Gift Card Usability: April 28, 2015

6 users, 60 min each, Lab Study - Rochester, NY

Link To Prototype:

https://retailmenot.invisionapp.com/d/main#/console/3375988/74962128/preview

Overall Objectives:

- Determine if users find gift card content valuable when they are finding ways to save while shopping
- Understand if users trust RMN enough to give credit card information and make a gift card purchase
- What are the pain points with the current Gift Card flow to redeem?
- Understand where in this process do coupons fit in?

Test Plan

Scenario: You're buying something on Amazon, and go to the RMN mobile site to see what deals and coupons are available.

Before we begin, ask the participant questions about Gift Cards:
- Do they ever buy gift cards for friends/family?
- Why do they purchase gift cards for others?
- Do they ever buy gift cards for themselves for any reason? Why?
- Where do they get these gift cards?
- How do they spend gift cards themselves? Online? In Store? Other?

1. **Buy a gift card for me** [Scenario 1 of the prototype]
   - mDot Storepage
     - Does the user notice the different content type?
     - How does Gift Card content compare to coupon content? Is it more valuable or less valuable?
     - Does the user understand that this is a *discounted gift card?*
     - How likely are they to click on it?
     - Before they click, what do they expect to see?
     - When they click, does what they see make sense?
     - How likely are they to continue and make a purchase?
     - Is it valuable for the user to get a gift card at a discount from RetailMeNot?

- ■ Do users understand that they can use these gift cards NOW?
  - ○ Guide Participant to buy the gift card…
    - ■ What does the user expect to see after clicking on the offer?
    - ■ How do they feel about that? Does it motivate them to buy gift card or not?
    - ■ Do they think they are buying from RMN or from Amazon?
  - ○ Payment info
    - ■ How do they feel about saving their credit card info with RMN?
    - ■ Would they ever save their Payment info with RMN? Why or why not?
    - ■ Do they think we keep this payment info at RMN or share it with Amazon?
    - ■ Does signing up for account to save payment info make sense?
    - ■ If the user were to click "cancel" at the bottom of the Sign Up form, what do they think they are canceling (the sign up or the purchase)?
  - ○ Confirmation Page
    - ■ Would users prefer to sign up / save their info here rather than with payment?
    - ■ How do they feel about this purchase now that they are at the confirmation page? Does it feel secure/insecure?
    - ■ What would the user do after this?
    - ■ How would the user access the receipt to this purchase if they needed it?

2. **Redeem gift card for me**
   [Steve take user to email which will have Tyler's mocked up email]
   - ○ Email
     - ■ If the user saw this email in his or her inbox, what would they think? Do they know it was sent to them from someone they know?
   - ○ Redemption Instructions
     - ■ Does the user know how to use this gift card?
     - ■ What would they do next?
     - ■ Do they think this gift card is coming through RMN or the merchant?
   - ○ Coupons
     - ■ How likely would the user be to go look for a coupon to use when this gift card is redeemed?
     - ■ Where would they go to find these coupons?
     - ■ Would they be more likely use RetailMeNot to find a discount at this

point?
- Would they also check out other places?
- Where in the gift card flow is the user likely to notice/use coupons?

3. **Buy a gift card for someone else** [Scenario 2 of the prototype]

Scenario: Graduation time is coming up and you want to buy an amazon gift card for a friend or family member...
- Limited Quantity
    - Did users notice/understand that there is a limited quantity of gift card available?
    - How does that change the users perception about gift cards at RMN? Would they be more likely to make a purchase then and there?
- How do users feel about actually purchasing on RMN?
- If they wanted to add a message to their gift card how would they do it?
- Help Section
    - If you had questions on this page, what would you do?
    - Where would you access help if something wasn't working?
    - Who do you feel is responsible to "help" you with these gift cards?
- Confirmation and receipt
    - How does the user feel after completing this purchase?
    - Are they clear and sure that their friend has received the gift card?

4. **Redeeming gift card that was gifted to me [This fake email can just be in the proto flow]**
    - Email
        - Does the user understand who has sent them this gift card?
        - Does it feel like it's a gift from someone else?
    - Redemption
        - Would the user use this gift card immediately or later? Why?
        - If they were to use this gift card, how would they use it?
        - Does redeeming the gift card seem straightforward?

5. **Selling Back Card—Concept, Low-Fi Wireframes Only** [Scenario 3 of the prototype]
    - Has the user ever been in a position when they've received a gift card that they didn't like or didn't want to use?
    - What did they do in that situation?

- If there was a program to exchange their unwanted gift card for one they would actually use, would they be interested in it?
- What's your interest level in a tool that helps them do this?
- Tell me in words how it might work?
- *Walk user's through the wireframes* –
    - What are the users initial thoughts on how to use this feature?
    - Does it make sense?
    - How would they expect to receive their new gift card?