

# Bunnyfoot

test protocol



## Recommendations – Cross Sell testing

*Contact:*  
Severin Ruppachter, Toby Carpenter  
[severin@bunnyfoot.com](mailto:severin@bunnyfoot.com),  
[toby@bunnyfoot.com](mailto:toby@bunnyfoot.com)

BF4612 Version 1.1  
01/09/2022

# 1 Document details

## 1.1 Revision history

Version	Author	Date	Description
1.0	SR	31/08/2022	Document created
1.1	SR	01/09/2022	Document updated after internal pilot

## 1.2 Distribution list

Name	Organisation	Role
Severin Rupprechter	Bunnyfoot	Consultant
Paul Wallis	Bunnyfoot	Project manager
Toby Carpenter	Bunnyfoot	Consultant
Martin Mercer	Howdens	
Steve Etheridge	Howdens	
Carwyn Bradbury	Howdens	

# 2 Testing venue & schedule

## 2.1 Venue

Venue	Date / Key timings
Remote testing	Tuesday, 6 <sup>th</sup> September 2022
Zoom.us video conferencing tool	Wednesday, 7 <sup>th</sup> September 2022
	Session times each day: 09:30, 11:00, 12:30, 14:30, 16:00
	Thursday, 8 <sup>th</sup> September: 9.30, 11:00 - Reserve session (if required)
Evidence Stream link	<a href="https://www.bunnyfoot.com/evidence_stream_seven/">https://www.bunnyfoot.com/evidence_stream_seven/</a>

## 2.2 Test participants

We recruited 10 **participants** for sessions lasting **60 minutes each**, and 2 reserve participants for the following Monday on stand-by in case a participants drop out. We have agreed and recruited to the following criteria:

- As specified previously for multi-list and stock availability user testing
- All 10 participants must have placed an order/made a purchase with Howdens within the last 6 months.
- 5 of the participants have previously tested

See full schedule on the following page.

## 2.2.1 Participant schedule

### Tuesday

Red text indicates repeat participant from previous round(s)

P#	Session Time	Contact Details	Length of Time with Howdens	Placed an Order with Howdens in Last 6m	No. of Purchases from Website in Last 6m	No. of Times Logged In to Account in Last 6m	Trade Account Merchant Name(s) & How Shopped With Them (IS - In Store; APP - App; WEB - Website)	Participant's Trade(s)	Gender & Age	UK Location	Computer Competency Level
P1	09.30-10.30 hrs	Bradley Martin braddersmartin@aol.com 07778 555558	6-12 months	Yes	1-4 purchases	1-4 times	Benchmark - WEB Jewsons - WEB Screwfix - APP Toolstation - APP Topps Tiles - WEB	Bathroom Fitter / Electrician / General Builder / Kitchen Fitter / Plumber / Tiler	Male 41	Essex	Expert
P2	11.00-12.00 hrs	Pete Higgins pete.higgins@martinco.com 07585 685960	1-2 years	Yes	Has not placed an order via website in last 6m	5+ times	B&Q Tradepoint - IS, WEB Screwfix - IS, WEB Toolstation - IS, WEB	Bathroom Fitter / Electrician / General Builder / Kitchen Fitter / Plumber / Tiler / Property Developer	Male 43	Bath	Expert
P3	12.30-13.30 hrs	Malissa Bumiston malbumiston@outlook.com 07834 270817	1-2 years	Yes	1-4 purchases	5+ times	B&Q Tradepoint - IS Screwfix - APP, WEB Toolstation - APP, WEB	General Builder & Decorator	Female 33	Kent	Expert
P4	14.30-15.30 hrs	Chris Greenhalgh hawkdood@gmail.com 07704951122	1-2 years	Yes	Has not placed an order via website in last 6m	5+ times	B&Q Tradepoint - IS, APP, WEB Jewsons - IS Screwfix - IS, WEB Toolstation - IS, WEB Travis Perkins - IS	Kitchen Fitter / Cabinet maker	Male 46	Bath	Advanced
P5	16.00-17.00 hrs	Zan Ahmed Zan.awan@gmail.com 07484622258	6-12 months	Yes	Has not placed an order via website in last 6m	1-4 times	B&Q Tradepoint - IS Screwfix - IS, APP, WEB Selco - IS, APP, WEB Toolstation - IS, APP, WEB Travis Perkins - IS, APP, WEB	General Builder & Property Investment	Male 36	Manchester	Expert

