

## Subjects

We will be testing ten subjects. They will be tested in two groups of five.

First group: 1/27/11

Second group: 1/28/11

Users will be selected by the following criteria.

Criteria	All Users	Target
Age	18 or over	35-45
Gender	Split Evenly	At least 3 women
Household Income	Any	\$60,000 or more
Ethnicity	Mixed	
Marital Status	Any	Married
Children	Any	Yes
Last Time Clicked on Banner	Any	Last month or sooner
Use the Web to Save Money	Any	At least one
Profession	No marketing, advertising, or publishing	

## Screening Questions

To determine their eligibility, potential subjects will answer the following questions:

1. Please answer the following demographic information
  - a. Name
  - b. City/Town
  - c. State
  - d. Zip Code
  - e. Email Address
2. How old are you?
  - a. 18-24
  - b. 25-34
  - c. 35-45
  - d. 46-49
  - e. 50-60
  - f. Over 60
3. What is your gender?
  - a. Female
  - b. Male
4. What is your marital status?
  - a. Single
  - b. Married
  - c. Separated/Divorced
  - d. Widowed
5. Do you have any children living in your household?
  - a. Yes
  - b. No
6. What is your household income?
  - a. Under \$30,000
  - b. \$30,000 to \$59,000



- c. \$60,000 to \$100,000
  - d. Over \$100,000
7. Which of the following best describes you?
- a. African-American
  - b. Asian-American
  - c. Caucasian
  - d. Hispanic
  - e. Native American
  - f. Pacific Islander
  - g. Other (please specify)
8. Do you currently work in any of the following industries: Marketing, Advertising, Publishing
- a. Yes
  - b. No
9. When was the last time you clicked on an online banner ad?
- a. Last week
  - b. Last month
  - c. Last year
  - d. More than a year ago
  - e. Never
10. I use the Web to save money through the following methods: (Please check all that apply)
- a. Coupons
  - b. Online Promotions
  - c. Discount Offers

## Procedure

Each session will last approximately an hour. Before the session starts, each subject will sign a recording consent form and a non-disclosure agreement. The subject will be asked to use a prototype of the AdKeeper application. A moderator will walk the subject through the process using a prepared script. Each subject will be asked to perform a list of tasks and prompted for feedback.

The sessions will be observed through a one-way mirror. Additionally, both the screen and the user's reactions will be recorded for future reference.

After all tests are completed, Ignited will prepare a report of the findings and identify the most serious issues.

## Initial Questions

At the beginning of the session, subjects will be asked the following questions to warm them up and to gain some additional information:

1. How often do you use the Internet? What do you use it for?
2. How often do you click on online advertising?
3. Have you ever used any ad blocking software?
4. Have you ever used the web to save money with coupons, online promotions, or discount offers?
5. Have you ever torn an ad out of a magazine or newspaper to save it?
6. Have you ever wanted to save an online advertisement for future reference?



## Tasks

### Task 1. Ad in the Wild

Item to Test	Task	Success Criteria
Understanding of Keep Button	“Save this ad so that you can see it in the future.”	User clicks Keep Button
Awareness of Keep Button	[Observation]	Time it takes for user to click on Keep Button

### Task 2. Getting to AdKeeper

Item to Test	Task	Success Criteria
Understanding where ads are kept	“Find the ad you saved earlier.”	a. Types in AdKeeper URL b. Searches Google for AdKeeper

### Task 3. Using the Keeper

Item to Test	Task	Success Criteria
Getting More Information	“Get more information about the offer in this ad.”	User clicks on the ad
Printing	“Print this ad.”	User clicks on print button
Sharing	“Share this ad with a friend.”	User clicks on the Facebook, Twitter, Share This, or Email button
Deleting	“Remove this ad.”	User clicks on delete button

### Task 4. Using the Gallery

Item to Test	Task	Success Criteria
Getting to the Gallery	“Find more ads.”	User clicks the Gallery
Keeping an Ad in the Gallery	“Save the ad you are most interested in”	User clicks on the Keep button in the ad
Returning to the Keeper	“Return to the place where you can look at your own ads.”	User click on My Keeper



## Follow Up Questions

The moderator will return to the pages used in the test and ask additional questions if needed:

### Ad Page

1. Did you notice the ad when you first saw the page?
2. Did you notice the K button in the ad?
3. What did you think the K button would do before you clicked it?
4. Why does it say "Stay Here", what does do you think that means?
5. What did you think the K button did after you clicked it?
6. When you clicked the K button to save the ad, where did you think it was being saved?
7. Did you notice that the button changed from blue to gray after you clicked it? Why do you think it changed?
8. When you saw the name AdKeeper, what did you think that was?

### Keeper

1. [Pointing to the carousel] What does this do?
2. [Pointing to the filters] What are these? What do they do?
3. [Pointing to the keeper search] What does this search?
4. If you had multiple ads saved, how would you see the other ads?

### Gallery

1. What does this part of the application do?
2. [Pointing to the filters] What are these? What do they do?
3. [Pointing to the gallery search] What does this search?
4. What do you think a collection is?
5. What kinds of ads would you like to see in the Gallery?

## Post Test Questions

At the end of the session, subjects will be asked the following questions about the overall experience:

1. How easy or difficult did you find this site to use?
2. Where were any points in the process where you felt lost or confused?
3. Name two things about the site or the process that you liked.
4. Name two things about the site or the process that you disliked.
5. Now that you've seen it, would you use AdKeeper in the future to save ads?

