

User Research Report

usertesting.com - Apr 5, 2011

Summary

1. “By moms, for moms” is not nearly as overt and obvious to site visitors as it is to the Plum District team. That may not be entirely bad. Being a mom is a lot of work, sometimes what moms want is to not be a mom (just for a little bit). Reminding them that they are a mom does not always evoke pleasant emotions and may simply remind them that they don’t have time to take advantage of the offer.
2. When our subscribers are purchasing a deal that’s a gift card or set amount of money you can spend on another site, the one of the deciding factors is frequently the specific thing you can get on the vendor’s site with that amount of money. Consider including specific examples of things you can get for that amount of money on the other site. Consider linking directly to these examples on the vendor’s site. If it’s truly a good deal, they’ll verify and be back.
3. Everyone comes to truly hate the auto-scrolling list of deals on the home page. It successfully grabs attention but has large usability problems once you engage with it. Consider a standard scroll bar. Frustration is not good engagement.
4. *Bug: Landing page carousel is empty when there’s no deals in your district?*
5. *Bug: Landing page timer differs from deal page timer if you are not on the west coast?*

Purpose

Initial user testing to gain insight on best testing approaches for Plum District. Identify general areas where the user’s experience does not match our expectations.

Testing Methodology

4 users selected from usertesting.com’s pool of test participants. Selection criteria was Females in the US.

Test Details

Requirements:

This test is for mothers. Only accept this test if you are a mother or expecting mother.

Demographics:

Female, United States

Scenario:

Your friend has sent you a link to a new daily deals site, similar to Groupon but with a different focus. You decide to take a look.

Tasks:

Task 1: Sign up for Plum District, choosing the closest applicable city.

Task 2: View today's deal and decide if it is something you're interested in. Is this a good deal? Would you buy this deal? Why/why not? If not interested, try to find a deal in another area that is interesting.

Task 3: Go through the process of purchasing the interesting deal you found. If you are ACTUALLY interested in purchasing the deal, please do so. If not, please complete the checkout process but do not press the final "Buy Deal" button.

Task 4: What is your overall impression of Plum District? Can you think of anyone you know that would be interested in this site? Why do you think they would be interested?

Test Videos

Test was performed using remote screen recording service, [usertesting.com](http://www.usertesting.com). Video of the test sessions is available:

<http://www.usertesting.com/TestResults.aspx?l7x2q8h4d7d2v3m3>

Test Notes

User: acornett

Key Points

1. Very engaged mother of 3 near Jacksonville, FL.
2. Referred 12 of her real life friends during the test because she liked it so much.
3. "The thing I like about this is it looks really different, it's not very generic and it's ALL something that we would ALL use. ... and it has all these places that I've never heard of, I like this."
4. Sometimes shares deals from livingsocial with her mom friends and then they all do the activity together.
5. Checks vendor site to see what \$80 will buy there.
6. "I would like a bit more info, such as if I am getting \$80 to purchase what is the value of the product. What will I get for my \$80. I was able to go to the website and see that, however it would be nice to not have to leave your page."

Notes from Study

1. Deal carousel is empty. Perhaps because Jacksonville is preselected?
2. She is a mom of three kids; 3, 5 and 7 years old.
3. "I use Groupon ALL the time and I'm very excited to find and sign up for Plum District."
4. Uses her real email address (amycornett@comcast.net) because she actually wants the deals.

5. See's Everywhere "Canvas Prints" deal with Jacksonville as district. Not something she would normally buy but she is interested. Clicks "View Deal."
6. Appreciated that the edges of the canvas were shown to illustrate how it wrapped around. Reads "About the deal." Wonders how big a canvas you can get for \$80.
7. Noted that all-caps text of web site name was difficult to read.
8. Notices that the timer on the deal on the /today page differs from the timer on the actual deal page. (Possibly due to east coast time zone).
9. Clicks vendor website link to find what you can buy for \$80. Clicks "Products and Pricing" on canvaslifestyle.com and finds the table row for \$84. Pleased to learn that she can get a 20 x 20 canvas. Investigates other size options and decides she is actually interested in the deal.
10. Decides not to purchase the deal right now because she does not have a specific picture in mind.
11. Has no noticeable trouble figuring out which option to select on the login page.
12. Clicks the logo and finds "Refer a Friend" on the homepage to send this deal to a friend that she knows has been looking for a canvas print.
13. Invites 12 of her real life friends. Appreciates that can create a custom message.
14. "All my mom friends, we love this. ... A lot of times we'll buy a Groupon or something and we'll go use it all together. We share things like this with each other all the time, like when we see things on livingsocial or jacksdailydeals or Groupon or whatever, and I think because *it seems geared towards moms? wait, let's look...* (pauses video to add emails and 'check something else out.')" Seems not really sure if it's a site for moms.
15. Wants to know if we have a mobile app. Clicks on FAQs in the footer. Does not find the answer she's looking for.
16. Goes to the home page (/today) and looks through the auto-scroller at all the types of deals shown. Notices "they're all types of things that are geared towards me as a mother."
17. Drags over auto-scroller in attempt to control the scrolling.
18. Clicks on "Recent Plums" in the header to look around and see what the other deals are. "The thing I like about this is it looks really different, it's not very generic and it's ALL something that we would ALL use. ... All these places that I've never heard of, I like this."
19. Loves to see things she can use as birthday gifts.

