

Sitewide Search User Test Script (Round 1)

Variations: 4 | Participants: 5

Scenario: Your 8 year old has started to become interested in robots lately and your friend recommended you check out KiwiCo for some fun activities your child might enjoy. KiwiCo sells boxes that contain STEAM (science, technology, engineering, art, and math) projects and activities.

NOTE: This test contains prototypes, so some buttons and links may not work. However, any buttons or links needed to complete the tasks will work, so feel free to scroll and click around as you would on a website.

1. Imagine you want to search for a project involving robots. Where would you go first?
2. If you haven't already, tap the search button in the top navigation bar. What types of information and/or products do you expect to be able to search for here? Please give a couple examples of what you might search for.
3. Click the phone keyboard to begin your search.

What would you expect to happen if you were to click "Store"? How about if you were to click "Eureka Crate" or one of the options below it?

Would you be more likely to narrow your search here by choosing a category (like "Store") or to proceed without a category and narrow/filter your search once you see the results page?

How would you exit the search screen?

4. Click the phone keyboard again to move to the results page.

Please narrate your thoughts as you review the results. How does the results page compare to what you expected? Is there anything on this page that you don't understand or would change?

5. In the All tab, scroll to the first green "View all →" button. No need to click it yet.
What would you expect to happen if you were to click this button?
6. In the All tab, scroll down to the Subscription Lines section.
How do you think the results under "Subscription Lines" relate to your search?
Is there any additional information that would improve your understanding of the Subscription Lines?
7. Imagine you're interested in finding a DIY project with robots. How would you find it within these results?
8. Look at the tabs near the top of the search results. How do you expect the content within each of these tabs to relate to and/or differ from the content in the "All" tab?

Where would you go to modify the search term you entered? No need to actually modify it.

9. Tap the KiwiCo logo to return to the main screen.

Imagine you live in the UK and want to make sure the site registers what country you're in. Where would you look to figure this out?