

Website: <http://www.oshkoshbgosh.com/>

Questions before the task:

Did you ever buy clothes for children?

Have you ever bought clothes online?

What webshop do you use?

What do you like about these shops?

Do you have accounts for the shops you use regularly?

What payment method do you prefer?

Task:

Boy

Aged 2 years

Yellow shirt, as cheap as possible

Girl

Aged 2 months

White dress, but with some flowers on it

Price not important

Change quantity from 1 to 2 for the dress

Questions for interview after task

Hidden or easy to find?

How did you decide on a size for the dress?

How do you like the web site?

What would you improve on the site?

Look for:

Is "filter by" used?

Way to get to product?

Search bar used? What were the search terms?