

Bank of scripts

Shadow CTO

Topic	Template Question
Intro	[Introduction Placeholder]
Privacy and Data Protection	<i>Insert NDA Here</i>
Screener	<i>Insert Screener Here</i>
Instructions	Scenario: Imagine you are in [Scenario Placeholder].
Users' Needs Before Order	Have you ever had to select a [Product Type] configuration online?
Experience Description	Describe your experience with [Product Type] configuration online.
Ideal Experience	What would be your ideal experience when selecting [Product Type]?
Prototype Interaction	[Prototype Interaction Placeholder]
Expectations for Configuration Page	What do you expect to see on the [Product Type] configuration page?
Selection Process	Please select a [Product Type] to configure. [Selection Guide]
First Impressions	What are your first impressions about [Page/Feature]?
Configuration Process	Show how you would configure your [Product Type].
Ease of Task Completion	Rate the ease of completing this task (1-10 scale).

Clarifications	What was unclear or missing in the process?
Comparison of Configurations	How do you feel about comparing [Product Type] configurations?
'Add to Cart' Button Placement	How do you feel about the 'add to cart' button position?
Improvement Suggestions	What would you change or add to improve this experience?
Overall Preference	Which solution do you prefer and why?
Closing	Thank you for your participation. Goodbye.

Cross-sell CTO

Topic	Template Question
Pre-test Open-Ended Questions	[Pre-test Questions Placeholder]
Technology Proficiency	Rate your overall comfort level and experience in using technology for everyday tasks on a scale of 1 to 10. Explain your answer.
Technology Tasks Confidence	Select all activities you feel confident doing: [List of Technological Tasks Placeholder]
Shopping Scenario	Imagine you're shopping for a [Product Type] on a site you've never visited before. [Task Placeholder]
Goals for Customization	What factors motivate you to customize or configure your [Product Type] before making a purchase?

Accessory Shopping	Imagine shopping for accessories with your [Product Type]. [Task Placeholder]
Frustrations and Pains	When buying accessories online, what are your main issues?
Ideal Accessory Selection Experience	Describe your ideal experience of selecting accessories when ordering a [Product Type].
User Test	[User Test Instructions Placeholder]
Attitude and Perception of Experience	Without leaving this screen, how would you describe your experience with the interface?
Information Layout Opinion	What do you think about the way features and information are laid out?
Post-test	[Post-test Questions Placeholder]
Cross-Sell Option Preference	Which approach to completing the task did you prefer and why?
Thanks and Goodbye	[Closing Remarks Placeholder]

Bundles

Topic	Template Question
Screenener	When was the last time you purchased an electronic device online? [Timeframe Options Placeholder]

Past User Experience	Have you ever purchased electronic devices as a bundle or package deal? [Response Options Placeholder]
Current Intention	Are you planning to buy a new electronic device? [Response Options Placeholder]
User Test 1 - Bundles Discovery	Have you come across or bought a bundle in the past? Describe your experience.
Card Sorting Task	[Card Sorting Instructions Placeholder]
Importance of Bundle Features	Was any feature missing in the card sorting task that you consider important for a bundle?
Accessory Preferences	Where would you prefer to see accessories for your [Product Type]?
Timing for Accessory Purchase	When would you consider buying accessories for your [Product Type]?
Ideal Bundle Buying Experience	Describe your ideal experience when buying a bundle of [Product Type].
User Test 2 - Bundles Exploration	What comes to your mind when you think about product bundles?
Open Card Sorting Task	[Open Card Sorting Instructions Placeholder]

Sorting Justification	Why did you sort the cards in this way?
Sorting Difficulty	Were any items especially easy or difficult to sort? Explain why.
Uncertainty in Sorting	What are your thoughts about the items you placed in the "I am not sure" category?

Financing and subscriptions discovery

Topic	Template Question
Screenener	When was the last time you purchased an electronic device online? [Timeframe Options Placeholder]
Payment Method Experience	For your recent electronic device purchases, please select the option that best describes your payment method: [Payment Options Placeholder]
Current Purchase Intention	Please select the option that best describes your current intention regarding purchasing a new electronic device. [Intent Options Placeholder]
Financing Discovery	What does the term 'financing' remind you of?
Financing Choice Reasons	Which of these two options would you purchase? [Options Placeholder] Please explain your choice.
Financing Experience	Tell us about your experience related to purchasing a product online through financing.

Factors Influencing Financing Decision	What factors influence your decision to consider financing options when shopping online?
Concerns About Financing	What concerns or reservations do you have regarding financing options when shopping online?
Ideal Financing Experience	What would your ideal financing experience look like? Please answer point by point.
Subscriptions Discovery	What do you think about subscribing to an e-commerce platform online?
Reasons to Subscribe	What would make you subscribe to an e-commerce platform online?
Reasons Against Subscription	What would make you NOT subscribe to an e-commerce platform online?
Ideal Subscription Experience	What would your ideal subscription experience look like? Please answer point by point.

Promotions Abandonment

Topic	Template Question
Introduction	[Introduction Placeholder]
Study Details	[Study Details Placeholder]
Purchasing Experience	Describe your last experience purchasing a [Product Type] online. What factors influenced your choice?

Promotion-Driven Purchase Scenario	Imagine you're shopping for a [Product Type] online with a special promotion. What is most important to you in this situation?
Cart Abandonment Experience	Tell us about a time when you did not proceed to checkout for an [Product Type] you were about to purchase online. What were the reasons?
Post Abandonment Experience	If you've received a call from support after cart abandonment, how did it impact your decision to complete the purchase?
Usability Task with Prototype	Using a prototype, show how you would purchase a [Product Type] with a special promotional offer. Share your thoughts at each step.
Improvement Suggestions	What improvements would you suggest for the online promotion experience?
Ideal Promotion Experience	Describe your ideal experience of purchasing a [Product Type] online with a promotion. What information and features are important to you?

Return

Topic	Template Question
Introduction	[Introduction Placeholder]
Study Details	[Study Details Placeholder]
Return Experience	Tell us about a time when you had to initiate the return process for an item you had previously purchased online.

Return Motivations	What were your motivations to return the product you had purchased?
Return Process	How did you feel about the return process? What were the main issues you encountered?
Ideal Post-Sales Experience	Describe your ideal experience of requesting a return for a product.
Scenario: Damaged Product	Imagine you've received a damaged product from an online store.
Impressions of Order Status Page	How did you feel when you first saw the order status page?
Task Scenario: Returning a Damaged Product	Lead us through the steps you would take to return a damaged product.
Expectations of Post-Sales Flow	How would you initiate the return process on the website?
Clarity and Ease of Use	Overall, how difficult or easy was the activity?
Preference Task	Compare two options under consideration and provide feedback.
Overall Experience	Describe your overall experience with the website's post-sale process.
Ideas for Improvement	How could the post-sale process be improved?
Thanks and Goodbye	[Closing Remarks Placeholder]

Financing and subscriptions Validation

Topic	Template Question
Introduction	[Introduction Placeholder]
Study Details	[Study Details Placeholder]
Scenario: Financing	You are considering purchasing [Product Type] using financing options. What is important to you in this decision?
Expectations for Financing Information	When seeking information about financing terms and conditions, what do you prioritize?
First Impressions of Financing Page	What are your initial reactions to the financing options page?
Usability Task: Financing	Use the prototype to explore financing options. What do you understand or find unclear?
Post-Task Feedback: Financing	How do you feel about your experience exploring financing options?
Suggestions for Improvement: Financing	What could improve the financing information experience?
Scenario: Subscription	Imagine you are about to subscribe to a service for [Product Type]. What are your considerations?
Expectations for Subscription	When considering a subscription, what factors are most important to you?
First Impressions of Subscription Page	What are your initial reactions to the subscription options page?

Usability Task: Subscription	Use the prototype to explore subscription options. What do you find clear or confusing?
Post-Task Feedback: Subscription	How do you feel about your experience exploring subscription options?
Suggestions for Improvement: Subscription	What could improve the subscription experience?

Login Experience Project

Topic	Template Question
Introduction	[Introduction Placeholder]
User Habits	Describe your habit or most recent experience in signing up and logging in on [Platform Type].
Authentication Methods	What are your preferred methods for signing into [Platform Type] (e.g., email/password, social media accounts, biometrics)? Why?
Motivations for Authentication	What are your motivations for authenticating on [Platform Type]? Are there specific benefits or drawbacks you associate with being signed in?
Frustrating Experiences	Think about a frustrating experience you had when authenticating on [Platform Type]. What happened?
Task Scenario	Imagine that you wanted to purchase [Product/Service Type] online and need to create an account for that.

Initial Reactions to Design	What are your initial reactions to the design of the login/sign-up page?
Design Expectations	Where in this design would you expect to start the sign-up process? Is there anything missing or hard to find?
Prototype Interaction	Use the prototype to [Task Description]. Speak out loud as you do so.
System Usability	On a scale from 1 to 7, how easy was the task? How confident are you that you completed the task successfully?
Post-task Reflection	How do you feel about this experience? What do you understand or find confusing?
Ideal Process	Can you describe the ideal process to sign up and login for you?
Design Improvements	If you could change one thing about the design, what would it be and why?
Additional Feedback	Any other feedback you'd like to add?

Reviews and ratings

Topic	Template Question
Introduction	[Introduction Placeholder]
Details of the Study	We would like to understand your experience when you [Action Placeholder] on an [Platform Type].

Instructions	[Instructions Placeholder]
Scenario	Imagine that you have the option to [Action Placeholder] on an [Platform Type]. Complete the following tasks with this in mind.
Triggers	What factors influence your decision to consider [Action Placeholder] on an [Platform Type]?
Considerations	What is more important for you when [Action Placeholder] on an [Platform Type] and why?
Context	In what scenario or context would you imagine yourself [Action Placeholder] on an [Platform Type]?
Concerns	What concerns or reservations do you have regarding [Action Placeholder] on an [Platform Type]? Why? List all possible reasons and justify your answer.
Expectations	What would your ideal [Action Placeholder] experience look like on an [Platform Type]? Please answer point by point: What information would you need? How would you like to access it? When would you like to access it? Where (on the page) would you like to access it?

Financing and subscription discovery

Topic	Template Question
Introduction	[Introduction Placeholder]

Details of the Study	We would like to understand your experience when you [Action Placeholder] on an [Platform Type].
Instructions	[Instructions Placeholder]
Understanding of [Topic]	What does the term [Topic Placeholder] remind you of?
Scenario	Imagine that you want to [Action Placeholder] on an [Platform Type]. Complete the following tasks with this in mind.
Past Experience, Opinions, and Concerns about [Topic]	Tell us about your experience related to [Action Placeholder] on an [Platform Type].
Motivations towards [Topic]	What factors influence your decision to consider [Topic Placeholder] when [Action Placeholder] on an [Platform Type]?
Expectations towards the [Topic] experience	What would your ideal [Topic Placeholder] experience look like? Please answer point by point.

Financing and subscription It.2 Evaluation

Topic	Template Question
Introduction	[Introduction Placeholder]
Study Details	We would like to understand your experience when you [Action Placeholder] on an [Platform Type].

Scenario	Imagine that you want to [Action Placeholder] on an [Platform Type]. Complete the following tasks with this in mind.
Triggers for [Topic]	What factors influence your decision to consider [Topic Placeholder] when [Action Placeholder] on an [Platform Type]?
Expectations for [Topic]	What would your ideal [Topic Placeholder] experience look like? Please answer point by point.
First Impressions	What are your initial impressions of the [Topic Placeholder]?
Usability Task	Use the prototype to [Task Description Placeholder]. After clicking, make sure you land on a new page.
Post-Task Feedback	How do you feel about this experience? What did you understand or find confusing?
Improvements	What could improve the experience of [Action Placeholder] regarding [Topic Placeholder]?

Financing and subscription survey

Topic	Template Question
Screener Questions	[Screener Questions Placeholder]
Preferences in Financing/Subscription	In the purchasing process, which option do you prefer to see first: [Options Placeholder]?
Stage of Information Display	At which stage of your shopping experience do you expect to see [Topic Placeholder] options?

Location Expectations for Information	Where on the [Platform Type] do you most expect to find detailed information about [Topic Placeholder]?
Influence on Decision Making	How significantly does the mention of a [Brand/Feature Placeholder] impact your consideration of [Topic Placeholder]?
Timing Preferences	When do you prefer to check your eligibility for [Topic Placeholder]?
Key Decision Factors	What specific information do you find most crucial when deciding on [Topic Placeholder]?
Expectations from Landing Page	What information or features do you expect to find on a [Topic Placeholder] landing page?

Holiday CTO

Topic	Template Question
Introduction	[Introduction Placeholder]
Study Details	We would like to understand your experience when you [Action Placeholder] on an [Platform Type].
Screener Questions	[Screener Questions Placeholder]
User Scenario	Imagine you are shopping for a [Product Type] online that should arrive by a specific date.
Delivery Expectations	Tell us about your expectations regarding the delivery timeline for the [Product Type].

Ideal Experience	Describe your ideal experience regarding knowing the expected delivery date for the [Product Type].
Usability Task	Please navigate through the website. After opening a link, return to the instructions tab and follow the instructions carefully.
Website Impressions	How did you feel when you first saw the website?
Expectations vs. Reality	What do you think about how the estimated time of arrival is communicated on the website?
Decision Impact	How would an estimated time of arrival after the expected date affect your decision to buy the [Product Type]?
Process Feedback	How do you feel about the process described? What improvements would you suggest?
Thank You and Goodbye	[Closing Remarks Placeholder]

Adding Explore to Shop for Printers

Topic	Template Question
Introduction	[Introduction Placeholder]
User Scenario	Imagine you are looking to purchase a [Product Type] online. Complete the following tasks with this in mind.
Contextual Dive-In	Describe your experience in looking for a [Product Type] and purchasing it online. How do you typically find information? What factors do you consider?

Mental Models – Card Sort	Which of these specifications, if any, are important to you when browsing a [Product Type] online? [List of Specifications Placeholder]
Usability Testing	Use the prototype to find a [Product Type] with the following characteristics: [Characteristics Placeholder]. Speak out loud as you do so.
First Impressions	What are your initial reactions to the website? What do you think about the way the elements are organized?
Expectations and System Usability	On a scale from 1 to 10, how closely did your experience match your initial expectations? Please elaborate on your rating.
Post-Task Questions	How do you feel about this experience? What did you understand and not understand? Which features on the website were helpful?
Preference Test	Which option do you prefer? Explain your answer.
Areas of Improvement	Do you have any additional feedback for the team?