Product Review Template Study

June 22, 2018 / Purch Group

OVERVIEW

> ➜ Participant's web browser is open to the Validately test page

Intro

Hi, thanks for taking the time to participate today! Before we begin, we have some information for you...

The first thing we want to make clear right away is that we're testing the site, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

In a moment we're going to show you a website and ask for your reaction/feedback. We're going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us.

Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the site, so we need to hear your honest reactions.

Icebreaker

Before we look at the site, please spend a few minutes or so describing your last experience researching a product you were considering buying.

- ➜ What type of product were you looking for?
- ➜ How long ago was it?
- ➜ How did you go about your research? Where did you start? What sites or resources did you leverage?
- ➜ What was most important to you when considering that product? Did the places you researched this product make it easy to learn about the factors that were most important to you?
- ➜ How long did your decision making process take from the time you first became interested in a particular product to when you purchased?

Dyson Animal 2 Vacuum

Screener Questions

- ➔ Have you purchased or considered purchasing a vacuum cleaner in the past year?
- ➔ Which of the following home appliances have you purchased or considered purchasing in the past two years?
    - ◆ Vacuum cleaner
    - ◆ Steam cleaner
    - ◆ Ironing board
    - ◆ Steam mop
    - ◆ Washing machine
    - ◆ None of the above
- ➔ Have you visited any of the following sites to inform a purchase?
    - ◆ CNET
    - ◆ Top Ten Reviews
    - ◆ Tech Gear Lab
    - ◆ Tom's Guide
    - ◆ The Wirecutter
    - ◆ The Spruce
    - ◆ Popular Mechanics
- ➔ How many online purchases have you made in the past month?
    - ◆ None
    - ◆ 1-3
    - ◆ 3-5
    - ◆ 5-10
    - ◆ Over 10

Framing

Imagine that you are in the market for a vacuum cleaner. You start your search on Google and read a few articles highlighting the most popular vacuums. After noticing that the Dyson animal 2 Vacuum appears was recommended by multiple sites,, you search for "Dyson Animal 2 Vacuum Review" on Google and click on this result.

- ➔ Participant clicks on link to navigate to the review page.

TTR:
http://www.toptenreviews.com/home/vacuum-carpet-cleaning/best-upright-vacuum-cleaners/dyson-animal-review/

Tech Gear Lab:
https://www.techgearlab.com/reviews/floor-cleaning/vacuum-cleaner/dyson-ball-animal-2

CNET: https://www.cnet.com/products/dyson-dc41-animal-complete/review/

Test Product 1: Dyson Animal 2

Spend 2 - 3 minutes to explore the page as if you're considering getting a vacuum today (be sure to think out loud about what you're noticing and your reaction to that). Evaluate the information presented based on your own criteria/situation. Feel free to click anything on the page as you normally would, but try to find what you are looking for within the page first.

➜ What are your initial impressions of the page?
➜ On a scale of 1 to 5, how difficult (1) or easy (5) was it to find the information you were looking for?
 ◆ What aspects of the page influenced your rating? Were there any parts of the page that were particularly helpful in evaluating this vacuum?
➜ If anything, what do you feel was missing to help you make this buying decision?
➜ What would be your next step given what you learned from this page?
➜ If you realized this product doesn't meet your needs, what would be your next step?

Follow Up: Trust & Credibility

Having spent a little bit of time on the site now, how confident do you feel that the reviewer actually tested the physical products? (not confident at all - extremely confident)

➜ What specifically helped you come to this conclusion? Feel free to point out anything on the page as needed.
➜ Is understanding how the products were tested important to you, why or why not?

How untrustworthy (1) or trustworthy (5) do you consider this site? Please explain your reasoning as much as possible.

Follow Up: Buying motivation/desire

➜ How unlikely (1) or likely (5) would you be to purchase this vacuum at this stage if you felt like it met your needs? Why?
➜ When you researched vacuums the first time, did you end up buying one through any of the sites you used? If so, which site was that (if you can remember)?

Do you see a way to be able to buy this vacuum? (Yes/No)

IF YES

➔ Without clicking anything, how would you buy it? What would you anticipate happening if you were to click the button?
➔ Any reaction to the information or presentation of this button?
➔ Why do you think this particular retailer was chosen for buying this vacuum?

Repeat the sections above for both sites and then continue to the questions below

Follow Up: Visuals & Presentation

What are your overall impressions of this page from a look and feel perspective?

