Quill Interns Interview Plan – July 2016

## Purpose

The focus of this study will be to inform the design team’s decisions regarding Mix & Match functionality and visual design on the SKU page. Our goal is to increase conversion on the Mix and Match SKU’s.

Feedback received will help design the best possible experience for our customers on Quill.com

## Process / Methodology

We are using a rapid method approach for in person contextual interviews due to a short time table. We are utilizing interns as a resource for fast in person immediate feedback. Interns will provide a fresh point of view on the functionality of the mix and match area of the SKU page. They will be asked to explore and explain what stands out to them. They will be asked open questions and will provide open and honest feedback regarding the options provided to them.

After interviews are conducted the team will generate a report on our findings and make recommendations based on those findings.

## Users

<Interns>

## Date(s)

07/11/2016

### Introduction:

\*For K-cups\*

Imagine you are an office manager. Your office has a Keurig and it’s time for you to re-stock the K-cups. You will need to buy a variety of these K-cups for all of your staff. You know that your staff likes ‘green mountain coffee’ in a variety of flavors. They especially like hazelnut and <> but you also want to try a new flavor. Your breakroom can store up to 10 boxes of k-cups.

### Task Based Questions:

\*For K-cups\*

Please explore the SKU page for Green Mountain K-cups

Did you notice the BUY MORE & SAVE table?

What did you think of it?

Did you notice that you could Mix & Match to achieve the special pricing**? (\*if they haven’t found the mix and match box, direct them to it and have them interact with it\***)

Using the Mix & Match screen please add some items to your cart.

What would make this experience better for you?

### Discussion Questions:

How do users interact with M+M when buying multiple items?

What do they think about this interaction?

Was it helpful?

What would you change about how the information is displayed?