



Insight Core

LR

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Test #2792025

# Localization - Icon tabs vs toggle - Pilot (Copy 5)

14 of 15 Sessions

(Add more participants)

14 Unwatched

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Options

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

Copy Link

## Target Audience

The 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 smartphones

Age	18 - 65+ years old
Household income	Any
Gender	Any
Employment status	Any
Industry	Any
Company size	Any
Job role	Any
Job level	Any
Countries	United States
Web expertise	Any
Operating system	iOS
Web browsers	Chrome
Social networks	Any
Children	Any
Screener	

1. What industry do you work in?
  - o Education [Accept]
  - o Retail/Sales [Accept]
  - o Information Technology [Reject]
  - o Public Service [Accept]
  - o Finance [Reject]
  - o Healthcare [Accept]
  - o Law [Reject]
  - o Marketing/Market Research [Reject]
  - o Law Enforcement [Accept]
  - o Military [Accept]
  - o Web Design [Reject]
  - o Software Development [Reject]
  - o Nonprofit [Accept]
  - o Construction [Accept]
  - o Manufacturing [Accept]
  - o Energy [Accept]
  - o Hospitality [Reject]
  - o None of the above [Reject]
2. Which of the following stores have you shopped at in the last 6 months? (Check all that apply)
  - o Wal-Mart [May Select]
  - o Target [May Select]
  - o Home Depot [Must Select]
  - o Lowes [May Select]

- o Best Buy [May Select]
  - o TJ Maxx/ Marshalls [May Select]
  - o Sephora [May Select]
  - o Macys [May Select]
  - o None of the above [Reject]
3. Which of the following retail applications have you used previously? (Check all that apply)
- o Wal-Mart [May Select]
  - o Target [May Select]
  - o Home Depot [Must Select]
  - o Best Buy [May Select]
  - o Sephora [May Select]
  - o Macys [May Select]
  - o None of the above [Reject]
4. Which of the following do you use more frequently to make purchases from your phone?
- o Apps [Accept]
  - o From a browser (Safari, Firefox, Chrome) on my phone [Accept]
  - o I mostly make purchases from my computer [Reject]
5. Which of the following statements apply to your shopping habits? (Check all that apply)
- o I use both my phone and computer for researching and purchasing some items [May Select]
  - o I make more than 50% of my purchases from my PHONE [May Select]
  - o I make more than 50% of my purchases from my COMPUTER [May Select]
  - o I use my phone when shopping in brick and mortar stores [May Select]
  - o I make big purchases from my phone [May Select]
  - o I would never make a big purchase from my phone [May Select]
  - o I do most of my research from my PHONE but purchase on my COMPUTER [May Select]
  - o I do most of my research from my PHONE and purchase on my PHONE [May Select]
  - o I do most of my research from my COMPUTER and purchase on my COMPUTER [May Select]
  - o I rarely purchase anything online [Reject]

## Test Plan

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

### Introduction

In the following tasks, you are going to be shopping for toilets in two slightly different experiences. Keep in mind this is a prototype so not everything is clickable. If something doesn't behave the way you expect it to try it one more time, and then let me know what you were expecting to happen.

### Tasks

1. What do you usually use retail applications for? What are some of your favorites? [Verbal Response]
2. Do you ever use apps to check stock in store before going to the store? Why or why not? If so, what do you like or dislike about those experiences? [Verbal Response]
3. Launch URL: <https://homedepot.invisionapp.com/share/AVTJOB5XEF>  
You have been taken to a new page. This page is called bucket. When you see the page, move on to the next step.
4. Without clicking on anything: What are your first impressions of this page? What all could you accomplish from here. [Verbal Response]
5. You want to see which toilets are available at your store. What would you do to find that out? [Verbal Response]
6. Go ahead and click how you would perform the previous task. Remember this is a prototype and not everything will work, so if something doesn't work as you expected let me know what you thought it would do.
7. What is your current store set to? Is this easy or difficult to find out? [Verbal Response]
8. Would you still be able to pick it up tonight even though it is 9 pm? How could you check that? Feel free to interact with the screens to answer this question. [Verbal Response]
9. You don't really like any of the options available at your usual Home Depot store... but don't want to wait long enough to get one shipped to you. What other options would be available to you?
10. Once you have looked at what options are available to you nearby, how would you change your current store location. Feel free to interact with the screens to answer this question. [Verbal Response]
11. Launch URL: <https://homedepot.invisionapp.com/share/FJTJG4A9C5D>  
You have been taken to a new page. This page is called toggle. When you see the page, move on to the next step.
12. Without clicking on anything: What are your first impressions of this page? What all could you accomplish from here. [Verbal Response]
13. You want to see which toilets are available at your store. What would you do to find that out? [Verbal Response]
14. Go ahead and click how you would perform the previous task. Remember this is a prototype and not everything will work, so if something doesn't work as you expected let me know what you thought it would do.
15. What is your current store set to? Is this easy or difficult to find out? [Verbal Response]
16. Would you still be able to pick it up tonight even though it is 9 pm? How could you check that? Feel free to interact with the screens to answer this question. [Verbal Response]
17. You don't really like any of the options available at your usual Home Depot store... but don't want to wait long enough to get one shipped to you. What other options would be available to you?
18. Once you have looked at what options are available to you nearby, how would you change your current store location. Feel free to interact with the screens to answer this question. [Verbal Response]
19. Which of the experiences did you prefer? Why? [Multiple Choice: Bucket - <https://homedepot.invisionapp.com/share/AVTJOB5XEF>, Toggle - <https://homedepot.invisionapp.com/share/FJTJG4A9C5D>]
20. How strong is your preference between bucket and toggle? [5-point Rating Scale: Very Strong to Very Slight]