➔ Visually speaking, how do the two sites you've experienced compare? Do you have a preference?
➔ Were there any aspects of the design you particularly liked? Particularly disliked?
➔ Did the length of the page influence your experience?
➔ How did you feel about the presentation of performance data? How would you use this information to inform your purchasing decision?
➔ Did you notice links to pages reviewing other vacuums? If so, any reaction to that?

Follow Up: Final Impressions

Which of these sites would you be more likely to use in the future for making a purchase decision? Why?

On a scale of 1-5, one being strongly disagree and five being strongly agree, how do you respond to the statement, "Customer reviews influence my purchase decisions more than expert reviews."

Anything that you haven't had a chance to mention yet that you think is noteworthy?

Nationwide Car Insurance

Screener Questions

➔ Have you purchased or considered purchasing auto insurance in the past five years?
➔ **Insert income parameter (65,000)**
➔ Have you visited any of the following sites in the past year?
   ◆ Nerdwallet
   ◆ Consumer Reports
   ◆ The Simple Dollar
   ◆ Reviews.com
   ◆ Everquote
   ◆ Top Ten Reviews
➔ How many online purchases have you made in the past month

◆ None
◆ 1-3
◆ 3-5
◆ 5-10
◆ Over 10

Framing

Imagine that you are in the market for auto insurance because you just moved from a city where you did not need a vehicle. You start your search on Google and read a few articles highlighting the most popular auto insurance providers. After seeing noticing that Nationwide appeared in multiple reviews, you do a Google search for "Nationwide auto insurance review" and click on this result.

➡ Participant clicks on link to navigate to the review page.

http://www.toptenreviews.com/services/insurance/best-auto-insurance/nationwide-review/

https://www.nerdwallet.com/blog/insurance/nationwide-insurance-review/

https://www.reviews.com/auto-insurance/nationwide-insurance/

Test Product 2: Nationwide Car Insurance

Spend 2 - 3 minutes to explore the page as if you're considering auto insurance today (be sure to think out loud about what you're noticing and your reaction to that). Evaluate the information presented based on your own situation/criteria. Feel free to click anything on the page as you normally would, but try and find what you are looking for within the page first.

What are your initial impressions of the page?

→ On a scale of 1 to 5, how difficult (1) or easy (5) was it to find the information you were looking for?
　　◆ What aspects of the page influenced your rating? Were there any parts of the page that were particularly helpful in evaluating this insurance provider?
→ If anything, what do you feel was missing to help you make this decision?
→ What would be your next step given what you learned from this page?
→ If you realized this insurance provider doesn't meet your needs, what would be your next step?

Follow Up: Trust & Credibility

Having spent a little bit of time on the site now, how confident do you feel that the reviewer's research was thorough enough to inform your purchase decision? (not confident at all - extremely confident)

➔ What specifically helped you come to this conclusion? Feel free to point out anything on the page as needed.
➔ Is understanding how the insurance providers were tested important to you, why or why not?
➔ How untrustworthy (1) or trustworthy (5) do you consider this site? Please explain your reasoning as much as possible.

Follow Up: Buying motivation/desire

➔ How unlikely (1) or likely (5) would you be to request a quote at this stage if you felt like it met your needs? Why?
➔ When you researched car insurance the first time, did you end up requesting a quote on any of the review sites you used? If so, which site was that (if you can remember)?

Do you see a way to request a quote? (Yes/No)

IF YES

➔ What would you anticipate happening if you were to click on the request a quote button?
➔ Any reaction to the information or presentation of this button?

> **Repeat the sections above for the first two sites**

Follow Up: Visuals & Presentation

What are your overall impressions of this page from a look and feel perspective?

➔ Visually speaking, how do the two sites you've experienced compare? Do you have a preference?
➔ Were there any aspects of the design you particularly liked? Particularly disliked?
➔ Did the length of the page influence your experience at all?
➔ How did you feel about the presentation of rating data in terms of readability?
➔ Did you notice links to pages reviewing other insurance providers? If so, any reaction to that?

Follow Up: Final Impressions

Which of these sites would you be more likely to use in the future for making a purchase decision? Why?

On a scale of 1-5, one being strongly disagree and five being strongly agree, how do you respond to the statement, "Customer reviews influence my purchase decisions more than expert reviews."

Provide any final thoughts below. Anything that you haven't had a chance to mention yet that you think is noteworthy?

Razor Blade 15 Laptop

Screener Questions

- ➔ Have you purchased or considered purchasing a gaming laptop in the past year?
- ➔ How often do you play video games?
    - ◆ Less than once a month
    - ◆ Several times a month
    - ◆ Several times a week
    - ◆ Daily
    - ◆ All day, every day
- ➔ Have you visited any of the following sites to inform an electronics purchase?
    - ◆ CNET
    - ◆ Top Ten Reviews
    - ◆ Tom's Guide
    - ◆ The Wirecutter
    - ◆ Tech Radar
    - ◆ The Verge
    - ◆ PC Mag
    - ◆ IGN
- ➔ How many online purchases have you made in the past month
    - ◆ None
    - ◆ 1-3
    - ◆ 3-5
    - ◆ 5-10
    - ◆ Over 10

Framing

Imagine that you are in the market for a gaming laptop since your work laptop simply isn't up to the task of running your favorite games. You start your search on Google, read a few articles highlighting the most popular gaming laptops. After noticing that the Razor Blade 15 is regularly cited as one of the best gaming laptops, you search for "Razor Blade 15 review" on Google and click on this result.

https://docs.google.com/document/d/1U5uPobponkCdbaluy3cBk41zkak7xlkdZEwt1ffr9vs/edit#

https://www.theverge.com/2018/6/21/17485494/razer-blade-15-review-gaming-laptop

> ➜ Participant clicks on link to navigate to the review page.

LM: https://www.laptopmag.com/reviews/laptops/razer-blade

The Verge:
https://www.theverge.com/2018/6/21/17485494/razer-blade-15-review-gaming-laptop

Tech Radar: https://www.techradar.com/reviews/razer-blade-2018

Razor Blade 15

Spend 2 - 3 minutes to explore the page as if you're considering getting a gaming laptop today (be sure to think out loud about what you're noticing and your reaction to that). Evaluate the information presented based on your own criteria for this product. Feel free to click anything on the page as you normally would, but try and find what you are looking for within the page first.

- ➜ What are your initial impressions of the page?
- ➜ On a scale of 1 to 5, how difficult (1) or easy (5) was it to find the information you were looking for?
    - ◆ What aspects of the page influenced your rating? Were there any parts of the page that were particularly helpful in evaluating this gaming laptop?
- ➜ If anything, what do you feel was missing to help you make this buying decision?
- ➜ What would be your next step given what you learned from this page?
- ➜ If you realized this laptop doesn't meet your needs, what would be your next step?

Follow Up: Trust & Credibility

Having spent a little bit of time on the site now, how confident do you feel that the reviewer actually tested the physical products? (not confident at all - extremely confident)

- ➜ What specifically helped you come to this conclusion? Feel free to point out anything on the page as needed.
- ➜ Is understanding how the products were tested important to you, why or why not?

How untrustworthy (1) or trustworthy (5) do you consider this site? Please explain your reasoning as much as possible.

Follow Up: Buying motivation/desire

➔ How unlikely (1) or likely (5) would you be to purchase this gaming laptop at this stage if you felt like it met your needs? Why?

➔ When you researched gaming laptops the first time, did you end up buying one through any of the sites you used for research? If so, which site was that (if you can remember)?

Do you see a way to be able to buy this gaming laptop? (Yes/No)

IF YES

➔ Without clicking anything, how would you buy it? What would you anticipate happening if you were to click the button?

➔ Any reaction to the information or presentation of this button?

➔ Why do you think this particular retailer was chosen for buying this gaming laptop?
◆ How confident are you that this is the lowest price option for buying this laptop?
◆ When you research products online, do you typically search around to make sure you're getting the lowest price for the product you're looking to buy?

Repeat sections above for each site and ask questions below after.

Follow Up: Visuals & Presentation

What are your overall impressions of this page from a look and feel perspective?

➔ Visually speaking, how do the two sites you've experienced compare? Do you have a preference?

➔ Were there any aspects of the design you particularly liked? Particularly disliked?

➔ Did the length of the page influence your experience at all?

➔ How did you feel about the presentation of rating data in terms of readability?

➔ Did you notice links to pages reviewing other laptops? If so, any reaction to that?

Follow Up: Final Impressions

Which of these sites would you be more likely to use in the future for making a purchase decision? Why?

On a scale of 1-5, one being strongly disagree and five being strongly agree, how do you respond to the statement, "Customer reviews influence my purchase decisions more than expert reviews."

Provide any final thoughts below. Anything that you haven't had a chance to mention yet that you think is noteworthy?