

AmazonSmile

HCDE 517 B

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Executive Summary

What We Did

Our team designed and conducted a usability study of AmazonSmile, with the goals of assessing users' experiences with smile.amazon.com, determining how users view AmazonSmile and its mission, as well as investigating whether or not users understand that they need to return to smile.amazon.com to ensure their purchases support their selected charity. We also elicited participant opinions of each task, ratings of task ease/difficulty, and rankings of three prototypes intended to inform AmazonSmile customers that they have not reached smile.amazon.com when they land on a www.amazon.com page.

Who & How We Tested

We conducted a series of usability tasks with 10 current Amazon.com users that have some experience with Online shopping. Participants were asked to finish 5 tasks, evaluate AmazonSmile, and respond to a follow-up survey 2 weeks post study regarding their use of AmazonSmile during that period. Tasks included signing up for AmazonSmile, changing the selected charity, finding an item that will benefit the selected charity upon purchase, telling a friend about AmazonSmile, and a reminder prototype comparison.

We collected data using audio and video recorders as well as note taking,. Data was collected for multiple metrics including:

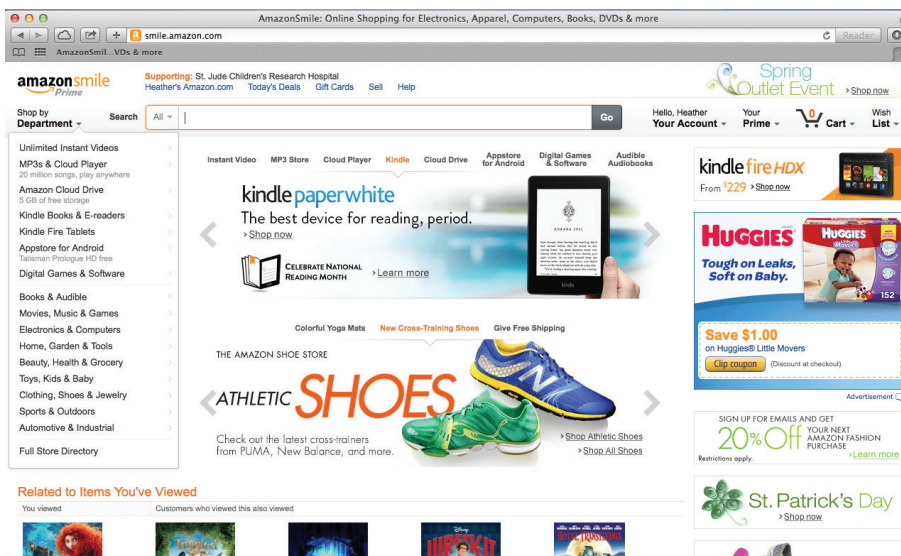
- Number and description of errors
- Number of participants that changed their charity in the account area versus the number of participants that changed their charity in the supporting string in the top nav
- Number of participants that require moderator assistance and description of the assistance given
- Completion rate and satisfaction ratings for each task
- Ranking of three alert prototypes
- Participant feedback during the study using think-aloud protocol
- Ranking on SUS scale for the overall AmazonSmile experience
- Number of participants that used smile.amazon.com in the 2 weeks since the post study

Critical Findings & Recommendations

Based on the usability test and our data analysis we developed a list of findings and recommendations. Some of the higher priority findings are shown below.

Finding	Recommendation
Search option for charity selection with initial AmazonSmile sign up is not discoverable	Make search option for charity selection more prominent
Participants had difficulty returning to AmazonSmile so that their purchase would benefit their selected charity	<p>Use a pop-up to redirect users from Amazon.com to AmazonSmile</p> <p>Place additional reminders in other areas of Amazon.com's UI</p> <p>Integrate Amazon.com and AmazonSmile</p>
Participants preferred alert Prototype A	We recommend further research into these prototypes using a higher fidelity prototype

Overview



smile.amazon.com

About AmazonSmile
 AmazonSmile was launched in October 2013 as a separate site from Amazon.com that provides a way for customers to support their favorite charitable organization as they shop. Customers have access to the same shopping experience as Amazon.com, the only difference being that an automatic donation of 0.5% is made to a charity of their choice with each eligible purchase made through AmazonSmile.

What We Tested

The goal of the usability study was to uncover usability issues and user preferences. There were several key questions we were interested in investigating:

- Were participants able to easily sign up for AmazonSmile and how did they feel about the sign up experience?
- Were participants able to change the charity they had previously selected and how did they feel about the process?
- Did participants return to smile.amazon.com to ensure their purchases benefited the charity they selected?
- Of the three reminder prototypes, which one do participants prefer?
- What are participants' overall impressions of AmazonSmile?

Recruitment

We initially determined the AmazonSmile user profile by discussing the project with our Amazon Liaison, who communicated to us that Amazon considers “everyone” to be an AmazonSmile user. We then narrowed down participant characteristics by considering factors we believed to be important for participation in the study.

Our screener survey ensured participants met the following criteria:

- Current Amazon.com user
- At least 18 years of age
- Experienced and familiar with browsing products on a web browser
- Self-identified as being an Online shopper
- Lived in Seattle at the time of the study

We posted the screener survey to our personal Facebook accounts, UW Facebook groups, Craigslist, and bulletin boards within our companies in an effort to recruit participants for the study. We received 12 surveys that met our predetermined criteria, and of these, 10 people participated in the study.

