

Maria Vitoria

Task	Click Path	Observations	Quotes	Task Completion
Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: 1 - easy to complete 2 - completed but with difficulty 3 - not completed
Prompt 1: If I said: "search for items in the store", what would you do?	click on the product image > scroll the page > click on the back button > click on the product image	Participant easily found product categories Participant experienced difficulties in returning to the previous page	I think it would be easier to use the search tool	1
Prompt 2: Let's try to make a purchase. Could you choose some products you would like to purchase and add to cart?	click on the product image > click on the "add to cart" button > select the quantity > click on the "buy more" button > return to the main menu > click on the product image > click on the "add to cart" button	Participant completed the task with ease	I was confused by the "buy more" button message, I thought it would be buying more of the same product	2
Prompt 3: If you are satisfied with the products you have chosen, could you complete the purchase?	Click on the "continue to payment" button > enter payment details > click on the "confirm" button > review the order and click on the "confirm" button > click on the "back to home" button	Participant took a while to complete the task Participant was unsure whether the purchase would be completed before viewing the final order	It was very simple to complete the payment. I was able to preview my order before confirming the purchase, but I was confused with two buttons to confirm the purchase.	2

**Additional Notes:** Add any notes about what the participant shares after the tasks are complete.

Task	Click Path	Observations	Quotes	Task Completion
Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: <b>1</b> - easy to complete <b>2</b> - completed but with difficulty <b>3</b> - not completed
Prompt 1: If I said: "search for items in the store", what would you do?	click on the product image > scroll the page > click on the back button > click on the product image	Participant found it difficult to return to the top of the list of products Participant explored the tool extensively Participant experienced difficulties in returning to the previous page	I think it would be easier to use the search tool	2
Prompt 2: Let's try to make a purchase. Could you choose some products you would like to purchase and add to cart?	click on the search tool > click on the product image > click on the product image > scroll down > click on the product image > click on the home menu > click on the "back" button > click on the product image > click on the "add to cart" button	Participant had difficulty navigating pages	It has many product options. I always like to see suggestions for other similar products, but sometimes it wastes a lot of time.	2
Prompt 3: If you are satisfied with the products you have chosen, could you complete the purchase?	Click on the "continue to payment" button > click on the "confirm" button > review the order and click on the "confirm" button	Participant completed the task quickly	This option to buy more always makes me insecure, because I think I forgot to buy something or I could have chosen a better option.	1

**Additional Notes:** Add any notes about what the participant shares after the tasks are complete.

Task	Click Path	Observations	Quotes	Task Completion
Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: <b>1</b> - easy to complete <b>2</b> - completed but with difficulty <b>3</b> - not completed
Prompt 1: If I said: "search for items in the store", what would you do?	click on the product image > scroll down > click on the product image > click on the back button >	participant interacted little with the screen	there are many product options	1
			I liked that it has a favorites button, maybe this option could be present in the product preview screen.	
Prompt 2: Let's try to make a purchase. Could you choose some products you would like to purchase and add to cart?	click on the product image > click on the "add to cart" button	Participant had no difficulty adding product to cart	I think it's cool to be able to change the amount of products in the cart	1
			I would like to be able to view the price before adding the product to the cart	
Prompt 3: If you are satisfied with the products you have chosen, could you complete the purchase?	Click on the "continue to payment" button > click on the "confirm" button > click on the "confirm" button > click on the "back to home" button	Participant was confused when he clicked on the confirm button and another screen appeared with another button asking for confirmation again	I don't like to see other products after I've already chosen what I want to buy  Hmm... there are no options to choose the type of shipping	1

**Additional Notes:** Add any notes about what the participant shares after the tasks are complete.

Task	Click Path	Observations	Quotes	Task Completion
Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: 1 - easy to complete 2 - completed but with difficulty 3 - not completed
Prompt 1: If I said: "search for items in the store", what would you do?	Click on the search tool > click on the product image > scroll the page > click on the back button > click on the product image > click on the home menu > click on the "back" button	participant took time to choose products	The price could appear right when I select the product I think it would be interesting to filter my search. What if I want to search for a specific color or material?	2
Prompt 2: Let's try to make a purchase. Could you choose some products you would like to purchase and add to cart?	click on the search tool > click on the product image > click on the product image > scroll down > click on the product image > click on the home menu > click on the "back" button > click on the product image > click on the "add to cart" button > click on the "buy more" button > click on the product image > click on the "add to cart" button	Participant found it difficult to get back to the top of the list, scrolled for a long time	Since there are so many options, I think it would be nice to have a tool for comparing similar products	1
Prompt 3: If you are satisfied with the products you have chosen, could you complete the purchase?	Click on the "continue to payment" button > enter payment details > click on the "confirm" button > review the order and click on the "confirm" button > click on the "back to home" button	participant was confused by the confirmation buttons participant did not felt security to confirm the order	Why ask for confirmation twice? Could just have the option to review the cart. This part got me really confused.	2

**Additional Notes:** Add any notes about what the participant shares after the tasks are complete.

Task	Click Path	Observations	Quotes	Task Completion
Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: <b>1</b> - easy to complete <b>2</b> - completed but with difficulty <b>3</b> - not completed
Prompt 1: If i said: "search for items in the store", what would you do?	Click on the search tool > click on the product image > scroll the page > click on the back button > click on the product image	Participant had difficulty navigating pages	I don't know if the app will have this tool, but it would be nice to have an idea of the size of the product. I think it would be nice to have a product image next to others so that we can compare the actual size.	2
Prompt 2: Let's try to make a purchase. Could you choose some products you would like to purchase and add to cart?	click on the product image > clicked on cart image > click on the "add to cart" button > click on the "buy more" button > click on the product image > click on the "add to cart" button	to complete the task the participant had to click on many buttons	There are so many options that I was confused. I think it would be nice to be able to add products to a favorites list. I hadn't thought about this detail until I saw that you have this option only when you already add the product to the cart.	2
Prompt 3: If you are satisfied with the products you have chosen, could you complete the purchase?	Click on the "continue to payment" button > enter payment details > click on the "confirm" button > review the order and click on the "confirm" button > click on the "back to home" button	Participant completed the task quickly	I was confused by this option to buy more, it could be keep buying or something like that.	1

**Additional Notes:** Add any notes about what the participant shares after the tasks are complete.