

Usability Test Materials for Amazon.com Help

Online help documentation for help and support to customers of
Amazon.com

Prepared for : Support team at Amazon

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List of Test Materials

- 1. Screener Questionnaire**

A list of questions will be used to understand the behavior and expectations of participants. If I observe any variable patterns in their behavior or expectations from the test, such participants will be disqualified. This questionnaire will not be used to predict the demographics of participants.
- 2. Moderator/Logger/Observer checklist**

I will myself play the roles of all the above: Moderator, Logger and Observer. The video recording can be used for analysis if I miss out on important observations.
- 3. Moderator script**

This is the conversation that will happen between the moderator and the participant. It includes all the dialog that take place when moderator talks to the participant.
- 4. Video permission agreement**

This provides a written record signed by the participant allowing using their video for the purpose of this project and related studies.
- 5. Pre-test questionnaire**

Participants will be asked to answer these questions before they begin with the test. This activity is to check how friendly they are with the site and to make them think about what aspects of the site are going to be tested in this session. This way they will tend to talk more about related actions and will contribute more to usable data.
- 6. Post-task questionnaire**

The test has in all three scenarios. The post task questionnaire will be conducted as soon as a task scenario is completed. It will give participants an opportunity to share their experience before they forget minor details about it. The moderator will be able to track anything that is going wrong in the activity by taking a logical break and be able to fix it by talking to the participant.
- 7. Post-test questionnaire**

Answers to this test will provide the participant's overall feedback about the online help on the Amazon website.
- 8. Task handouts**

These printed handouts will be given to participants to follow along the tasks as mentioned on this sheet. The handout includes step-wise instructions on what the users are supposed to do.

Screener Questionnaire

Introduction

“Hello, my name is Nupoor. I’m a student at the North Carolina State University. As a part of my course, I am conducting a usability study on Amazon.com. If you have a few minutes to take a survey I can tell you more about my project.

Please be assured, I am not trying to sell you anything. This is strictly for academic purposes. This survey should last no more than a few minutes. If you qualify for this study, I would like you to participate in a one-hour testing session where we will record your opinions about the website. All participants who qualify and participate in the study will receive a \$25 Amazon gift card as a token of appreciation. Would you be interested in participating?”

- Yes
- No (disqualify¹)

If no, “I appreciate your time, thank you and have a great day!”

Prior experience

1. Have you used Amazon.com for shopping?
 - Yes
 - No

2. How often do you use Amazon.com?
 - Once a week
 - Once in two weeks
 - More than once a month
 - Less than once a month

3. Do you use the Amazon website or mobile app?
 - Website
 - App. Can you use the website? Yes No (disqualify)

4. Have you faced any issues with the service?
 - Yes. Explain:
 - No

5. Do you have an Amazon Prime account?
 - Yes
 - No

6. Can you track your order using the website?
 - Yes
 - No

¹ “Thanks for your time. If we need further help, we will get in touch with you. Can you please share your contact information?”

Behaviour

7. When do you generally shop online?
- At Home At work Other. Explain.
8. What is your occupation?
- _____
9. Would you mind if I video record the test?
- Yes (disqualify) No
10. Are you comfortable with speaking about your activities and experiences?
- Yes No (disqualify)

Availability

11. Will you be able to meet at the D.H Hill Library on campus for the test?
- Yes No (disqualify)
12. Would you be able to dedicate one hour for the test?
- Yes No (disqualify)
13. Which dates during over the next two weeks are you available?
- 10/__/2016 10/__/2016 10/__/2016

Contact information

“Would you please provide your contact information so we reach you?”

Full name : _____

Email address : _____

Mobile number: _____

“Thanks. I shall get back to you with your test time, date and location.
Thank you very much and I’ll see you soon.”

Moderator/Logger/Observer checklist

A week before the test

- Keep Amazon gift cards ready
- Print test-materials like handouts, questionnaires and feedback sheets
- Book study room and set up the time for the test
- Send an invitation to the participant with detailed location address
- Request acknowledgement to the instructions provided in the invitation from the participant
- Check that there is enough lighting in the room for video recording, if not change the angle of camera or position of participant's table

On the test day, before participant arrives

- Borrow required equipment from the library
- Keep 3 pens and 4 blank pages for participant to use
- Check whether equipment is set up correctly
- Check placement of video camera and laptop with respect to participant's position
- Check whether camera is working
- Open Amazon.com on the participant's machine
- Place the tasks handout on the participant's table besides the laptop

After participant arrives

- Escort participant to the Evaluation room
- Greet and thank the participant for coming
- Read welcome script
- Ask participant to take their position and take the seat next to the participant

Before the test

- Read introduction from the script
- Read Video consent script and get the form signed by the participant
- Explain the scenarios, tasks and instructions that the participant is supposed to follow during the test
- Present the pre-test questionnaire and ask the user to answer it

During the test

- Tell the participant to notify you after task is completed
- Record the exact time required for task completion
- Look for non-verbal cues
- Assist participants if they are stuck at a point while performing the task

After the test

- Ask the participant to answer the post-test questionnaire
- Give away the gift card
- Thank the participant for his/her initiative

After the test

- Transfer all data collected into personal hard drive
- Turn off all equipment
- Return equipment borrowed from the library
- Send thank you note to the participant via email
- Take backup of data from the personal hard drive
- Analyze the data and prepare a summary report

Moderator Script

Welcome the participant

Hi, my name is Nupoor Jalindre and I'll be conducting the test. Please to meet you. Hope you had no difficulty finding parking and this room. It can be tricky getting in because of the several doors of the library.

About the test

I am a graduate student at the NC State University at the English department. This project is a part of a usability class that I am taking up this semester. First, I'll be walking you through this session today. You'll notice that I'll be reading from this paper most of the time. We do this to ensure that we give the same information to everyone.