Methodology

During each study, we collected data through a task analysis interview, participant feedback using the think-aloud protocol, three post-task questionnaires, a post-test questionnaire, and a follow-up survey two weeks after the initial study. The members of our group alternated the roles of moderator and note taker for each participant.

Test Protocol

Each participant was allocated 55 minutes for the study. We began each session by having participants sign our consent form as well as Amazon's Non-Disclosure Agreement, then briefly explained AmazonSmile and let them know what to expect from the usability study. Once the paperwork was signed, we gave participants an example of “think aloud protocol” before we began moving through the five tasks.

For the first three tasks, the moderator introduced a scenario and asked the participant to complete the task while using the think aloud protocol, indicating to the moderator when they felt they had completed the task. After the first three tasks, the participant rated the level of difficulty for that specific task on a Likert scale using a post-task survey.

After all five tasks were completed, participants were asked a series of questions to determine their familiarity with AmazonSmile prior to the study, as well as elicit overall reactions to AmazonSmile. Participants were then given a short post-test questionnaire to fill out, including the SUS scale. Then, two weeks after the study, participants were sent a follow-up survey to determine whether they had shopped on AmazonSmile since the study, and if not, why.

Participants were given the following series of tasks to measure AmazonSmile usability and user preference:

- In **Task 1** we asked participants to sign up for AmazonSmile and choose a charity to test how easy it is for users to sign up.
- In **Task 2** we had participants edit their charity selection to note the method(s) they used and how discoverable and easy to use the method(s) are.
- In **Task 3** we asked participants to shop for a pair of shoes that would benefit their previously selected charity, to evaluate participants' understanding that in order for a donation to be made to their charity, they need to return to smile.amazon.com to make their purchase.
- For **Task 4** we asked participants to explain AmazonSmile to a friend. We used an open-ended format to observe how participants described the AmazonSmile system and process, and to determine whether participants mentioned that AmazonSmile is a separate site/URL from Amazon.com.
- In **Task 5** we showed participants three different prototypes of reminders that would appear on Amazon.com to direct users who had previously signed up for AmazonSmile back to smile.amazon.com, to determine which reminder participants preferred and why.

Test Environment

The usability test was conducted at the University of Washington's Seattle campus, in a meeting room located at Sieg Hall, on Saturday, February 15th and Saturday, February 22nd, 2014. We provided one laptop per test room, and cleared the Internet browser cache and cookies between applicable tasks. We recorded the sessions using video camera and audio recorder. During the study, the moderator sat beside the participant and the note-taker observed the session off to one side.

Data Collection

We collected both quantitative and qualitative data during the study.

The quantitative data included number of errors made for tasks 1, 2, and 3; satisfaction ratings of tasks 1, 2, and 3; success rate of completing tasks 1, 2, and 3; the number of participants that initially searched for a charity versus selecting a default charity during task 1; the number of participants that changed a charity using the account menu versus the supporting string in the top nav for task 2; rankings of prototypes; participants' overall impression of AmazonSmile on the SUS scale; number of participants that returned to AmazonSmile in the two weeks following the test; and number of participants that did not return to AmazonSmile in the two weeks following the study.

The qualitative data included why participants chose a particular charity, participant reactions to the tasks, participant explanations of AmazonSmile to a friend, subjective impressions of AmazonSmile as a system, how frequently participants used Amazon.com, whether or not participants had heard about AmazonSmile prior to the study, how participants returned to AmazonSmile if they shopped there in the two weeks following the study, and what would motivate participants to shop at AmazonSmile in the future.

Findings & Successes

Successes

Based on discussions with our AmazonSmile contact, we investigated the usability of specific tasks within the site, and collected subjective feedback from the participants. Many of the results of our investigation are favorable.

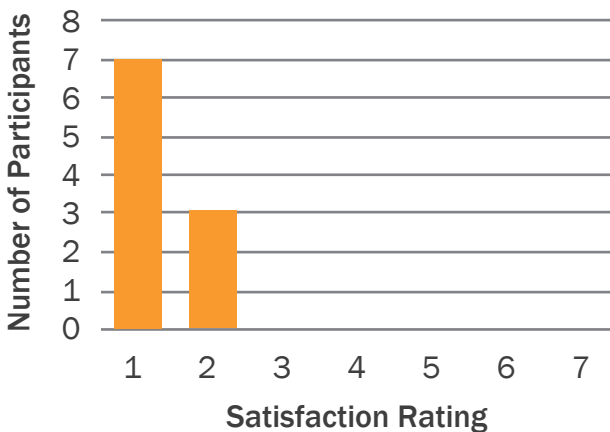
Perhaps most significantly, all ten of the participants found the premise of AmazonSmile to be attractive and stated an intention to use AmazonSmile in the future. P9 was very excited about AmazonSmile, saying “I’m gonna log on when I get home”. P1

mentioned that she would “use it from here on out actually, on every purchase, as long as I remember.” P7 stated that she was very likely to use AmazonSmile because “it’s completely free and I get to support people.” She also stated that she was “very likely to tell other people, too.” Lastly, P9 described herself as “pro” - AmazonSmile.

