

# 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

The study will cover the air conditioner purchase flow starting from browsing options on Amazon.com to making the final purchase. The purchase will be considered complete once the participant is ready to click the "Place your order" button (that way no charges are incurred on their account). Participants may bring up other sites in the process if that is something that they would normally do. They may also log into their Amazon accounts, but creating an account will not be covered in this study.

## 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. Do price conscious site visitors notice or consider the Buy Used option?
5. Does the Amazon's Choice or Best Seller label help to make purchase decisions?
6. Do consumers notice or consider the Expert Installation option as part of their purchase?
7. What is the participant's impression of how easy it is to purchase an AC from Amazon.com?
8. What are examples of other websites that customers think are better for AC purchases? Why are they better?

## Scenarios

- 1.
2. Use Amazon.com to find an AC unit that you would be interested in purchasing.
3. You want to purchase the "Frigidaire FFRE0533S1 5,000 BTU" on Amazon.com. Please purchase that specific unit.
4. 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. Participant was able to purchase the Frigidaire FFRE0533S1 5,000 BTU.
3. Participants do not ask for additional information to be provided (if they ask for something that is already on the page, that is not considered a success).
4. On a scale of 1 to 10, all participants rate the ease-of-use 7 or above.
5. Participant was able to notice the Buy Used option on their own.
6. Participant describes how the Amazon's Choice or Best Seller labels were useful to them.

## Participants

- Total: 8
- Gender: Even mix
- Age: 18+, Mixed
- Half homeowners, half renters
- All shop online at least 1x/month
- Half should have purchased an AC unit for themselves in the last year
- All should not have central air conditioning where they live
- All must have an Amazon.com account

### Product to be tested

- Live website

### Duration

- 60 mins with 15 mins between participants.

### Compensation

- \$100 Amazon gift card

### 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