? Do they understand the benefits of doing so?*
- Do participants understand the address interaction? (Might be hard given wire is static)*
- Do participants understand how to interact with the location options?*
- Do participants understand the multiple uses of the toggle pattern?*
- Do participants understand what the reminder email will do?*
- Do participants understand how to add a gift note?*
- Do participants understand the payment pattern?*
- Do participants feel secure sharing their payment information?*
- Do participants see a benefit of creating a password?*
- Do participants feel the details provided in the basket and summary modules are sufficient?*

Methodology

User testing will be done remotely via usertesting.com sessions. We will test with 3-4 groups of 5-7 participants from our persona groups. Each of the participant sessions will include a short introduction, a few warmup questions, a few tasks, and a few closing questions. User testing will commence the later part of the week of Dec 3rd.

Participants

These are the primary characteristics of the study's participants:

- Refer to current FTD usertesting profile pools and modify as needed

Schedule

- Participant Pool Creation: Begins on Dec 4th
- Testing: Begins Dec 3rd, EOW
- Results delivery: Week of Dec 10th

Test Script

- In Progress

Questions

- Ask participants to review cart page for general feedback
- Ask participants how they would remove an item
- Ask participants how they would change an item
- Ask participants how they would proceed to checkout
- Ask participants how they would find help information