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# Guidelines for Recruiting Usability Test Participants

## Respondent Profile

The XXX.com design team has used several profiles to guide their design process; the two we will focus on are:

Glamourama - Attitudes towards beauty: very high involvement; love the products, love to shop and make it a priority, heavy experimenters, very concerned about aging, will go to cosmetic counter for expert advice/discussions about beauty

Time-Pressed Beauty-Involved - Attitudes towards beauty: high involvement, very satisfied with current products, like to shop, but do not make time, like experimenting, concerned about aging, know what they want -- get in, get it, get out, may be open to help in the context of a specific event (wedding), but don't have much time

An understanding of these categories will be the foundation for our respondent selections, but we will also focus on demographic criteria for selection.

Our goal will be to have respondents interact with a high-fashion cosmetics website and evaluate its usability and usefulness. It is very important that test participants be articulate and able to express thoughts clearly. Respondents should have no difficulty speaking English.

All respondents should have a personal income of at least \$45,000, be a high school graduate, enjoy keeping up with changing fashion trends in cosmetics, and have experience shopping online. This is the exact profile of respondents we seek for the test:

- Caucasian female, Glamourama  
age 24-34  
\*meets product buying criteria
- Caucasian female, Time-Pressed Beauty Involved  
24-34  
\*meets product buying criteria
- Caucasian female, Time-Pressed Beauty Involved  
34-44  
\*meets product buying criteria
- Caucasian female, Time-Pressed Beauty Involved  
34-44  
\*meets product buying criteria
- Asian female, Glamourama  
24-34  
\*meets product buying criteria
- Latino or African-American female, Glamourama  
24-34  
\*meets product buying criteria

\*To meet the product buying criteria we want participants to buy products from at least three of the following brands:

- |                          |              |                          |               |
|--------------------------|--------------|--------------------------|---------------|
| <input type="checkbox"/> | Aveda        | <input type="checkbox"/> | Laura Mercier |
| <input type="checkbox"/> | Bobbi Brown  | <input type="checkbox"/> | MAC           |
| <input type="checkbox"/> | Chanel       | <input type="checkbox"/> | Nars          |
| <input type="checkbox"/> | Clarins      | <input type="checkbox"/> | Origins       |
| <input type="checkbox"/> | Clinique     | <input type="checkbox"/> | Philosophy    |
| <input type="checkbox"/> | Estee Lauder | <input type="checkbox"/> | Prescriptives |
| <input type="checkbox"/> | Hard Candy   | <input type="checkbox"/> | Smashbox      |
| <input type="checkbox"/> | Kiehls       | <input type="checkbox"/> | Stila         |
| <input type="checkbox"/> | La Mer       | <input type="checkbox"/> | Trish McEvoy  |
| <input type="checkbox"/> | Lancome      |                          |               |

### Test Schedule

Each test session will last approximately 1 hour:

- Date: Feb 6  
12:00 pm, 1:30pm, 3:00pm, 4:30pm, 6:00pm, 7:30pm

### Test Location

- Murray Hill Center, New York City  
373 Park Avenue South, 10th Floor,  
New York, NY 10016  
Tel: (212) 889-4777  
Fax: (212) 889-5869

### Participant Incentives

- Single-session participants: \$75

### Screener

Hello, my name is \_\_\_\_\_, and I am calling from Murray Hill Center on behalf of Summers Consulting. We're not selling anything. We are looking for consumers to try out the design of an Internet website and would like to see if you might be able to participate. Hopefully this is a convenient time to talk.

DO NOT RECRUIT PARTICIPANTS WITH HEAVY ACCENTS, SPEECH IMPAIRMENTS, OR DIFFICULTIES UNDERSTANDING OR SPEAKING ENGLISH

1. Gender (observed)

- Male TERMINATE  
 Female CONTINUE

2. Do you or does anyone in your household work in advertising or public relations, market research, skin care, or beauty care?