### Wednesday

P6	09.30-10.30 hrs	James Leggitt james.leggitt83@icloud.com 07766 716339	1-2 years	Yes	5+ purchases	5+ times	B&Q Tradepoint - IS, APP, WEB Screwfix - IS, APP, WEB Toolstation - IS, APP, WEB	Electrician	Male 39	Derbyshire	Expert
P7	11.00-12.00 hrs	Matthew Edmonds matt.edmonds1@outlook.com 07393 824992	6-12 months	Yes	5+ purchases	5+ times	Benchmark - IS, WEB Jewsons - IS, WEB Screwfix - IS, APP, WEB Toolstation - IS, APP, WEB Travis Perkins - IS, APP, WEB	Bathroom Fitter Electrician General Building Kitchen Fitter Plumber Tiler	Male 32	Greater Manchester	Expert
P#	Session Time	Contact Details	Length of Time with Howdens	Placed an Order with Howdens in Last 6m	No. of Purchases from Website in Last 6m	No. of Times Logged in to Account in Last 6m	Trade Account Merchant Name(s) & How Shopped With Them (IS - In Store; APP - App; WEB - Website)	Participant's Trade(s)	Gender & Age	UK Location	Computer Competency Level
P8	12.30-13.30 hrs	Ian Ranson iaranson@hotmail.co.uk 07816 858463	11-20 years	Yes	5+ purchases	5+ times	B&Q Tradepoint - IS, APP Bulldbase - IS Jewsons - IS Screwfix - IS, APP Toolstation - IS Topps Tiles - IS	Bathroom Fitter Kitchen Fitter Plumber Tiler	Male 58	Cheshire	Average
P9	14.30-15.30 hrs	Stewart Thomson stewart@mcproperty.com 07890 677868	3-5 years	Yes	5+ purchases	5+ times	B&Q Tradepoint - IS, APP, WEB Screwfix - IS, APP Topps Tiles - IS	Property Developer	Male 43	Scotland	Expert
P10	16.00-17.00 hrs	John Sherratt firstcallexeter@yahoo.co.uk 07825 252844	3-5 years	Yes	Has not placed an order via website in last 6m	1-4 times	B&Q Tradepoint - IS Jewsons - IS Screwfix - APP Toolstation - OL Topps Tiles - IS Travis Perkins - IS	General Builder	Male 55	Exeter	Advanced

### Thursday - reserves (if required)

R1	09.30-10.30 hrs	Clifford Halliwell clifford.h@icloud.com 07768 626458	11-20 years	Yes	5+ purchases	5+ times	B&Q Tradepoint - APP Jewsons - IS Screwfix - APP Toolstation - APP	Kitchen Fitter	Male 54	Greater Manchester	Advanced
R2	11.00-12.00 hrs	Daniel Bowman dbowman550@gmail.com 07886 75007	1-2 years	Yes	5+ purchases	5+ times	B&Q Tradepoint - IS, APP, OL Magnet Trade - IS Screwfix - IS, APP, OL Toolstation - IS, APP, OL Travis Perkins - IS	Kitchen Fitter Joiner	Male 33	Cheshire	Expert

## 3 Research objectives:

### General objectives:

- To gauge customer enthusiasm for having a cross sell feature.
- To gauge reaction for our proposed cross sell solutions.
- To gauge reaction for our 'helpful' basket feature (over/under quantity and item not available by date required).

### Scenario 1 (A+B) objectives:

- Whether category-based suggestions (1A) are better perceived than a more traditional way of presenting recommendations (1B).
- If swapping out products at the basket level is well perceived and understood.

### Scenario 2 objectives

- If basket suggestions are beneficial to the user.
- If suggestions to increase quantity of products to match the context of the basket is understood and useful to the user.
- If suggestions to decrease quantity of products to match the context of the basket is understood and useful to the user.

## 4 Summary of testing approach:

One-on-one desktop testing sessions, conducted remotely with 10 participants. Each session lasting approximately 60 minutes.

Test step	Approx mins	Notes
1. Welcome / briefing for participants	02	Explain basics, relax and reassure, sign NDA.

2. Pre-test interview	08	Understand current usage of Howdens site, and current process.  Understand attitude & experience.
3. Task based testing	45	Participants to complete tasks on the prototypes.
4. Post-test interview	05	Open questions to confirm observations and understand reaction to cross sell features.

## 5 Test procedure in detail

Key:

- **Questions/statements highlighted in bold:** *The moderator will ask the participants these questions/read out these statements to the participant.*
- Questions/statements which are not in bold: *The moderator will not ask the participant these questions – they highlight observations the moderator will be making and also serve as reminders/prompts of what to do/say.*

### 5.1 Welcome / briefing for participants

Hello, thank you for joining the session today. My name is Severin and I'll be running the session with you.

Firstly, I'd like to tell you a little more about why we are here and what we are going to be doing over the next 60 minutes or so. I work for Bunnyfoot – we're an independent research company, and we do research on behalf of all sorts of different organisations. Today you'll be helping me understand your experience and expectations when using a prototype of the Howdens' website.

To start off with, I'd like to get to know you a little better, so I'll ask you a few questions about how you currently use their website. Then, I'm going to ask you to show me how you would undertake a few tasks using the prototype.

The prototype that we are going to look at today is still in development, so if you do click on something and nothing happens, that doesn't mean you have done anything wrong it just means that section isn't finished yet, but I would be interested to know what you expected to happen.

As you go through the prototype today, I'd like you to tell me what you're thinking. It's a bit like talking to yourself, which may feel weird, but it will help me understand your experience. It's important you mention both the positives and negatives – both are really helpful to find out what's working and what could be improved.

- As I mentioned, I work for Bunnyfoot, so I didn't design the website we're looking at today. I can't take any credit for it and any criticism of it certainly won't offend me, so please do be honest and open with your feedback.
- Very importantly, this is a test of the prototype, to see how well it does or doesn't meet your needs as a potential user - it isn't a test of you, and you can't do anything wrong.
- You're free to end the session at any time, if you wish to, for any reason. You can also take a break at any time during the session – please just let me know.
- Some of my project team may be observing the session and that's just so they can help me with the analysis.
- I will be making notes during the session so I can refer back to them later.

Can I just check that you've signed the consent form?

You're welcome to ask questions at any time; however, I may not always be able to give you an answer. Do you have any questions before we start?

## *\*\* Start recording the session*

*Note: Tasks are normally used as a guide throughout the testing sessions, rather than being entirely set in stone. For example*

- the moderator may decide during the testing session that the undertaking of an upcoming scheduled task may be pointless based on a user's performance of a preceding task.
- If a particularly interesting thing occurs that is in line with the research goals then the moderator may encourage further exploration, or may prompt with additional tasks

*Tasks schedules are therefore flexible; altering the tasks according to user responses allows us to record more realistic responses and often insightful responses.*



## 5.2 Pre-test interview

For returning participants, their answers from the previous rounds will be recapped and we only ask if behaviour and experience changed since previous testing.

Task / subtask	Notes/prompts/key areas to attend to
1 To start, please can you tell me a little bit about your business?	
2 What does a typical day look like for you?	
3 How often do you tend to use Howdens?	
3b Roughly how long have you been a customer?	
4 Have you ever ordered anything from the Howdens website before?	How aware are they of the current Howdens web experience?
5 Do you use any other merchants' websites?	How do the others compare?
6 From a business or personal perspective, how often do you order online?	To help understand their tech comfort level
7 When using Howdens to source items and materials, do you use the same depot or different depots and <b>why is that?</b>	Why? What's your go-to depot and why/ why do you change it?

8 How do you normally share the items you buy for your clients?

Have you ever thought about sharing your online shopping basket with your customer, so they could view and discover other recommendations based on feedback?

Do they send screenshots / links to websites?

## 5.3 Attitude & experience around product recommendations

As I mentioned, today we'll be looking at a prototype of the Howdens' website, and I'm particularly interested what your understanding of recommendations is, how you are using that information and what you like to know.

Task / subtask	Notes/prompts/key areas to attend to
1 What comes to your mind when you think of websites that offer product recommendations?	Positive or negative perception?
2 Can you name any other websites that offer product recommendations particularly well and why?	
3 When viewing recommendations on other websites do you find them useful? If so, are there any features you particularly like or dislike?	What in particular?  If so, can they elaborate on what would influence them to make or not make a purchase

## 5.4 Task based testing

<https://91o9jd.axshare.com>

### 5.4.1 Scenario 1A: Cross sell and basket suggestions

I will send you now a link through Zoom. If you click on the link and share your screen, please. Please click on Scenario 1A to start.

