Best Buy Discussion Guide

**Research Objectives:**

* Ease of use of purchase experience
* Pain points and barrier to research and purchase.
* Identify possible conversion rate issues.
* How can we reduce cart abandonment?

**Business Goals**

* Increase number of customers who place an item in their cart.
* Decrease abandoned carts. Not purchased in 14 days?

**UX Goals:**

* Reduce barriers to purchase

**Intro Briefing script (3 min)**

* Introductions
* Thank you for agreeing to participate today. I really appreciate you finding time in your schedule to help us today. Have you participated in a research session like this before?
* The goal for today’s session is for you to help me understand how you go about completing a few tasks on the site I am about to show you.
* We will do this by going through a few tasks I give you that will have you interact with the site and having you talk through your actions.
* As you’re going through, I’m going to ask you to “**think aloud**” so that I can get a better understanding of what’s going through your mind.
* Although I’ll also be asking you questions throughout but keep in mind that these aren’t intended to test your knowledge or ability in any way. We are testing the designs to see if it provides you the information you need to perform the tasks. There are **no right or wrong answers** today. What I really want is to have you as open and honest as possible.
* **Project team/recording:** (If not in earlier communications) I want to mention that I have a few colleagues who are listening in. They like to see firsthand how folks like you would interact with these systems.
* Just as a reminder, honest thoughts and opinions are what are most helpful to us, you are not going to hurt anyone’s feelings.
* Any questions before we get started?

**Warm-up questions**

* Tell me a little about yourself, what you do for a living, any family, etc…
* Tell me about the last time you made an online purchase for some electronics
  1. What was it?
  2. What questions did you have while looking for the item?
* What would you be interested in purchasing in the next few months?

**Task 1 – Research/Find an item**

Let’s now assume you are interested in possibly purchasing your item (refer to item they described above) using this site (if item too specific, have them look for a comparable item). Talk me through what would be going through your mind while looking at purchasing this item from this site?

1. What are some of the considerations you have before making this decision?
2. Where would you look for that information?

Search | Menu | Selected from icon menu | Deals from main page | Other:

**Task 2 – Purchase an item (if did not go through it in above task) (f time allows)**

You have now looked at a few options and want to go ahead and purchase the item you decided on. Without completing the order, show me what you would do to make this purchase.

**Debrief Questions**

1. On a scale of 1 (low) to 10 (high) how confident are you that you made the selection that best fits your personal needs/is right for you?
2. Was there anything else you would like changed/removed to make the experience better?

**Questions if extra time:**

1. Cart abandonment
   1. Tell me of a time you added something to the shopping cart and did not complete the order.
      1. Why didn’t you complete the purchase?
      2. What did you expect to happen to those items?
   2. What are your thoughts of getting a reminder notification that you still have things in your cart?
2. How would you compare 2 items your are interested in?

1. What would keep you from using this site to make your next consumer electronic purchase?