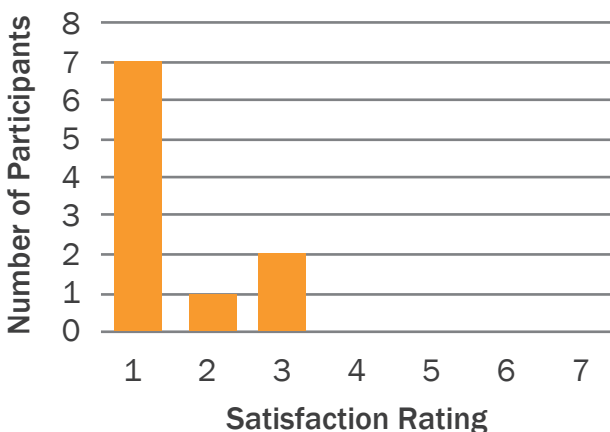
Participants provided positive feedback regarding the concept of charity donation through Amazon. P2 stated that “it’s a benefit, you know, it makes me feel good about being a consumer, and, yeah there’s no, like, downside that I’m able to tell.” P7 said that she “liked the concept of supporting a charity, and so I feel like it would make me want to shop at Amazon more often because I have a benefit to it.” P8 opined “I think it’s really good that Amazon is supporting all these charities, I like that idea a lot.”

All ten participants were able to successfully sign up for AmazonSmile and edit their charity selection without making any errors, indicating that these two areas of AmazonSmile are very usable. In addition, participant satisfaction ratings for the sign-up and charity change tasks (Task 1 and Task 2, respectively) fell entirely in the ‘Very Easy’ range. On a scale of 1 to 7 with 1 being Very Easy and 7 being Very Difficult, the average satisfaction rating for Task 1 was 1.3 and the average satisfaction rating for Task 2 was 1.5.

Task 1 Satisfaction Rating



Task 2 Satisfaction Rating



Opportunities & Recommendations

Along with the above outlined successes, the study revealed a number of opportunities for improving AmazonSmile. The tables below outline our findings, separated by task and category, along with supporting data and recommendations.

Table 1: Findings Related to Task 1 - Sign Up for AmazonSmile

Finding 1.1:	Participants selected default charities more often than they searched for a charity
Data:	8 participants selected a default charity during the sign-up process. 2 participants searched for a charity during the sign-up process.
Finding 1.2:	Search option for charity selection is not visible
Data:	5 participants did not see the search option for the charity selection during Task 1. 1 participant saw the option after completing the task, the remaining 4 participants did not see the option at all.
Recommendations Findings 1.1-1.2:	If the aim of AmazonSmile is to promote the default charities over others, no action is recommended. If AmazonSmile wants to increase the likelihood that users will also search for a charity, we recommend making the search option more visible/discoverable.
Finding 1.3:	The most commonly stated reason for selecting a charity was that chosen charity, when selected from the default charities, was convenient.
Data:	5 participants stated that the default charities were convenient to choose from. 2 participants cited familiarity with the charity. 3 participants were already involved with their selected charity.
Finding 1.4:	On a 7-point Likert scale, where 1=Very Easy and 7=Very Difficult, the mean satisfaction rating for Task 1 was 1.3
Data:	7 participants gave Task 1 a satisfaction rating of 1. 3 participants gave Task 1 a satisfaction rating of 2.
Finding 1.5:	The most common participant reaction to Task 1 was “the task was easy”
Data:	Participants stated that the task was ‘easy’ 9 times. Participants noted that they did not see the search option 5 times. Participants said that the task was ‘straightforward’ 3 times.
Quotes:	“It was very easy. I think the bottom portion of searching, I would have noticed it right away if it had been a little larger, or maybe side-by-side of the ones that were already pre-selected.” [P1] “Really clear and straightforward, except that, I only know, only one of the charity.” [P4] “Very easy, just had to click a few buttons. I would’ve liked to know if there’s local charities besides just those that you could search for charities.” [P10]
Recommendations Findings 1.3-1.5:	No recommendation for these findings.

Table 2: Findings Related to Task 2 - Change Selected Charity

Finding 2.1:	Participants used both the “Your Account” section and the supporting string in the top nav¹, almost equally, to edit their charity selection
Data:	4 of the participants used the “Your Account” section (both the menu and clicking on Account to get to the account page) to change their selected charities. 6 of the participants clicked on the supporting string in the top nav to change their selected charities.
Finding 2.2:	On a 7-point Likert scale, where 1=Very Easy and 7=Very Difficult, the mean satisfaction rating for Task 2 was 1.5
Data:	7 participants gave Task 2 a satisfaction rating of 1. 1 participant gave Task 2 a satisfaction rating of 2. 2 participants gave Task 2 a satisfaction rating of 3.
Recommendations Findings 2.1 - 2.2:	No recommendation for these findings.
Finding 2.3:	The most common participant reaction to Task 2 was “the task was easy”
Data:	Participants stated that the task was ‘easy’ 8 times. Participants said that the task was ‘straightforward’ 3 times. Participants noted that they didn’t know where to go at first to change their charity 2 times. Participants stated that they didn’t notice the search bar at first 2 times. Participants stated that the purpose of the supporting string in top nav was clear 2 times.
Quotes:	“Very easy. Any changes to your profile, that’s usually typically where I go on any website, to where my name is.” [P2] “It’s also pretty easy, but at first I don’t know where is it, but then I find Account and it shows in the preview, and when I get in my account it’s really easy to find it.” [P4] “I think it was very easy, I normally would look at the top of any site I was using to shop to look for my personal information, so I do like how right at the top there it says “supporting” and it made it very clear that I had to select that to edit my options.” [P5] “It did take me a second to realize that I could type in my charity at the bottom cause, you’re not necessarily gonna look down there first when you’ve got all this visual up here.” [P9]
Recommendations:	If AmazonSmile wants to increase the likelihood that users will also search for a charity, vs. only selecting one of the default charities, we recommend making the search option more visible/discoverable.

