

## Testing Script

Scenario - You've been looking at felt food patterns online and have decided to give it a go. The pattern suggests using National Nonwovens brand felt for best results, all color names are specific DO NOT SUBSTITUTE. For the purposes of this test, please do not use search bar functions. Please visit the retail site at [www.commonwealthfelt.com](http://www.commonwealthfelt.com).

Below is a list of colors required to make the "Summer Cookout" set. Please add one sheet of each color in size 12" x 18" to your cart unless otherwise specified.

### **Beach Sand (36" x 36")**

Straw  
Buttercream

### **Pea Soup (36" x 36")**

Moss  
Chocolate

1. What did you find most challenging about this experience?

1. What would make it better for you?

3. When you shop for fabric in a traditional store, how do you find the products you need?

4. What is the biggest drawback from buying fabric online?

The “Summer Cookout” pattern calls for you to use the “Pea Soup” color as relish, but that reminds you of the exorcist! Please visit the “Products” page and choose four different green felts to try. You should choose two wool felts and two non-wool felts. Size does not matter.

5. Did this page help in comparing products? Why or why not?

6. What information, if any, was missing or hard to find for you?

7. What did you like about this page?

8. What did you dislike about this page?

All of this shopping is making me hungry! Let's order fabric for the "Pizza Party" set as well. Please add one sheet of each color listed in "12 x 18" unless otherwise requested. This time the percentage of wool in each color is listed.

20 %

Fresh Linen  
**White (36" x 36")**

35%

**Oakwood (36" x 36")**  
Hay Bale

8. Now that you know the % of wool in the colors required, does the experience get any better? Would you ever need to shop this way? Why or why not?

9. How do you like the look of the site?

10. What makes you want to share a website with friends?

11. Is this a page you would "like" on facebook? Why or why not?