For the purpose of this test, I'd like you to imagine the following scenario: You already have a project created with the name *Mrs Jones Doors*, and you already have a basket with some items in it. (3 x hinges, 1 x latch and 1 x glazed door).

Task / subtask	Notes/prompts/key areas to attend to
1	As you can see, we landed directly on the basket where the items are that you have already added in this scenario.
2	Now please navigate to <i>Internal Doors</i> . To do so, click <i>Joinery</i> → <i>Doors</i> → <i>Door locations</i> → <i>Internal Doors</i> .
3	Here select the <i>Howdens Holdenby Oak Door</i> from this lister page. That's the first one here.
4	Now add 3 of the type H6'6" x W2'3" to the basket. That's the first in the second row.

- 5 What just happened? Can you describe what you are seeing?
- [If not mentioned] How do you feel about the page scroll?
- [If not mentioned] Did you notice the recommendations block?
- Did the page scroll unsettle them?
- Did they notice the recommendations block?
- 

- 7 To go along with the doors you need some handles, hinges, and latches.
- Let's add the handles first.
- [If necessary] click on handles please.
- 

- 8 So, before we continue, I need to tell you that one of the doors (handles) is for a bathroom.
- 

- 9 Can you tell me in your own words what you are seeing (in the panel)?
- a. [If necessary] Did you notice the prompt at the top of the page hinting about the number required based on items in your basket?
- Did they notice the prompt? YES/NO
-

- b. So, you need 3 normal handles and 1 bathroom handle.
- c. [If necessary] Did you notice that the quantities being recommended are changing? Why do you think that is?
- d. [If necessary] The values turned green. Did you notice that? Any idea why that just happened?
- e. Can you tell me what else you can do here?
- f. [If necessary] Do you think you can add different quantities of various items here in the recommendation panel? If so, why / If not, why not?
- g. Great, now let's go back to the basket.
- h. I've noticed that you used X/Done, why did you click on that?  
[If necessary] Do you think the X in the top right will remove any changes? Why, why not?

How do users close the recommendations drawer?

---

10 Now let's choose some hinges.

---

- a. Can you describe what you're seeing here?
- b. [If necessary] How many hinges do you have in your basket now?
- c. Now please add the remaining 9 to your basket.
- d. [If necessary] You used the steppers to add those hinges. Do you think there is another way to do this?
- e. If you're happy with it, please proceed.

Do they use the steppers or type into the field?

- 
- 11 Now we need the remaining latches.
- [If necessary] Please click done if you are happy with it.

- 
- 12 Now please add 4 x of the H6'6" x W2'6" door size options to the basket.

- 
- 13 Great, and now we need the appropriate number of handles, hinges, and latches as before.

Do they understand that the amounts displayed are the amounts in the basket? YES/NO?

Before we continue, how do you feel about that?

Just to capture some emotions here.

---

14 Now let's go back to your basket.

[If necessary] Just click project list in the top right → view basket

---

15 Good, before we click anything can you describe in your own words what you see on this page.

[If not mentioned] Did you notice the suggestion bar at the bottom of the page?

a. What do you think is that?

b. How do you feel about this?

c. Tell me what would you do in this situation?

---

16 Why do you think you're seeing this suggestion?

Is it because the item is not available by the date required?

a. Do you see this anywhere else as well, and if so, can you show me where?

---



- b. Please don't click on it, but what do you think would happen if you click *ignore* or the *close icon* on the right?
- c. What do you think *show alternatives* might do?
- d. Great, then please click on *Show alternatives*.
- e. Is that what you expected?
- f. Can you tell me in your own words what is happening on the panel?
- g. Do you think this product is available? Why, why not?
- h. What do you think will happen if you click *replace with this*?
- i. Great, now let's click on *replace with this* and tell me what happened when you click it.

---

17 Thank you for going through this with me!  
How do you feel about that - Is this suggestion feature something you would find useful? Why, why not?

---

18 How was the overall experience for you?

What did you like / what didn't you like?

#### 5.4.2 Scenario 1B: Cross sell and basket suggestions

Thank you for that! Please click on *Consumer* just next to the Howdens logo on the top left and click on Scenario 1B to start.