I are conducting usability testing on the most widely used ecommerce website: Amazon.com. The focus of this study is only to test the online help that is present on the shopping website. For the next one hour we are going to spend time together to get your impressions of this help site. I will first ask you to complete a series of tasks and collect your feedback on those tasks. I am looking for information on your strategy to locate information, where you look, how much time is required and your overall experience in completing the task.

Thinking out loud and video consent

One important thing we need you to keep in mind while you are testing is that we need you to "think out loud." You know when you are using something, and you may get frustrated or confused, and you think in your head, "Why is this so hard?" "What am I looking for?" "I think this is what I need to do." We want you to do the same thing, but instead of just thinking it, we want you to say it out loud. This demo video will show you exactly what you need to do by thinkin out loud. (show video on one laptop)



Whatever you are thinking, saying aloud and doing here will be recorded using this video camera. We will be video recording this session for further study if needed. Only your first name may be associated or reported with data or findings from this evaluation, and clips may be used for academic purposes. I request you to kindly sign this sheet which states the same things that I just told you about video recording. (ask participant to sign the Video permission agreement)

Introduction to the test

During the test, I'll be sitting beside you on this chair here. First, I'll hand you a task for you to perform. Read it out loud, and then begin the task. Once you are finished with the task, please say "I have completed this task" aloud. After that I will hand you a post-task questionnaire. It will take few minutes to answer the questions on the sheet. You can use this pen to write on

the sheet. Once that is done I'll hand over the next task to you, and we'll repeat. In all there will be 3 scenarios which consist of 10 short tasks in total. You will be given a handout explaining the task and flowchart which will make it easier for you to follow.

If at any point, during the test, if you have any questions please feel free to talk to me.

Information on questionnaires

There will be three types questionnaires that you will have to answer throughout the test:

- One pre-test questionnaire
- One test after each scenario. (3)
- One post-test questionnaire

Each of these tests is a list of questions printed on a sheet. You can write on the sheet yourself, or I will be more than happy to write it down as you give answers to the questions. Here is the first test: pre-test questionnaire.

Reminders before beginning the test

Here are a few reminders about your participation:

- This is not a test of you; you're testing the site, so don't worry about making mistakes.
- There is no right or wrong answer. It is to check whether the site is designed well.
- Think out loud through your actions and impressions as you go through the scenarios.
- If you ever feel that you are lost or cannot complete a scenario with the information that you have been given, please let me know. We will work on it together.

Post testing

Thank you very much for coming in today. Your feedback was valuable indeed and I learned a lot from it. If you wish I can send you a copy of the report that I make based on your feedback. You will be able to see how much you have contributed through your participation. Here is your gift card for taking the time to help. I really appreciate it. Have a great day!

Pre-test questionnaire

“Thank you again for participating in our usability test. Your feedback is very important to me. Before we start testing, I would like to ask you a few questions about your experience with online shopping and related activities on the web.”

1. Do you like shopping online? Why?
2. Do you track your order after it has been shipped? How long do you wait before tracking your order?
3. Previously, have you faced any issues with online shopping?
4. In case you have a problem what is the first thing that you do? Contact support or look on the website for solutions? Why?
5. Have you ever made calls to Amazon support?
6. What is the typical waiting time to get an executive on line to address your problem?
7. What other concerns do you have with Amazon service?

Post-task questionnaire

1. Do you think you could find all the required information?
2. Do you think this task was easy?
3. Do you think you could have achieved this in lesser amount of time?
4. What, according to you was most the challenging part of this task? Why?
5. Did you expect to meet the task's goals using any other way?
6. How would you rate the feasibility of the site for this task?(1 – very high, 4 – very low)

Post-test questionnaire

1. What is your overall impression about Amazon.com's online help?
2. How easy was it to find the information that you wanted?
3. How would you rate the look and feel and navigation of the online help?
4. Do you think using online help will save your time?

SUS

"Now, rate your answers"	Strongly agree	Agree	Disagree	Strongly disagree
I think that I would like to use online help frequently.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found the help unnecessarily complex.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I thought the help was easy to use.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think that I would need the support of a technical person to be able to use this.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found the navigation system was well integrated.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I thought there was too much inconsistency in the help topics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would imagine that most people would learn to look for help topics very quickly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found the help page very cumbersome to use.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt very confident using the help page.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I needed to learn a lot of things before I could get going with the search feature.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Task Handouts

Scenario 1:

You have realized that you have saved your account information on your work PC. The browser does not allow you to clear any history or saved passwords because the browser settings are password protected by the admin. Instead of spending time to contact IT or admin you decide to change your Amazon login information. You have to find information on how to change these settings on the official website.

Steps:

Read aloud each of these before starting to work on each of the following:

Log in

Locate help page

Find the list of help topics

Find information to change password

Inform the moderator about task completion

Answer Post task questionnaire

Move on to the next scenario

Scenario 2:

You have received a gift card for \$100 from your friend. You have have a promotional code for \$10 from earlier which you not did not redeem due to lack of information on how to do it. But you will need to find that information in order to redeem your gift card. So you decide to look for it. You first want to try and redeem the gift card of \$100 followed by entering the promo code for \$10 and then check your Amazon account to find the total credit available in your account.

Steps:



Go to Help page and find information to redeem gift card

Find information on promo code

Check available credit in account

Inform the moderator about task completion

Answer post task questionnaire

Move on to the next scenario

Scenario 3

You have received an email saying that your order was delivered. You go home to find out that there is no package. You wait for 24 hours and check the mailbox, still no package. The tracking shows package as delivered. You have to find out the next steps to perform, in such a situation.

Steps:

