**Howdens**

Recommendations - Cross Sell

Test protocol – Round 1 (Draft)

V0.4

**Previous participants**

*People we would like to retest with from previous:*

* Stewart Thomson, Melissa Burniston, Bradley Martin, Pete Higgins, James Leggitt.

*People we do not want back from previous tests (stock and multi-basket):*

* Tom Frame, Michael Wood, Nathan Cady, Nick Leyshon, Simon Tucker, Paul Fishburn, John Stanton, Greg Howson.

**Participant criteria**

* As specified previously for multi-list / stock testing.

**Testing purpose**

* 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).

**Warm up questions (if participant returning cut this back)**

* Tell us about your business.
* Tell us what a typical day is like for you.
* Do you use Howdens regularly? If so, how long have you been a customer?
* Do you use any other merchants/sites?
* Have you ever ordered anything from Howdens website before? (*How aware are they of the current Howdens web experience*).
* From a business or personal perspective, how often do you order online? (*Help us gauge their tech comfort level*).
* When using Howdens to source items and materials, do you try and use the same depot?
* Would it be useful to share the basket with their customer, so the customer could view and see other recommendations based on feedback?

**Regarding what they will be seeing today**

* Can you name any other websites that offer product recommendations particularly well? (If Amazon, ask if they can think of another).
* When viewing recommendations on other websites do you find them useful? If so, are there any features you particularly like or dislike?

**Practical test**

**Prototype link:**

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

***Scenario 1 (A+B)***

Cross sell and basket suggestions.

*We are trying to find out if they understand:*

* *Whether our 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 setup:*

* *They already have a project created ‘Mrs Jones Doors’.*
* *They already have a basket with some items in it: 3x hinges, 1x latch and 1x glazed door (not available by the time you require).*
* *They are adding the remaining items they need for the project.*

**The journey (Scenario 1A)**

1. Open ‘Scenario 1A’ on the launch page. They are taken directly to the basket to see the items they have already added in this scenario.
2. Navigate using the nav to: **Joinery -> Doors -> Door locations -> Internal Doors**.
3. Select the ‘**Howdens Holdenby Oak Door**’ from the lister page.
4. Ask the user to add 3 of the H6'6" x W2’3” variant to the basket.
   1. Why do they think this has happened Did the page scroll unsettle them?
   2. Did they notice the recommendations block? Can they describe what they are seeing here?
5. To go along with the doors you just added you need some handles, hinges and latches. Let’s add handles first … ask them to click ‘handles’ (if they haven’t already done so).
6. Before proceeding, inform the user one of the doors is for a bathroom.
   1. Before clicking anything, ask the user to describe what they are seeing in the panel? Did they notice the prompt at the top of the page hinting about the number required based on items in their basket?
   2. They need to add 3 ‘normal’ handles and 1 ‘bathroom’ handle. Once they add a handle, do they notice the quantities being recommended changing? Why do they think this is?
   3. When the quantity is reached do they notice the values turning green, why do they think this is?
   4. Did they intuitively understand that they can add different quantities of different items in the recommendations panel?
   5. How does the user action / close the recommendations drawer. Do they think that the ‘X’ in top right will remove any changes?
7. Now let’s choose some hinges.
   1. Could they describe what they are seeing here? Do they understand they already have 3 hinges in their basket?
   2. They need to add another 9 hinges to their basket. How do they do this? Do they use the steppers or type into the input field? If they use steppers ask if they think there is another way to do this?
   3. When they have added the correct number of hinges press ‘Done’.
8. Now let’s add some latches.
   1. They need to add a total of 4 latches and press ‘Done’.
9. Now ask them to add 4 of the H6'6" x W2’6” door size option to the basket.
10. Ask the user to add the appropriate number of handles, hinges and latches as before.
    1. Do they understand the amounts displayed are the amounts in their basket?
11. After they have added these items, ask them to navigate to their basket (**Project list in Top right > View Basket**).
    1. Before they click anything, ask the user to describe what they see on this page.
    2. Do they notice the suggestion bar at the bottom of the page?
       1. What do they think this is?
       2. How do they feel about this?
       3. What would they do in this situation?
    3. Why do they think they are seeing the suggestion? (*It is because the item is not available by the date required*). Can they also see this in the main basket area on the page?
    4. (*Do not ask them to do this*) What do they think would happen if they pressed “Ignore’ or the close icon on the right?
    5. What do they think show alternatives might do? Ask them to select ‘Show alternatives’.
       1. Ask the user to describe what is being displayed on the panel.
       2. Do they think this product is available? (*We would only show products that would be available by the date required*).
    6. Ask the user to select ‘Replace with this’ and describe what has happened on the basket page.
    7. Is this suggestion feature something they would find useful?

**The journey (Scenario 1B)**

1. Open ‘Scenario 1B’ on the launch page. They are taken directly to the basket to see the items they have already added in this scenario.
2. Navigate using the nav to: **Joinery -> Doors -> Door locations -> Internal Doors**.
3. Select the ‘**Howdens Holdenby Oak Door**’ from the lister page.
4. Ask the user to add 3 of the H6'6" x W2’3” variant to the basket.
   1. Why do they think this has happened? Did the page scrolling surprise them?
   2. Did the user notice the recommendations block? Can they describe what they are seeing here?
5. To go along with the doors you just added you need some handles. Let’s add handles first … one of the handles should be a bathroom handle.
   1. Can they show how would they do this? (Would they scroll the carousel and press quickview for each item they need?)
   2. Quickview panel
      1. Can they describe what is being shown in this panel?
      2. How many products do they add and in what quantities?
   3. Now add some hinges and latches.
6. Ask the user to navigate to the basket.
   1. Describe what they are seeing on this page. (AS 1A)

***Scenario 2***

Basket suggestions.

*We are trying to find out if they understand:*

* *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.*

*Scenario setup:*

* *They already have a project created ‘Miss Bradbury’s Doors’.*
* *They already have a basket with some items in it, all of which are in stock however quantities may not line up.*
* *They are to resolve issues that appear inside the basket.*

**The journey**

1. Open ‘Scenario 2’ on the launch page. They are taken directly to the basket with the basket helper visible.
   1. Without clicking anything, ask the user to describe what they see on this page.
   2. Do they notice the suggestion bar at the bottom of the page?
      1. What do they think this is?
      2. How do they feel about this?
      3. What would they do in this situation?
2. Ask them to select ‘Change quantities’ in the suggestion area.
   1. Ask the user to describe what is being displayed.
   2. Ask them to add handles required to match the amount of handles (need total of 9 in basket for the ‘normal’ handle).
   3. Is showing a potential under amount useful for them and something they would use?
3. Ask them to click the done button to return to the basket.
   1. Can they see the basket has been updated to reflect the new quantities?
4. Ask them to talk through what has happened with the suggestions area (the under quantity has been removed and now has a suggestion for over quantity).
5. If not already done so, ask the user to click change quantities.
   1. Ask the user to describe what is being displayed.
   2. Ask them to adjust the amount of hinges required to match the amount of doors (need total of 30 in basket for the hinge).
   3. Is showing a potential over amount useful for them and something they would use?
6. Ask the user to click the done button to return to the basket.

**Wrap up**

* 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 them?*
* *Out of the two options for recommendations (1a or 1b) which do you prefer? Why?*
* Was what you saw today what you expected? If not, what were you expecting?
* Are recommendations something that you would use or react to?
* After seeing some examples of recommendations, would it make you more or less inclined to use Howdens website to order items in the future?
* 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?
* Was there anything you really liked about what you have seen today?
* Was there anything you really disliked or could be improved? If so, how?