User Information

Age:	36
Gender:	Female
Experience:	Average Web User
Income:	\$40,000 to \$100,000
Daily Web Usage:	5-7 hours

Computer System Information

Operating System:	Windows 7
Browser:	Firefox Version 4.0
Memory (RAM):	Total: 3999 MB Free: 1908 MB
Screen Resolution:	1600 x 900
Color Depth:	24 bits
CPU:	"Intel(R) Core(TM)2 Duo CPU T6600 @ 2.20GHz" running @ 2.194 GHz
Flash Version:	Flash Shockwave Flash 10.2 r152
Test Started at:	4/6/2011 1:5:51 (UTC)

User: zazazing

Key Points

1. Didn't seem to notice that PD is explicitly a site for moms.
2. Checks vendor site to see what you can get for the \$80 value.

Notes from Study

1. Uses testuser@test.com email address
2. Lives in Los Angeles, was able to find deals in her area.
3. Did not read the intro text about Plum District, promptly enters her email address and hits "Sign Up."
4. Reads deal heading and blurb on /today
5. After clicking on "View Deal" from /today, was mildly surprised that deal was it's own page.
6. Reads value/discount/savings group first.
7. No trouble recognizing timer as time left on deal.
8. "My kids are too young for a 2.5 hour whale watching trip. If there were an option for a shorter trip, I might be interested."
9. "\$20 at Fro-Yo .. it's kind of a lot. I would probably have to make multiple trips to spend \$20, but it's too far from my house to make multiple trips."
10. Was very excited about the canvas prints from CanvasLifestyle. "I LOVE these. I would totally spend \$40 on these. I don't know what the limit is, but I would probably buy more than one of these."
11. Selected correct option in login/create password form.

12. Never noticed that this was a deals site for moms. After investigating many of the deals described it as "family friendly, kid friendly." "These deals relate mostly to activities you can do with your family or your children."
13. Subscribes to Groupon, livingsocial and "all those sites." "Very similar to Groupon, ... I'm not always interested in the deals but every so often you find one that you're very interested in."
14. "I think the deals are good as long as they are for at least 50% off."

User Information

Username:	zazazing
Age:	40
Gender:	Female
Experience:	Average Web User
Income:	\$40,000 to \$100,000
Daily Web Usage:	5-7 hours

Computer System Information

Operating System:	Windows 7
Browser:	Internet Explorer Version 7.0
Memory (RAM):	Total: 3828 MB Free: 1353 MB
Screen Resolution:	1366 x 768
Color Depth:	32 bits
CPU:	"Intel(R) Core(TM) i5 CPU M 460 @ 2.53GHz" running @ 2.527 GHz
Flash Version:	Flash 10.2.152.26
Test Started at:	4/6/2011 1:4:42 (UTC)

User: aanderson

Key Points

1. Checks vendor site to see what you can get for the \$80 value.
2. Really hates the autoscroller on "Today's Plum Deals."

Notes from study

1. Uses 1tester46@gmail.com email address
2. Lives in Charlotte. Appreciated that district was pre-selected to her city. Had no trouble investigating the other options using the multi-select with 60+ cities.
3. Did not appear to read the intro text about Plum District.
4. Was not shown any example deals in the carousel widget below the signup form. perhaps due to Charlotte being preselected? or a slow connection.
5. Was shown an "Everywhere" deal since there are no local deals for Charlotte yet. Deal is labeled Charlotte. Reviews other deals on /today auto-scrolling deal list.
6. Thought it was similar to Groupon. Has been to the Groupon site but did not subscribe.
7. Reads Canvas Prints deal heading. "I wonder how long it's good for?" Clicks "View Deal."
8. Quickly scans the deal text, then Highlights and Fine Print looking for "how long it lasts." Finds her answer, "several months."
9. "I like that there's multiple deals. ... Oh, but these are for different cities. Is there only one deal for Charlotte?"
10. Has GREAT trouble figuring out how to work the "Today's Plum Deals" auto-scroller. Wants control so she can look for "deals that are available everywhere." Does some mouse acrobatics to discover if it has any effect on the auto-scroller. Was disappointed to find she cannot control it. Once the deal she's interested comes back into view, she has trouble clicking it due to it moving while she's trying to click. She almost missed it and had to wait for another round.
11. Reads the district name or "Everywhere" for each deal looking for ones that say Charlotte. Doesn't find any, "... so it looks like this is the one just available for me right now."
12. Was unsure how Canvas Lifestyle worked, if she could upload her own photos. Read "About the Deal" and found her answer.
13. Went to canvaslifestyle.com to see "what would that \$80 actually buy." On canvaslifestyle.com, clicked "Order" then "Products and Pricing" and finds \$84 dollars row on the pricing table. "So that's a pretty big canvas for just ... (switches tabs back to deal) ... \$40."
14. "Looks like a good deal but since we just bought photos for our daughter it's probably not something I would buy today."
15. Selected correct option in login/create password form.
16. Liked the (Old) checkout page. Thought form was easy to deal with.
17. Clicked the Facebook icon on the /today page so that she could see the deals in her Facebook feed.
18. Seemed to prefer being notified of deals via some medium other than email. Mentioned SMS text messages and Facebook.
19. Was interested in finding past deals to know what she could expect in the future, "what kinds of companies you've had deals for in the past." She did not find them from the /today page.
20. Said she would "check back" for daily deals.

21. "I think the look and feel of your site is superior togroupon."

User Information

Username:	aanderson
Age:	32
Gender:	Female
Experience:	Average Web User
Income:	\$40,000 to \$100,000
Daily Web Usage:	1-3 hours

Computer System Information

Operating System:	Windows XP
Browser:	Chrome Version 10.0.648.204
Memory (RAM):	Total: 3070 MB Free: 2363 MB
Screen Resolution:	1280 x 1024
Color Depth:	32 bits
CPU:	" Intel(R) Pentium(R) D CPU 2.66GHz" running @ 2.660 GHz
Flash Version:	Flash Shockwave Flash 10.2 r154
Test Started at:	4/6/2011 1:25:40 (UTC)

User: seaamy

Key Points

1. "Nice..but, I think a focus more towards "Girl-time" rather than "moms" would insure a better possibility at success. Plus.. I don't know very many mom's that even have the time to monitor and check it everyday to see if whatever is new is something that interest them."
2. "If you can afford these days to spend any extra money on anything fun, the next problem is finding the time to go do it."

Notes from Study

1. Signs up with email kayliaka@hotmail.com
2. Houston is pre-selected, "that's good."
3. Sees Canvas Prints deal. "Oh that's kinda cute. Not a bad deal."
4. Stuck on /today page, has a hard time figuring out how she would find something else she's interested in. "Well is that it for today's deals?"
5. Thought auto-scroller was distracting, especially since all the deal were for areas that weren't near her.
6. Was confused that "My Purchased Deals" on homepage had a login link when she thought she was already logged in.
7. Just recently purchased some canvas photos so not in the market right now.
8. Has trouble clicking on the deal she's interested in on the Today's Plum Deals auto-scroller before the deal scrolls out of view.
9. Login defaults to returning user state and she fails to correct it. Gets it on the second try.
10. "Does remind me of other deals with, with more of a focus on mothers."
11. Mentions NASCAR driving experience on Groupon. She would not expect to see that on Plum District, but could imagine Plum District deals on Groupon.
12. Suggest we "market this to women, you know, daily deals, it's just for you." Not make it specific to moms because it leaves out a whole market.
13. Would like to go whale watching with her friends, not her kids. You don't need to be a mother to enjoy these deals.

User Information

Username:	seaamy
Age:	37
Gender:	Female
Experience:	Average Web User
Income:	Less than \$40,000
Daily Web Usage:	5-7 hours

Computer System Information

Operating System:	Windows XP
Browser:	Chrome Version 10.0.648.204
Memory (RAM):	Total: 3070 MB Free: 1857 MB
Screen	1600 x 1200

Resolution:	
Color Depth:	32 bits
CPU:	" Intel(R) Pentium(R) 4 CPU 3.40GHz" running @ 3.391 GHz
Flash Version:	Flash Shockwave Flash 10.2 r154
Test Started at:	4/6/2011 1:35:23 (UTC)

Post-Test Thoughts on Methodology

1. Consider removing "mother" from test scenario description and requirements. No user's mentioned noticing a "mom" connection on the landing page. Was it just because they had been prepped in the scenario? When do they get that it's a site for moms? Step 1: Decide if you want to sign up, Step 2: Sign up.
2. Remind that we are looking for both positive and negative feedback.