

## Sitewide Search User Test Script (Rounds 2 & 3)

Round 2 Variations: 3 | Round 2 Participants: 5

Round 3 Variations: 3 | Round 3 Participants: 8

**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: Each screen has a numbered label at the bottom, and this will be referenced to make sure you are on the right screen. Please note when you are asked to answer before clicking a link or button.

1. [You should be on Screen #1]  
Imagine you want to search for a project involving robots. Where would you go first? When you get to Screen #2, move to the next task.
2. If you haven't already, tap the search button in the top navigation bar.

[You should now be on Screen #2]

What types of information and/or products do you expect to be able to search for here (other than "robots")? Please give a couple examples of what you might search for.

3. Click the phone keyboard to begin your search.

[You should now be on Screen #3]

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? No need to actually exit.

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

[You should now be on Screen #4]

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. [You should be on Screen #4]

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. [You should be on Screen #4]

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. [You should be on Screen #4]

Imagine you're interested in finding a Blog article about robots. How would you find it within these results?

8. [You should be on Screen #4]

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?

Explore the other tabs and explain how they do or do not meet your expectations.

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 homepage.

[You should be on Screen #1]

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?