



Insight Core

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Test #2706746

In Store mode Feedback 8

15 of 15 Sessions

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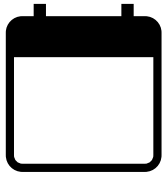
Options

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

Copy Link

Scheduled

Your test will be released to participants on the selected date and time.



22
Wednesday, May 22
6:30am EDT

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 computers

- Age** 18 - 65+ years old
- Household income** \$40K - \$150K+
- Gender** Any
- Employment status** Any
- Industry** Any
- Company size** Any
- Job role** Any
- Job level** Any
- Countries** United States
- Web expertise** Any
- Operating system** Any
- Web browsers** Chrome
- Social networks** Any
- Children** Any

Screener

- Which of the following stores have you shopped at in the last 6 months? (Check all that apply)
 - Wal-Mart [May Select]
 - Target [May Select]
 - Home Depot [Must Select]
 - Lowes [May Select]
 - Best Buy [May Select]
 - TJ Maxx/ Marshalls [May Select]



- Sephora [May Select]
 - Macys [May Select]
 - None of the above [Reject]
2. Which of the following retail applications have you used previously? (Check all that apply)
- Wal-Mart [May Select]
 - Target [May Select]
 - Home Depot [Must Select]
 - Best Buy [May Select]
 - Sephora [May Select]
 - Macys [May Select]
 - None of the above [Reject]
3. Which applications do you use when you are in a store? (Check all that apply.)
- A online only retailer's application (such as Amazon) [May Select]
 - Another brick and mortar retailer's application [May Select]
 - A coupon or savings application [May Select]
 - The application for the store I am in [Must Select]
 - None of the above [Reject]
4. Which of the following do you use more frequently to make purchases from your phone?
- Apps [Accept]
 - From a browser (Safari, Firefox, Chrome) on my phone [Accept]
 - I mostly make purchases from my computer [Reject]
5. Which of the following statements apply to your shopping 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]

Test Plan

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

Introduction

Today we are going to be talking about how you use apps and websites while you are shopping in brick and mortar stores. There will be a few questions about your shopping habits, and then we'll look at a few concepts and get your feedback on those.

Tasks

1. What are your favorite retail apps? Why? [Verbal Response]
2. How do you use retail apps when you are at the store? [Verbal Response]
3. What is the most helpful feature you have used on a retail app while you were in the store before? [Verbal Response]
4. What is the worst experience you have had using a retail app in the store? [Verbal Response]
5. When do you consult reviews? Please elaborate on each of these verbally, rather than just selecting an answer. As far as selecting an answer, select the one you use the MOST. [Multiple Choice: Before going to the store - on an app, Before going to the store - on a site, At the store - on an app, At the store - on a site, Other]
6. Have you ever used an app to locate an item in the store? If so, what features did you find most helpful for doing so? [Multiple Choice: Yes, No]
7. Launch URL: https://homedepot.az1.qualtrics.com/jfe/form/SV_djzjqFyqtociXP
You have been taken to a new page. When you see the page, move on to the next step.
8. Answer the following 3 questions on the survey, using drag and drop for the first, and multiple choice for the second two. Continue to share your thoughts as you complete these questions. Press next after you have submitted these. [Verbal Response]
9. Do you have any thoughts on other features that would help and improve your experience shopping in the store with an app? [Verbal Response]