Table 3: Findings Related to Task 3 - Find an Item Whose Purchase Will Benefit Your Selected Charity

Finding 3.1:	Participants had difficulty returning to AmazonSmile so that their purchase would benefit their selected charity
Data:	<p>2 of the participants did not successfully complete Task 3. Of the 8 participants that did successfully complete Task 3, 4 required moderator assistance in the form of reminding that the purchase should support the participant’s selected charity. The same assistance was required of the 2 participants that did not finish the task successfully.</p>
Finding 3.2:	Task 3 accrued the highest number of errors
Data:	<p>Where Tasks 1 and 2 each saw 0 errors, Task 3 had an average of 1.1 errors across all 10 participants. Participants expected to find ways to AmazonSmile in the Amazon.com UI 5 times. Participants went directly to Amazon.com instead of AmazonSmile 4 times. 1 participant went to Amazon.com by clicking on a Google search result. 1 participant went to the charity’s home page.</p>
Quotes:	<p>“I think when I got through the purchase process, I would have to log in before making the purchase, and so I think that would populate my charity. I liked how I saw up here that I was supporting the charity. I don’t see that now but I believe that’s because I’m not signed in.” [P2]</p> <p>“If you already signed up with AmazonSmile, when you go to Amazon, it should automatically recognize that right away.” [P9]</p> <p>“My first choice would’ve been to go directly to the charity to see if they had something... to give them the larger percentage.” [P10]</p>
Finding 3.3:	Among participants that completed Task 3, directly typing a variant of smile.amazon.com and searching for ‘AmazonSmile’ were the two most common ways of returning to AmazonSmile
Data:	<p>3 participants typed smile.amazon.com (or a variant like AmazonSmile.com) into the address bar. 3 participants searched for AmazonSmile via search engine. 2 participants searched for AmazonSmile within Amazon.com.</p>

Table 3: Findings Related to Task 3 - Find an Item Whose Purchase Will Benefit Your Selected Charity (cont'd)

<p>Finding 3.4:</p>	<p>On a 7-point Likert scale, where 1=Very Easy and 7=Very Difficult, the mean satisfaction rating for Task 3 was 2.6</p>
<p>Data:</p>	<p>2 participants gave Task 3 a satisfaction rating of 1. 2 participant gave Task 3 a satisfaction rating of 2. 4 participants gave Task 3 a satisfaction rating of 3. 2 participants gave Task 3 a satisfaction rating of 4.</p>
<p>Finding 3.5:</p>	<p>The most common participant reaction to Task 3 was “the task was easy”</p>
<p>Data:</p>	<p>Participants stated that the task was easy 5 times. Participants said that the task was more difficult 3 times. Participants stated that it was unclear how to make a purchase that would benefit their selected charity 3 times.</p>
<p>Quotes:</p>	<p>“The actual process of finding the shoe is fine but I think it’s just not entirely clear that it’s going to be supporting the charity.” [P8]</p> <p>“I didn’t give this one as easy because it’s, I don’t know, it was just like ‘aagh’... I had to think about that one.” [P2]</p>
<p>Recommendations Findings 3.1 - 3.5:</p>	<p>A pop-up redirecting users from Amazon.com to AmazonSmile could remind users to use smile.amazon.com instead of www.amazon.com to support their selected charity.</p> <p>Additional reminders could be placed in other areas of Amazon.com’s UI including:</p> <ul style="list-style-type: none"> • Users’ Account area • Shopping cart • Shopping filters (that would show which products are eligible for AmazonSmile). <p>Lastly, integrating the two sites (Amazon.com and AmazonSmile) could limit confusion and make contributing to a charity easier and more straightforward.</p>

Table 4: Comparison of Task 1, Task 2, and Task 3 Satisfaction Ratings

Finding 4.1:	Satisfaction ratings for Tasks 1 and 2 are both statistically significantly higher than the satisfaction ratings of Task 3
Data:	<p>Although all three of the satisfaction ratings average on the ‘easy’ side of the scale, we ran a paired samples T-test between Tasks 1 & 2, Tasks 2 & 3, and Tasks 1 & 3.</p> <p>While no statistically significant difference was found in the satisfaction ratings of Tasks 1 & 2, Task 3 was rated to be more difficult than Tasks 1 & 2, and these differences are statistically significant (0.002 and 0.04 respectively).</p>
Recommendations:	<p>Use a pop-up to redirect users from Amazon.com to AmazonSmile</p> <p>Place additional reminders in other areas of Amazon.com’s UI</p> <p>Integrate Amazon.com and AmazonSmile</p>

Table 5: Findings Related to Task 4 - Tell a Friend About AmazonSmile

Finding 5.1:	When describing how they would tell a friend about AmazonSmile, over half of the participants specified that AmazonSmile is separate from Amazon.com
Data:	<p>6 participants specified that AmazonSmile must be accessed separately from Amazon.com.</p> <p>4 participants focused on describing the charity aspect of AmazonSmile to a friend.</p>
Quotes:	<p>“The first thing I would tell them is to just to go to smile.amazon.com and log in with your regular password and username and that will direct you to a page where you get to select a charity.” [P1]</p> <p>“I would recommend just going to Google, typing in AmazonSmile and you could find it that way.” [P5]</p> <p>“I’m sure that there’s a way that you could, like, invite people or send a link to my friend.” [P2]</p>
Recommendations:	No recommendation for this finding.

Table 6: Findings Related to Task 5 - Prototype Comparison

Finding 6.1:	Participants preferred the full-page prototype Prototype A
Data:	7 participants preferred Prototype A. 2 participants preferred Prototype B. 1 participant preferred Prototype C.
Recommendations:	Although these findings would indicate that AmazonSmile should implement Prototype A, we would like to note that the prototypes were shown as a single screenshot and not within the context of live use of Amazon.com. We recommend further research into these prototypes using a higher fidelity prototype.

Table 7: Findings Not Related to a Specific Task

Finding 7.1:	All 10 System Usability Scale (SUS) scores fall in the ‘Acceptable’ range <i>Note: The System Usability Scale was developed by John Brooke at Digital Equipment Corporation</i>
Data:	SUS scores range from a low of 77.5 to a high of 100, all of which fall into the ‘Acceptable’ range. (The acceptable range is determined by a compilation of 500 studies on the SUS in which scores are collected and charted to find trends.)
Recommendations:	No recommendations for this finding.
Finding 7.2:	In the post-test interview, participants voiced concerns about remembering to return to AmazonSmile
Data	3 participants mentioned that they might need to be reminded to return to AmazonSmile.
Quotes:	“I think I would need more advertising to remember it” [P10] “I guess it is also a little weird that you have to go to smile.amazon to be able to do that, it would be nice if it was like centralized and you can just like toggle that option on or off instead of going to like separate, different pages.” [P8] “I’ll use it from here on out actually, on every purchase as long as I remember.” [P1]
Recommendations:	Implement a pop up redirecting users from Amazon.com to AmazonSmile. Additional reminders could be placed in other areas of Amazon.com’s UI. Integrating the two sites (Amazon.com and AmazonSmile) could limit confusion and make contributing to a charity easier and more straightforward.
Finding 7.3:	Half of the participants had heard about AmazonSmile prior to the study
Data:	5 participants had heard about AmazonSmile prior to signing up for the study. 2 participants had heard about AmazonSmile from a friend. 1 participant had heard about AmazonSmile from social media (Facebook). 2 participants could not remember where they had heard about AmazonSmile.
Quotes:	“I am on Amazon often, so it was probably there, but I can’t remember specifically.” [P2]
Recommendations:	No recommendations for this finding.

Table 8: Findings Related to the Follow-Up Survey

<p>Finding 8.1:</p> <p>Data:</p> <p>Quotes:</p> <p>Recommendations:</p>	<p>Of the 7 participants that responded to the follow-up survey, 2 shopped on AmazonSmile</p> <p>2 participants shopped at AmazonSmile in the 2 weeks since the study. 5 participants did not shop at AmazonSmile in the 2 weeks since the study.</p> <p>“I will shop at amazon smile for my next amazon purchase. The only motivation I needed was that a portion of my purchase goes towards charity at no extra cost to me.” “I will probably use it over normal Amazon if given the opportunity, but that is usually determined by prices.” “It’d be nice to have a toggle option on Amazon.com. I shopped on Amazon and bought some things, but I totally forgot to go to smile.amazon” “I have an aunt who runs a non-profit organization that I would love to support while also shopping for myself.” “Reminders from Amazon (especially when adding items to cart) about using Amazon Smile.”</p> <p>Implement a pop up redirecting users from Amazon.com to AmazonSmile. Additional reminders could be placed in other areas of Amazon.com’s UI. Integrating the two sites (Amazon.com and AmazonSmile) could limit confusion and make contributing to a charity easier and more straightforward.</p>
<p>Finding 8.2:</p> <p>Data:</p> <p>Recommendations:</p>	<p>Of the respondents that shopped on AmazonSmile, both returned to AmazonSmile via typing the URL directly into their address bar</p> <p>2 respondents returned to AmazonSmile by typing the URL directly into their address bar.</p> <p>No recommendations for this finding.</p>

Next Steps

Lessons Learned

Due to availability, we arranged to conduct our tests at Sieg Hall for HCDE students on the University of Washington campus during the weekend. When the time came to conduct the studies we realized that not only was it difficult to try to direct participants to Sieg Hall, but there was also no way to get participants inside the building without assistance. We enlisted help one week, when a friend attended the sessions and acted as a guide around campus. The second weekend, though, we had to rely on our cell phones. Luckily, our sessions were not interrupted by phone calls, but next time we would prefer to conduct the studies in a more accessible location.

In addition, although we were often in contact with our AmazonSmile liaison, it was not until after the study had been completed that she remarked that another team had shared their study kit with her prior to conducting their studies, which we had not thought to do beforehand. Although our liaison did not see this as an issue, we would have liked the opportunity to identify any missing pieces, or places where we were collecting data that may not be useful to the AmazonSmile team. For future studies, we will share all documents related to the study with our clients before running the study.

Finally, we were limited by the participants that we were able to recruit. Because the majority of the participants that we were able to recruit were known to us, most them were females in the 20 - 35 year old age range, college-educated, and technologically savvy. Since Amazon's "typical user" is defined by the company as "everyone," recruiting participants from a wider range of backgrounds would be beneficial, as it would make the data more generalizable as well as allow us to examine the data based on categories such as computer experience and age range.

Future Studies

Many of our results indicate that further research should be conducted on several key points.

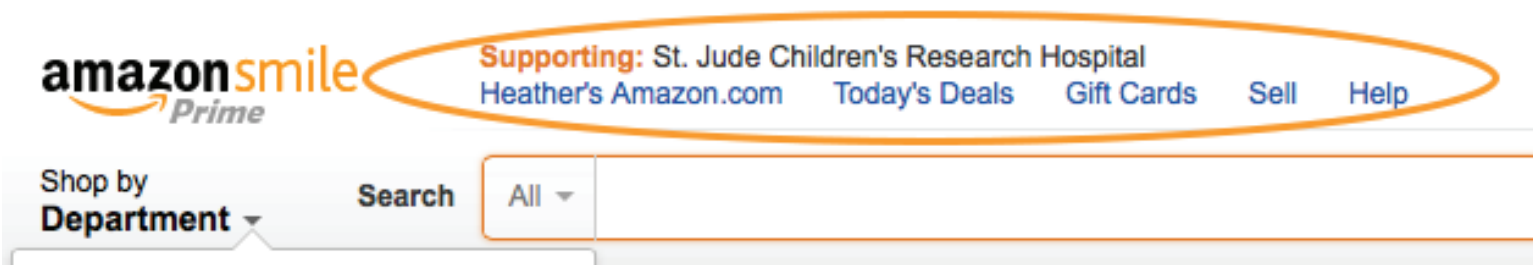
Further research should be done for Task 3 (find an item that will benefit your selected charity upon purchase) to determine other possible ways to direct AmazonSmile users back to smile.amazon.com. Many participants experienced difficulties remembering to return to AmazonSmile in order for their purchases to benefit the charity they had selected, and several participants outright stated a desire to be reminded to return to AmazonSmile. Additional research should be conducted on the efficacy of Amazon's emails, bookmarks, and other methods of routing customers back to AmazonSmile in order to determine which methods work best and which need to be examined closer.

Also, because we did not have participants complete a purchase through AmazonSmile, they did not get the full experience of a confirmation that their purchase benefited their charity or have the opportunity to share that information via social media. Additional studies of the entire checkout experience may reveal insights into how and why people use AmazonSmile, which could inform ways of getting them back to smile.amazon.com in the future.

Lastly, the reminder prototypes were presented to participants in our study as a series of screenshots. As such, the data that we collected may not be representative of participant preferences in a live-use setting. The prototypes should be tested again in a scenario in which they actually pop up while a participant is visiting Amazon.com in order to better reflect the actual situation in which they would be encountered.

Appendix A

1. Supporting String in the Top Nav:



Appendix B

Study Kit

Participant Screener Survey

(Note: survey is hosted in SurveyGizmo)

1. Do you use any of the following? (Check all that apply) ***This question is required.**

- Laptop computer
- Desktop computer
- Smartphone
- Tablet
- None of these (logic = if this is chosen, end survey early)

2. How often do you shop online? ***This question is required.**

- Every week (or more often)
- Every few weeks
- Once a month
- Once every few months
- Once a year
- Never (logic = if this is chosen, end survey early)

3. What percentage of your purchases are made online? ***This question is required.**

- 1-25%
- 26-50%
- 51-75%
- 75-100%

4. Which of the following online merchants have you shopped with? (Check all that apply) ***This question is required.**

- Walmart.com
- Target.com
- Amazon.com (logic = if this is not selected as part of answer, end survey early)
- Overstock.com
- Ebay.com

5. Are you available to participate in a usability study at the University of Washington on either of these dates? (Check all that apply)

The study won't last longer than 1 hour, and in most cases will be much shorter than that. Participants will receive a \$5 Starbucks gift card and homemade baked goods. ***This question is required.**

- Saturday, February 15th between 12 PM and 3 PM
- Saturday, February 22nd between 1 PM and 4 PM
- None of these (logic = if this is chosen, end survey early)

6. Please enter your contact information so that we can schedule a time for the usability test if you are selected. *

Name

Phone Number

Email Address

Preferred method of contact

Early ending closing message: Thank you for taking our survey.

