

# Remote moderated study list version

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## Introduction

- Introduction
- Thank you for participating
- We'll review a prototype for a new design for a clothing and shoes retailer
- We want your honest user feedback, I did not design this
- We're not testing you; there are no right or wrong answers
- Think out loud and tell me what you see, feel, expect
- This is a prototype, not a fully working version
- Session will be recorded for internal use only. Ask consent
- We have a few observers today. Don't worry, you won't see or hear them
- Confirm tech setup
- Do you have any questions?

## Warm-up

- When you shop for clothing or shoes, do you only shop for yourself or for others in your household?
- Do you shop online? How often? Why?
- ....

## Task 1

"Open the prototype and have a look at the page. Take a minute to look at the page and tell me what you're thinking and feeling as you're looking at the page."

Topics for task 1:

- Do they spend time on the carousel?
- Do they scroll down? If yes, how far? How fast (are they scanning or reading)?
- What would they be most likely to click on? Why?

## Task 2

"Imagine winter is coming and you'd like to buy a coat for yourself. You'd like to buy a blue coat. Using the site, search for blue coats."

## Additional tasks

...

## Post-session questions

- “How likely would you be to use this product in the future?”
- ... see post-session questions examples earlier in this chapter

## Wrap-up

[End of session]