Business.com Homepage Test Plan

Test structure and Questions

1. Task 1 – The Five Second test.

   Show user a design for five seconds to get first impressions. Afterward, ask the following questions:
   a. What are some things that you noticed?
   b. Can you tell me what this company does?

2. Task 2 – Open-ended Visual Design test.

   Show user the same design again to get additional qualitative data. Afterward, ask the following questions:
   a. What 3 words best describe this design?
      i. Why did you choose each word?
   b. What service or product do you think this website is promoting?
   c. What are your impressions of the company based on this design?

3. Repeat Task 1 and task 2 for all designs. Remember to counterbalance order.

4. At the end of the session, have users choose favorite design and explain rationale for each choice.

Moderator Script

Introduction

Introduction/small talk – mention that you'll be reading from a script.

Hi, [participant name]. My name is [moderator name], and I'm going to be walking you through this session today. Before we get started, I'd like to get your permission to record the session for our records. This will help me keep track of your input, just in case I miss anything when taking notes. The recording will be private, and it will only be for me and my design team to review. May I start the recording?

[Start Recording]

You probably already have a good idea of why we asked you here, but let me go over it again briefly. We're asking for people to provide their input on some design ideas for a new website. For our session, you will see 4 different designs and for each design, I'll ask you a few short questions. At the end of the session you'll have an opportunity to choose your favorite design.

I'd also like to clarify that we're testing the designs, not you. You can't do anything wrong here. Your honest reactions will be a big help to us. Also, I'm not the person who created these designs, so please don't worry about hurting my feelings.

The session will take about 30 minutes. If you need to take a break at any point, just let me know. If you have any questions as we go along, please ask them. I may not be able to answer them right away, as we don't want our answers to influence your thoughts on our designs. At the end of the session I will do my best to answer all your unanswered questions.

Do you have any questions before we get started?

Set Up

Ok, as a first step, I'd like to have you share your screen, which will require installing an extension onto Google Chrome.

Guide the user through the following steps

1. A banner will appear on your screen with a red and blue button. Do you see it?
   a. Click the blue "install extension" button on the left.

2. That link should take you to the Validately extension's page in the Chrome Web Store. Are you there?
   a. Click the blue "add to Chrome" button on the top left of the screen

3. A message should appear at the top of your browser explaining the app's permissions. Do you see the message?
   a. Click the "Add extension" button on the right.

4. You should now see a window showing you the different screens that you can share.
    a. Please check that your desktop is selected, then click "Share" on the bottom right of the window.

Design 1

Design 1: Task 1 Description

First, I'm going to show you a design for a few seconds. Afterward I'll ask you a couple questions about it. Are you ready to begin?

[Show the design for 5 seconds]

Next, I just have a couple questions for you:

1. What are some things that you noticed?
2. Based on this design, can you tell me what this company does?

Design 1: Task 2 Description

I'm going to show you the same design again. This time, you'll have as much time as you like to view the design. While you look at the design, I'll ask you a few questions. Are you ready to begin?

Questions

1. What 3 words best describe this design?
    a.   Why did you choose each word?
2. What service or product do you think this website is promoting?
3. What are your impressions of the company based on this design?

Thanks for completing those tasks. We're going to look at another design now.

Design 2

Design 2: Task 1 Description
First, I'm going to show you a design for a few seconds. Afterward I'll ask you a couple questions about it. Are you ready to begin?

[Show the design for 5 seconds]

Next, I just have a couple questions for you:

1. What are some things that you noticed?
2. Based on this design, can you tell me what this company does?

Design 2: Task 2 Description
I'm going to show you the same design again. This time, you'll have as much time as you like to view the design. While you look at the design, I'll ask you a few questions. Are you ready to begin?

Questions
1. What 3 words best describe this design?
   a. Why did you choose each word?
2. What service or product do you think this website is promoting?
3. What are your impressions of the company based on this design?

Thanks for completing those tasks. We're going to look at another design now.

Design 3

Design 3: Task 1 Description

First, I'm going to show you a design for a few seconds. Afterward I'll ask you a couple questions about it. Are you ready to begin?

[Show the design for 5 seconds]

Next, I just have a couple questions for you:

1. What are some things that you noticed?
2. Based on this design, can you tell me what this company does?

Design 3: Task 2 Description

I'm going to show you the same design again. This time, you'll have as much time as you like to view the design. While you look at the design, I'll ask you a few questions. Are you ready to begin?

Questions
1. What 3 words best describe this design?
   a. Why did you choose each word?
2. What service or product do you think this website is promoting?
3. What are your impressions of the company based on this design?

Thanks for completing those tasks. We're going to look at another design now.

Design 4

Design 4: Task 1 Description

First, I'm going to show you a design for a few seconds. Afterward I'll ask you a couple questions about it. Are you ready to begin?

[Show the design for 5 seconds]

Next, I just have a couple questions for you:

1. What are some things that you noticed?
2. Based on this design, can you tell me what this company does?

Design 4: Task 2 Description

I'm going to show you the same design again. This time, you'll have as much time as you like to view the design. While you look at the design, I'll ask you a few questions. Are you ready to begin?

Questions
1. What 3 words best describe this design?
    a. Why did you choose each word?
2. What service or product do you think this website is promoting?
3. What are your impressions of the company based on this design?

Thanks for completing those tasks.

Final Task – Design Preferences

Task Explanation

Thanks for completing those tasks. At this point in the session, I'd like for you to rank the designs. Imagine that each design represents a complete website that you could spend time exploring. Please rank the designs in order from the one that you'd enjoy exploring most to the one that you'd enjoy exploring the least.

Each design is labeled with Design A, Design B, Design C, or Design D in the top left of the screen. To navigate between designs, use the left and right arrow keys on your keyboard.

Please take as much time as you need. When you're ready, please share your ranking with me.

Follow-Up Questions
1. Why was Design_____ your first choice?
2. Why was Design_____ your second choice?
3. Why was Design_____ your third choice?
4. Why was Design_____ your fourth choice?

Final Question: I user familiar Business.com
Are you familiar with Business.com? If so, tell me about your experience.

Test Conclusion

Thanks for your input. This concludes our session.

Task order

Participant	Task Order
P1	B A D C
P2	A D B C
P3	A B C D
P4	D B A C
P5	B A C D
P6	C D A B
P7	B D C A
P8	C B A D
P9	C D B A
P10	A C D B
P11	B D C A
P12	D A C B
P13	C D A B
P14	B D C A
P15	C B D A

Data Reduction

Group all question responses together.

Design 1

1. What are some things that you noticed?

2. Based on this design, can you tell me what this company does?

3. What 3 words best describe this design?
    a. Why did you choose each word?

4. What service or product do you think this website is promoting?

5. What are your impressions of the company based on this design?

Design 2

1. What are some things that you noticed?

2. Based on this design, can you tell me what this company does?

3. What 3 words best describe this design?
   a. Why did you choose each word?

4. What service or product do you think this website is promoting?

5. What are your impressions of the company based on this design?

1. What are some things that you noticed?

2. Based on this design, can you tell me what this company does?

3. What 3 words best describe this design?
   a. Why did you choose each word?

4. What service or product do you think this website is promoting?

5. What are your impressions of the company based on this design?

1. What are some things that you noticed?

2. Based on this design, can you tell me what this company does?

3. What 3 words best describe this design?
   a. Why did you choose each word?

4. What service or product do you think this website is promoting?

5. What are your impressions of the company based on this design?

Design Preferences

List preferences for each participant

1. Participant 1

2. Participant 2

3. Participant 3

4. Participant 4

5. Participant 5

6. Participant 6

7. Participant 7

8. Participant 8

1. Participant 1

2. Participant 2

3. Participant 3

4. Participant 4

5. Participant 5

6. Participant 6

7. Participant 7

8. Participant 8

Links to Business.com Templates

Template A

https://xd.adobe.com/view/c3dab599-d617-4a8e-7044-6166c51cb59d-b5eb/?fullscreen

Template B

https://xd.adobe.com/view/8ed7957d-b553-45b2-58ee-515b3aa7906c-f8e6/?fullscreen

Template C

https://xd.adobe.com/view/fe6950c0-927c-4668-4bd4-e1fe07689d9f-8858/?fullscreen

Template D

https://xd.adobe.com/view/cf3ea689-989c-4fbb-7353-60d4f572285a-b90f/?fullscreen

All Mockups

https://xd.adobe.com/view/e5baa129-2b90-41d2-6f0f-427cc8edbe42-938b/?fullscreen

Please Wait

https://xd.adobe.com/view/a052cb21-e43e-44d6-5814-111ca356698c-d663/?fullscreen

Moderator Tips

1. Repeating a participant's words to check your understanding is great! Just be sure to be as accurate as possible when repeating their thoughts.

2. Asking a participant why they found something to be difficult or confusing is very useful. When asking them about their difficulty, try to focus on what you saw them do/say rather than your interpretation of what they did, so as not to lead them.

   For example, you might see a participant spend a long time looking at 2 designs when trying to decide which one they liked more. Instead of asking why they had a hard time picking the design that he/she liked most, you can say: "I noticed that you repeatedly flipped between designs 1 and 2. Can you tell me why that was?"