Completed survey closing message: Thank you for taking our survey. We will contact you if you have been selected to participate in the usability study.

Moderator Script

Welcome! Thanks for agreeing to participate in our usability study today.

[Lead the way to the test room]

Would you like a moment to use the restroom? Can we grab you some water?

[Allow time for participant to settle in]

Before we begin, I want to let you know that I'll be reading to you from this script, just to be sure I am consistent with all participants. To get started, I'm going to give you an introduction and ask you to fill out some paperwork. Please let me know if you have questions at any time.

AmazonSmile is a way for you to support a charity while you shop Amazon, at no cost to you. It has the same products and features as Amazon.com - the difference being 0.5% of each purchase will be donated to a charity of your choice.

We aren't affiliated with AmazonSmile - this is strictly a school project. We are investigating the usability of the system and are interested in knowing how users interact with it. Although we're not affiliated with AmazonSmile, we will be reporting our findings back to AmazonSmile. When we do, you will remain anonymous. We're also going to be recording the session ***[point to camera]*** and taking notes. Please sign this form to acknowledge your consent.

[Hand out Nondisclosure and Recording Consent]

Next, we are going to be showing you information and images that are confidential. This is a non-disclosure agreement given to us by Amazon. Please sign here to acknowledge your understanding.

[Hand out Amazon Non-Disclosure Agreement]

Thank you for filling out the paperwork! I just want you to keep in mind that we are testing the system and not you - so we are recording and taking notes on the interactions we observe. As we go through the test, we would like you to think out loud. I'll give you an example.

[I need to make a poster for work and I need some Valentine images to put on it. (walk through going to google.com, finding an image. Make sure to elaborate on opinions and things you notice)]

If you forget to think out loud, I'll remind you. At times, I may not be able to answer a question that you have. That's okay, I want you to work through and figure it out but please let me know if you feel uncomfortable or lost. Do you have any questions for me before we begin?

Task 1

You just got back from having coffee with a friend. Your friend was raving about something called AmazonSmile, and they told you that AmazonSmile is like Amazon.com, except that a donation is made to a charity of your choice whenever you shop in AmazonSmile. You are intrigued and want to sign up, and your friend gave you the link to AmazonSmile. Please sign up for AmazonSmile, using your actual Amazon account. Let me know when you've completed the task.

[Allow time for participant to complete Task 1]

Thank you. Please circle the number that best describes your AmazonSmile signup experience. ***[Hand them the Post-Task Questionnaire and point to Task 1 scale]*** What are your thoughts about that process? ***[Take notes]*** Let's move on to the next step.

Task 2

You are casually surfing through the web when you stumble upon an article about an amazing charity called the Food Recovery Network. You become interested in the Food Recovery Network and would like to use AmazonSmile to support it. Please change your charity to the Food Recovery Network. Let me know when you've completed the task.

[Allow time for participant to complete Task 2]

Thank you. Please circle the number that best describes your experience with changing your charity ***[Point to the Post-Task Questionnaire]***. What are your thoughts about that process? ***[Take notes]***. Let's move on to the next task.

Task 3

[Clear the cache/history - close window]

You have decided to begin a new fitness routine - and that includes running! You need a new pair of shoes and you want your purchase to support the Food Recovery Network. Find a page with the type of running shoe that you like. Let me know when you've completed the task.

[Allow time for participant to complete Task 3]

Thank you. Please circle the number that best describes your shopping for the benefit of a charity experience ***[Point to the Post-Task Questionnaire]***. Do you have any thoughts about that process? ***[Take notes]***. Let's move on to the next step.

Task 4

Please tell me how you would explain how to use AmazonSmile to a friend.

[Allow time for participant to complete Task 4 and take notes]

Task 5

Now I'm going to show you three different prototypes of reminders that would show if you had previously signed up for AmazonSmile but accidentally went to Amazon.com instead. First, I'd like you to tell me your thoughts on each of the prototypes. Then I'd like you to rank them in order from 1 to 3, with 1 being your favorite and 3 being your least favorite.

[Allow time for participant to complete Task 4]

[Take notes]. That's it for the tasks! To wrap up, I'm going to ask a few more questions and have you fill out a final questionnaire:

- First, did you know of AmazonSmile before this study?
- How did you find out about it?
- How likely are you to use AmazonSmile in the future?

[Take notes]

[Hand them the Post-Test Questionnaire]

Please fill this out as best you can and let me know if you have questions.

[Allow time for participant to complete questionnaire]

Thank you again for participating today! ***[Hand over gift card]*** We will be sending you a short follow up survey in the next few weeks.

Data Collection Sheet

Participant ID: _____

Moderator: _____

Note Taker: _____

Date/Time: _____

Device used by participant: _____

Task 1: Set Up Amazon Smile - Move to task 2 after 5 minutes

Errors made in selecting charity: _____

Total # of errors: _____

Where were errors made? (type notes if necessary)

Did participant select default charity or search for a charity? _____

Why did the participant select this charity? _____

Participant impressions of setup process "What were you thinking when you did this task?"