It's the same scenario as before: You have a project created with the name *Mrs Jones Doors*, and you already have a basket with some items in it. (3 x hinges, 1 x latch and 1 x glazed door).

Task / subtask	Notes/prompts/key areas to attend to
1	<p>To start, please navigate to <i>Joinery</i> → <i>Doors</i> → <i>Door locations</i> → <i>Internal doors</i>.</p> <p>From here please choose the first one <i>Howdens Holdenby Oak Door</i></p> <p>And we need 3 x of the H6'6" x W2'3" variant.</p> <p>a. Can you talk me through what just happened and what you are seeing?</p> <p>b. [If not mentioned] How do you feel about the page scrolling?</p>

- c. [If not mentioned] Did you notice the recommendations block?
- d. How do you feel about that?

---

2 Now we need some handles that go with the doors. Please remember that one of the handles should be a bathroom handle.

- a. Can you show me how you would go about that?

Are the scrolling through the carousel and click quick view for each item?

---

3 (Quick view panel) can you describe what is being shown in this panel?

- a. How many products would you add and how many of each?
- b. Now we add some hinges and latches.

Remind them if necessary that we have 4 doors.

Currently in basket:

1 x Glazed door

1 x Latch

1 x Hinge

And you just added 3 doors.

---

4 Great, now please navigate to the basket.

- a. Can you tell me in your own words what you are seeing here?

---

5 Continue with number 15 from journey 1A.

---



### 5.4.3 Scenario 2: *Basket suggestions*

Thanks for that! Please click on *Consumer* again and then select Scenario 2.

Please imagine the following scenario:

You have already created a project with the name Miss Bradbury's Doors. Within that project you already have some items, all of which are in stock however quantities may not line up.

Your task is to resolve any issues that appear inside that basket.

Task / subtask	Notes/prompts/key areas to attend to
1	As you can see, you landed directly at your basket page (with the basket helper being visible). Before you click on anything, can you tell me in your own words what you see on this page?
2	<div>[If not mentioned] Did you notice the suggestion bar at the bottom of the page?</div> <div><div>b. What do you think is that?</div><div>c. How do you feel about that?</div><div>d. What would you do in this situation and why?</div></div>

3 Now we are changing quantities in the suggestion area.

- a. [If necessary] Click on Change quantities.
- b. So, before we continue can you just briefly tell me what you are seeing?
- c. Can you add the required number of handles?
- d. Is that useful for you and is it something you would use? Why, and why not?

---

4 Can you show me how you would return to the basket?

You just clicked on the *Done/X*...do you think there is a difference? Why, and why not?

Can they see the basket has been updated to reflect the new quantities?

- a. Can you please tell me what you see here?

---

5 Great, can you briefly talk me through what just happened (with the suggestions area)?

The under quantity has been removed and now has a suggestion for over quantity

---

[If necessary] Click change quantities.

- a. Can you talk me through what is being displayed here?
- b. Can you adjust the number of hinges to match the number of doors?
- c. Is showing a potential over amount useful for you and is it something you find useful? Why, why not?

Need a total of 30

---

6 Please return to the basket.

---

7 How was that experience for you? Anything you particularly liked or disliked and why?

---

# 6 Post-test interview

OK, we'll just wrap up with a few questions asking you about your experience of using the prototypes.

Question	Notes/prompts/key areas to attend to
1 Overall, (bearing in mind the scenarios) were the example recommendations you have seen today useful for you? If yes, why? If no, what would make it more useful for you?	
2 Out of the two options for recommendations (1a or 1b) which do you prefer? Why?	
3 Was what you saw today what you expected? If not, what were you expecting?	
4 Are recommendations something that you would use or react to?	
5 After seeing some examples of recommendations, would it make you more or less inclined to use Howdens website to order items in the future?	



6 Overall, were the suggestions made in the basket something you would find useful? Can you think of another way suggestions could be used when you are checking items in your basket?

---

7 Was there anything you liked?

a. Why

---

8 Was there anything you think could be improved?

a. Why?

b. How could it be improved?

---

## 7 Closing and thanks

Is there anything you would like to add that I haven't asked already?

*Encourage open discussion*

Thank you for your time. My colleague will be in touch following the session, to organise your incentive.

*End recording*