

Usability Test Plan for Amazon.com

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Objective

It was found that the drop-off rate prior to making a purchase is higher for those looking at Air Conditioner Units than for those looking at similar products. The objective is to study the purchase flow for AC units in order to understand why more people aren't clicking the "Place your order" button.

Scope

Test the usability of Amazon.com. Study how people browse products, make a selection and complete a purchase.

Research questions

1. Why do people shopping for AC units tend to leave Amazon.com before completing a purchase?
2. Is there additional information that people need to make their purchase decisions?

3. What obstacles prevent users from making an AC purchase on Amazon.com?
4. What is the intent of those coming to Amazon.com and looking at AC unit product pages?

Scenarios / Tasks

1. Use Amazon.com to shop for your current home needs.
2. You want to purchase the “Frigidaire FFRE0533S1 5,000 BTU” on Amazon.com. Please purchase that specific unit.
3. If you would prefer to purchase your AC unit anywhere else online. Please show me and walk me through how you would make that purchase.

Success metrics

1. Participant was able to find an AC unit that satisfies their stated criteria.
2. Participants do not ask for additional information to be provided.
3. On a scale of 1 to 10, all participants rate the ease-of-use 7 or above.

Participants

- Total: 8
- Gender: Even mix
- Weight: 200lbs+
- Half homeowners, half renters
- All shop online at least 1x/month

Product to be tested

- Live website

Duration

- 3 hours, 15 mins between participants

Compensation

- Hugs

Documents to prepare

- Directions to office
- Non-disclosure form (not needed for live product)
- Recording consent form
- Background questionnaire
- Overview of test plan with descriptions for each participant (to be provided to observers)
- Script
- Compensation in a secure envelope