(type notes if necessary)

Participant task satisfaction rating (from participant questionnaire):

Task 2: Change Charity - Move to task 3 after 5 minutes

Did participant change charity in Account menu or top bar? (browsers only)

Was participant successful at changing the charity? Y N

Did the moderator offer assistance? Y N

Errors made in changing charity: _____

Total # of errors: _____

Where were errors made? (type notes if necessary)

Did participant select default charity or search for a charity? _____

Is this method of charity selection different than the participant used in setup? Y N

Why did the participant select this charity? _____

Participant impressions of setup process "What were you thinking when you did this task?"

(type notes if necessary)

Participant task satisfaction rating (from participant questionnaire):

Task 3: Shop for Item - Move to task 4 after 5 minutes

How did participant get back to Amazon Smile to shop?

Was participant successful at returning to Amazon Smile to shop? Y N

Did the moderator offer assistance? Y N

Errors made in returning to Amazon Smile: _____

Total # of errors: _____

Where were errors made? (type notes if necessary)

Participant impressions of return to Amazon Smile process “What were you thinking when you did this task?” (type notes if necessary)

Participant task satisfaction rating (from participant questionnaire):

Task 4: Explain Amazon Smile to a Friend

How would the participant explain Amazon Smile to a friend? (type notes if necessary)

Task 5: Select Preferred Reminder Prototype

Which reminder prototype does the participant prefer?

Why does the participant prefer this prototype?

Post-test Interview:

SUS ratings:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

How did the overall Amazon Smile experience make the participant feel? (type notes if necessary)

Did the participant know about Amazon Smile before the study? Y N

If yes, how did they know about Amazon Smile?

Post-test Survey:

Did the participant use Amazon Smile in the 2 weeks since the study? Y N

Why or why not?

Task Worksheet for Participant

Task 1

You just got back from having coffee with a friend. Your friend was raving about something called AmazonSmile, and they told you that AmazonSmile is like Amazon.com, except that a donation is made to a charity of your choice whenever you shop in AmazonSmile. You are intrigued and want to sign up, and your friend gave you the link to AmazonSmile. Please sign up for AmazonSmile, using your actual Amazon account. Let me know when you've completed the task.

Task 2

You are casually surfing through the web when you stumble upon an article about an amazing charity called the Food Recovery Network. You become interested in the Food Recovery Network and would like to use AmazonSmile to support it. Please change your charity to the Food Recovery Network. Let me know when you've completed the task.

Task 3

You have decided to begin a new fitness routine - and that includes running! You need a new pair of shoes and you want your purchase to support the Food Recovery Network. Find a page with the type of running shoe that you like. Let me know when you've completed the task.

Post-test Follow-up Survey

(Note: Survey is hosted in SurveyGizmo)

Thank you again for participating in our study. We've got two short follow up questions for you and we would truly appreciate you taking the time to answer them. This survey should not take longer than 5 minutes.

1. In the 2 weeks since the study, have you shopped online?*(show calendar)
 - Yes
 - No (logic = if chosen, end survey early)

2. In the 2 weeks since the study, have you shopped on Smile.Amazon.com?*(show calendar)
 - Yes
 - No

3. (if yes) How did you get to AmazonSmile for your shopping?*(
 - Used a bookmark that I created to AmazonSmile
 - Searched for AmazonSmile in a search engine like www.google.com
 - Typed Smile.Amazon.com into my browser's address bar
 - Clicked on a link in an email sent to me by AmazonSmile
 - Other (please describe):

3. (if no) What would motivate you to shop at AmazonSmile in the future?*[text box]

Completed survey closing message: Thank you so much for responding to our survey!

Post-Task Questionnaire

Part 1

Participant ID _____

Task 1

Overall, this task was:

Very Easy

Very Difficult

1 2 3 4 5 6 7

Task 2

Overall, this task was:

Very Easy

Very Difficult

1 2 3 4 5 6 7

Task 3

Overall, this task was:

Very Easy

Very Difficult

1 2 3 4 5 6 7

Please rank the three prototypes in order of your preference, with 1 = most preferred and 3 = least preferred

Prototype 1: _____

Prototype 2: _____

Prototype 3: _____

Post-Test Questionnaire

Part 2

Participant ID _____

Please rate your experience with Amazon:

- Have used Amazon less than 3 times
- Have used Amazon more than 3 times but less than several times a month
- Use Amazon multiple times a month

Which of these features do you interact with? (Check all that apply)

- Browsing the site
- Kindle
- Wish list
- Cloud drive
- Registry
- MP3s
- Reading/writing reviews
- Instant video
- Amazon apps
- Reviewing account settings

Strongly disagree

Strongly agree

1. I think that I would like to use this system frequently

1	2	3	4	5

2. I found the system unnecessarily complex

1	2	3	4	5

3. I thought the system was easy to use

1	2	3	4	5

4. I think that I would need the support of a technical person to be able to use this system

1	2	3	4	5

5. I found the various functions in this system were well integrated

1	2	3	4	5

6. I thought there was too much inconsistency in this system

1	2	3	4	5

7. I would imagine that most people would learn to use this system very quickly

1	2	3	4	5

8. I found the system very cumbersome to use

1	2	3	4	5

9. I felt very confident using the system

1	2	3	4	5

10. I needed to learn a lot of things before I could get going with this system

1	2	3	4	5