

User Testing Script – Best Buy

<https://www.bestbuy.com/>

Goals [Internal]:

Improving the site and its user experience + deep understanding of the customer journey

Flaws on the site [Internal]:

- Header only appears when user scrolls down the page.
- The horizontal scroll of the header is not noticeable in the mobile view.
- Multitude of options/product recommendations presented on the homepage.
- Display of numerous product recommendations throughout the page.
- Repetitive information displayed on the pages regarding deals.
- Difficult to navigate through multiple categories and submenus on the dropdown menu.
- Not immediately evident that the options have changed while navigating through the menu.
- Display of numerous filters on the collection page.
- Presence of multiple price differences displayed for each product.
- Placing deals before product details on the product page.
- Display of product recommendations before reviews and specifications of the currently viewed product.
- Display of new product page when clicked on options such as revolution, screen size, or series on the selected product page.
- Displaying the same product as two separate listings in the cart.

Research questions

- How does the overall navigation experience on the website, including the header visibility, horizontal scroll, and dropdown menu usability, impact users' ability to find and explore products effectively?

- What is the perception of users regarding the multitude of options and product recommendations presented on the homepage? How does this influence their decision-making process and product discovery?
- How do users perceive the presence of repetitive information regarding deals throughout the pages? Does it enhance or hinder their understanding of the available offers and promotions?
- How does the display of numerous filters on the collection page affect users' ability to refine their product search and find relevant options efficiently?
- What is the impact of the pricing structure, including multiple price differences displayed for each product, on users' perception of value and their purchasing decisions?
- How does the placement of deals before product details, and the display of product recommendations before reviews and specifications, affect users' ability to evaluate and compare products effectively?
- What challenges do users face when interacting with the website's cart system, particularly when encountering the display of the same product as two separate listings?
- How do users perceive the experience of selecting options such as resolution, screen size, or series, and being redirected to a new product page? Does it align with their expectations and browsing flow?

Mindset

Imagine you are a tech-savvy consumer looking to purchase a new television for your living room. You value high-quality visuals, immersive sound, and advanced features to enhance your entertainment experience. As you begin your search, you come across the website of Best Buy (<https://www.bestbuy.com/>)

What we want to find out [Internal]

- How does the Best Buy website facilitate the search and selection of televisions based on specific criteria such as screen size, resolution, and brand?

- What is the overall user experience of browsing and exploring different television options on the Best Buy website? How intuitive is the navigation and layout for finding the desired television?
- How effectively does the Best Buy website showcase the key features, specifications, and technological advancements of each television model to help users make informed purchase decisions?
- What challenges do users encounter when comparing different television models on the Best Buy website? Are the product descriptions and comparison tools helpful in understanding the differences and making a choice?
- How do users perceive the pricing information and deals displayed on the Best Buy website? Does it influence their decision-making process, and are there any concerns regarding price transparency and competitiveness?

Demo

- Male/Female
- Age 20yrs – 60yrs
- USA resident
- Desktop/Mobile Users

Task

Upon visiting the Best Buy website, please walk through the first steps you would take to determine which television meets your requirements and preferences.

Next, spend some time navigating through the website as you normally would. Share your first impressions of the site out loud, including its layout, ease of use, and overall user experience.

Please compare two or three different television models of your choosing. Evaluate and compare the product specifications, features, and details to make an informed decision on which television best suits your needs. Think out loud as you navigate and compare the options.

Did you encounter any difficulties or challenges while comparing the television options? Share your thoughts on what would have made the comparison process easier and more intuitive.

Next, try to find televisions with specific features, such as smart capabilities or a certain brand. Think out loud as you navigate the website and locate the desired product options.

Please explore any available deals or discounts on televisions. Identify if the website makes it easy to find and understand the pricing offers. Think out loud as you search for deals.

Finally, select a television and proceed to the checkout process. Walk through the steps of adding the television to your cart, providing shipping and payment information, and reviewing the order before making a final decision. Share any thoughts or frustrations you have during the checkout process. You may stop just before submitting any payment information.

If this were not a test, would you have encountered any issues or concerns that might have led you to abandon the checkout process? Explain your answer.

What information or features on the Best Buy website would be important for you to decide to purchase a television from them instead of another company or store? Share why that information is specifically important to your decision-making process.

Post Test Questions:

- How would you rate your overall experience using the Best Buy website to search for and compare televisions? Please provide a rating on a scale of 1 to 10, with 1 being extremely unsatisfactory and 10 being highly satisfactory

- What aspects of the Best Buy website did you find most helpful in making your decision to purchase a television? Please explain.
- Were there any features or information that you felt were missing or could be improved upon on the Best Buy website? If yes, please provide specific details.
- Based on your experience using the Best Buy website, would you be likely to recommend it to others who are looking to buy televisions? Why or why not?