



Insight Core

LR

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Test #2723893

Compare Paint - Desktop Web (Pilot 3) (Copy)

10 of 10 Sessions

(Add more participants)

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Options

Prototype URL: <https://www.usertesting.com/blank>

Copy Link

Target Audience

demographics breakdown that you have set up for this specific test. Please note that if the test has been edited, these may not be completely accurate.

Participants using computers

Age	25 - 65+ years old
Household income	Any
Gender	Any
Employment status	Any
Industry	Any
Company size	Any
Job role	Any
Job level	Any
Countries	Any
Web expertise	Any
Operating system	Any
Web browsers	Chrome
Social networks	Any
Children	Any

Screener

- Which of the following statements apply to your shopping and/or research habits? (Check all that apply)
 - I use both my phone and computer for researching and purchasing some items [May Select]
 - I make more than 50% of my purchases from my PHONE [May Select]
 - I make more than 50% of my purchases from my COMPUTER [May Select]
 - I use my phone when shopping in brick and mortar stores [May Select]
 - I make big purchases from my phone [May Select]
 - I would never make a big purchase from my phone [May Select]
 - I do most of my research from my PHONE but purchase on my COMPUTER [May Select]
 - I do most of my research from my PHONE and purchase on my PHONE [May Select]
 - I do most of my research from my COMPUTER and purchase on my COMPUTER [May Select]
 - I rarely purchase anything online [Reject]
 - None of the above [Reject]
- Which of the following home projects are you considering or planning on?
 - I'm not currently thinking of any major home renovation projects [May Select]
 - Installing a pool [May Select]
 - Getting my house ready to sell [May Select]
 - Building or restoring a fence [May Select]
 - Redecorating one or more rooms in my house [May Select]
 - Painting the interior or exterior of my house [Must Select]
 - Landscaping [May Select]
 - Adding or restoring a deck [May Select]
- In what timeframe do you plan on completing your next interior or exterior paint project?
 - As soon as possible - I've already bought all the materials and I'm ready to go [Accept]
 - As soon as possible - I'm searching for the right color and budgeting it out [Accept]
 - Within the next 3 months [Accept]

- Within the next 6 months [Accept]
 - I'm not sure yet [Reject]
4. Who is the decision maker for selecting the color for your current or next paint project?
- Self [Accept]
 - Self & Family [Accept]
 - Self & Contractor [Accept]
 - Someone else in my household [Reject]
 - I'm not involved in selecting the color for this project [Reject]
5. In what ways do you look for paint color inspiration?
- In store only [Reject]
 - Online only [Accept]
 - Mix of both [Accept]

Test Plan

An overview of the tasks and questions included in your test.

Introduction

For this test, you will be looking at a prototype of a webpage designed to help you purchase paint. Remember that this is a prototype. Not all features are enabled for use. If something doesn't function the way you expect, please share what you had expected to happen.

Tasks

1. What kind of research or purchases have you recently completed with your computer? What were those experiences like? [Verbal Response]
2. Launch URL: <https://tinyurl.com/y3lvt9by>.
Please open the following URL: <https://tinyurl.com/y3lvt9by> When you see the page, move on to the next step.
3. Imagine that you have been browsing paint colors, and have arrived at this webpage. What can be done from this screen? Please be specific. What are your thoughts and impressions as you look over this page? [Verbal Response]
4. Now select the first color in the first row of the page (right underneath the "All Brands" filter). What can be done from this screen? Please be specific. What are your thoughts and impressions as you look over this page? [Verbal Response]
5. Now imagine that you would like to see how this color looks next to other shades of paint. How could you accomplish that from this screen? [Success: Yes, No]
6. If you did not tap the "Compare" selection box, please do so now. You should see a screen with a footer that says, "Compare Colors (1)" in the bottom left corner. Do you see this screen? [Success: Yes, No]
7. Please tap the one of the circles in the "Similar Colors" section in the middle of the screen. At this point, imagine that you have been browsing other colors and have selected five (5) additional colors to compare. You should now see a screen with a different paint color, which says "Compare Colors(6)" in the bottom left hand corner. Do you see this screen? [Success: Yes, No]
8. From this screen, how would you find a larger display of all six selected colors next to each other? Please do so now. [Success: Yes, No]
9. What are your thoughts and impressions of this page? Please be specific. What can you do from this page?
10. How likely would you be to use this in the future to decide which paint to purchase? [5-point Rating Scale: Not at all likely to Very likely]
11. If you had a magic wand, what would you change about this product? Do you have any additional thoughts or feedback about what you saw today? [Verbal Response]