

# Sears Auto

## Executive Review Research Plan

### Overview and Initial Research Goals for Expert Review of Sears.com Auto

- Background
- General Questions
- Research Goals
- “Quick” Assessment
- Issue Prioritization

Madeline Jannotta | User Experience Research  
September 2<sup>nd</sup>, 2012

Project: **Sears.com Auto**

Key Stakeholders:

**Approx. Timeline / Important Milestones.**

Expert Review: September 2<sup>nd</sup> – September 5<sup>th</sup>

Live Participant Research Study: September 24<sup>th</sup> – 28<sup>th</sup>

Usability Study Debrief: September 28<sup>th</sup>

Analysis of Results: October 1<sup>st</sup> – 3<sup>rd</sup>

Report and Presentation: October 3<sup>rd</sup> (TBD)

**The Expert Review:**

Conducted by UX Research Team

Written document

Assessment of current site's performance, usability.

Evaluation of site with respect to "best standards" practices

Recommendations and suggestions for potential "fixes"

Recommendations for key areas of future research

**The Usability Study:**

10-15 users recruited to participate in an on-site usability study.

Users recruited to reflect specific/desired demographics, etc.

Users scheduled in 45 minute sessions led by a moderator, asked to perform guided tasks on sears.com Auto.

Sessions are recorded and broadcast to observation room, via webex.,

Stakeholders/observers participate in "debrief" with Researcher at end of day.

Data is collected, analyzed, compiled into a report of top-level research findings.

A final presentation of findings is made to key stakeholders when analysis is complete.

## Initial Question Groups to be Addressed:

1. Is the website meeting consumer needs?

2. Does the visual presentation support user goals?

3. Does the website communicate effectively to it's target demographic?

4. Does the website provide the user with a seamless experience as well as a reason to return?

5. Is the concept of scheduling or "purchasing" a service online clear to the user?  
Etc...

## Expert Review Research Goals

1. Assess overall website functionality and ease of use.
2. Glean insights from existing “glitches” current site hierarchy and navigational structure in order to inform future enhancements in information architecture.
3. Provide a brief overview of the site’s current customer base, demographics, shopping behaviors, etc., as well as identify other potentially less “typical” consumer groups who may be of interest.
3. Gain an understanding of most significant usability issues in order to determine what aspects of the site would benefit most from further research and laboratory user testing.
4. Provide a benchmark of the site’s overall performance in relation to existing best practice standards for online service-retail.
5. Provide key stakeholders with a brief list of both short-term and well as long-term “fixes” from which the site would benefit, as well as offer suggestions as to how to best go about future research for Sears Auto.

Initial Observations +	Initial Observations -

Notes

Notes

Notes



## Prioritization of Concepts