- Yes TERMINATE  
 No CONTINUE

3. Do you or does anyone in your household currently work, or have they ever worked at a web design agency or in the internet industry?

- Yes TERMINATE  
 No CONTINUE

4. Excluding e-mail, how much time do you spend on the Web per week?
- Less than two hours TERMINATE
- More than two hours CONTINUE
5. Have you purchased merchandise on the Web in the last six months?
- Yes CONTINUE
- No TERMINATE
6. Have you participated in a marketing research focus group, an in-depth interview, or a usability test in the past six months?
- Yes TERMINATE
- No CONTINUE
7. Which of the following best describes your age?
- Under 24 TERMINATE
- 24-34 CONTINUE
- 34-44 CONTINUE
- over 44 TERMINATE
8. Which of the following best describes your personal income?
- Under - \$30,000 TERMINATE
- 31,000-\$44,000 TERMINATE
- 45,000-\$74,000 CONTINUE
- 75,000-\$99,000 CONTINUE
- 100,000-\$149,000 CONTINUE
- \$150,000- above CONTINUE
9. What is your occupation?  
RECRUIT A MIX FOR EACH ROUND OF TESTS.
10. Which of the following best describes your highest level of education?
- Some high school TERMINATE
- High school graduate CONTINUE
- Some college CONTINUE
- College graduate CONTINUE
- Postgraduate work CONTINUE
- RECRUIT A MIX.
11. Do you have Internet access at home or at work?
- Yes CONTINUE
- No TERMINATE
12. What brands of cosmetics (both makeup and skincare) do you use most often? ALL MUST MENTION AT LEAST 2 BRANDS ON THE LIST.
- |                                       |  |
|---------------------------------------|--|
| <input type="checkbox"/> Aveda        | <input type="checkbox"/> Laura Mercier |
| <input type="checkbox"/> Bobbi Brown  | <input type="checkbox"/> MAC           |
| <input type="checkbox"/> Chanel       | <input type="checkbox"/> Nars          |
| <input type="checkbox"/> Clarins      | <input type="checkbox"/> Origins       |
| <input type="checkbox"/> Clinique     | <input type="checkbox"/> Philosophy    |
| <input type="checkbox"/> Estee Lauder | <input type="checkbox"/> Prescriptives |
| <input type="checkbox"/> Hard Candy   | <input type="checkbox"/> Smashbox      |

\_\_\_ Kiehls  
\_\_\_ La Mer  
\_\_\_ Lancome

\_\_\_ Stila  
\_\_\_ Trish McEvoy

13. What type of store do you shop in, most often, when purchasing cosmetics (skincare and make-up)?

- drug store, convenience store    TERMINATE
- specialty store (like Sephora)    CONTINUE
- dept. store (like Bloomingdales, Saks Fifth Avenue, Barneys)    CONTINUE

14. Which of the following statements describes how you feel about shopping for cosmetics?

- I consider shopping for cosmetics a chore -- something I need to do but it isn't any fun    TERMINATE
- I don't mind shopping for cosmetics -- but I can't make much time for browsing. I'm just too busy    TIME PRESSED QUOTA
- I love checking out new cosmetics -- I could spend a lot of time in a cosmetics department or store like Sephora browsing and checking out new products.    GLAMOURAMA QUOTA

15. Which of the following best describes how you approach purchasing cosmetics?

- I have a few products that I've been using for a while; I rarely try something new    TERMINATE
- I have a few products that I stick with, but I like to experiment with something new every now and then    CONTINUE
- I love trying new products; I see what the trend is, and experiment a lot    CONTINUE

16. This last question is just for fun. If you were to win the Lottery this week, where would you travel, whom would you bring with you, and why?

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THE ANSWER MUST BE ARTICULATE.

EXPLAIN INCENTIVES (Single-session participants: \$75)  
SAY THAT THE TESTS WILL BE OBSERVED AND VIDEOTAPED.  
GIVE LOCATION OF THE TEST AND DIRECTIONS