

Women's Fashion Ecommerce site | Usability Test

## **Recruitment Screener**

# Recruitment objectives

## Overall goals

- Recruit 4 x test participants total
- Date of tests: **June 8, 2017**
- Testing to be conducted between 2pm and 5pm

## About the users: demographics

- 4 x female
- 3 x 18-24 years old
- 1 x 25-30 years old

## About the users: technology-savvy

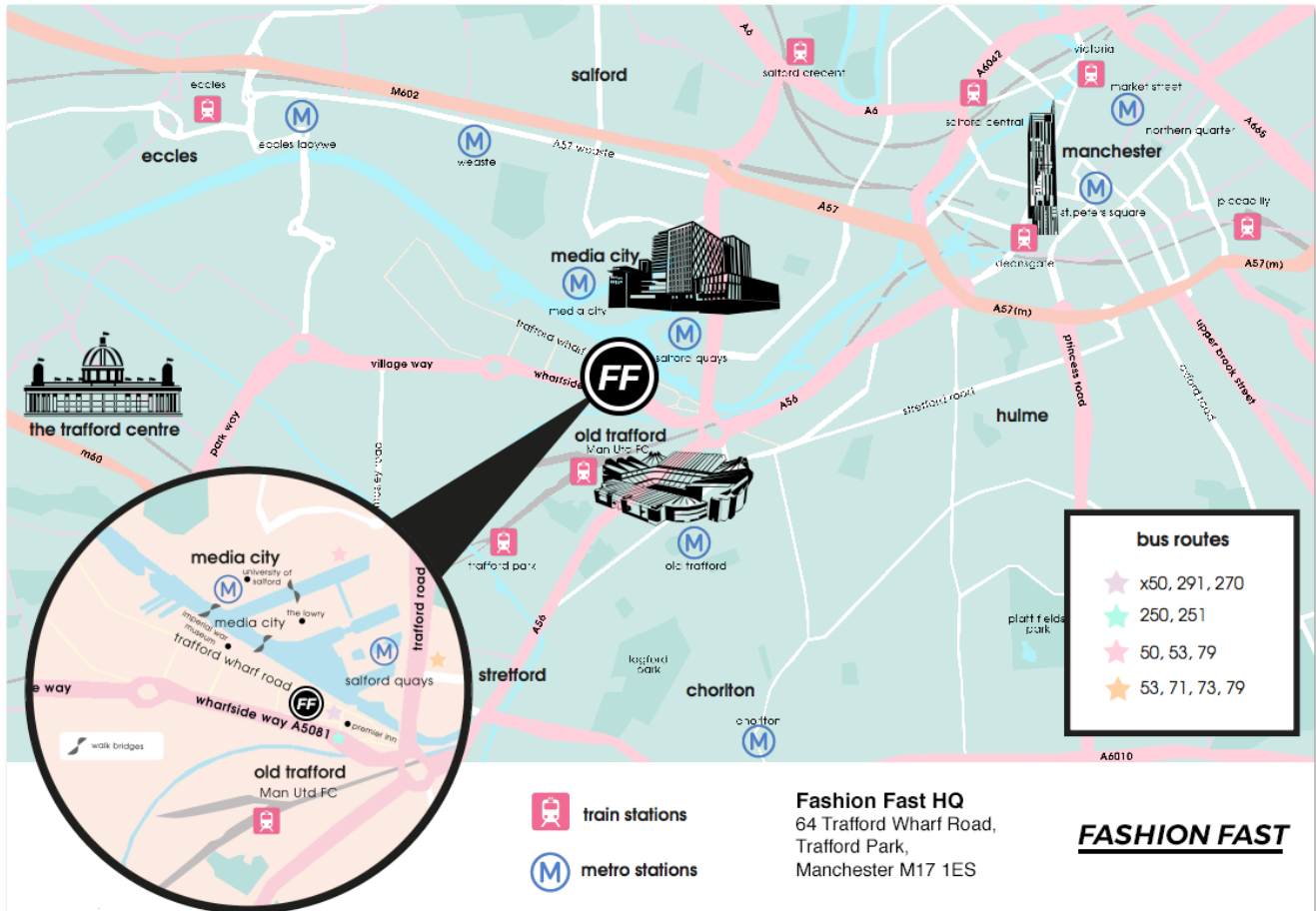
- All users must meet the following criteria:
  - 4 x iPhone owners/users
  - 4 x go online *every* day
  - 4 x use at least one of the following social networks *every* day: Snapchat, Facebook, Instagram
  - 4 x purchased clothes online (desktop or smartphone) within the last 3 months
  - 4 x purchased goods or services *on their smartphones* within the last 3 months, such as music, flights, cinema tickets, hotels, clothes, etc.
- **Note: we will not accept participants who are not confident using smartphones**

## Research information

- Each participant is needed for a 30 minute individual research session on June 8.
- For scheduling reasons, we'll ask each participant to be available on-site for a maximum of 90 minutes.
- Test participants will receive a £35 gratuity
- All tests take place at the Fashion Fast offices in Trafford Park, Manchester
- Please ask participants to check-in at the front desk, and also to text their arrival to this number: 0774 555 5555
- They can also contact Laura on that number if they need help finding the office:

### Fashion Fast

64 Trafford Wharf Road  
Trafford Park  
Manchester  
M17 1ES



## Timeslots

Please book participants for the following time-slots:

| Participant | Timeslot      |
|-------------|---------------|
| P1          | 14:00 - 15:30 |
| P2          | 14:30 - 16:00 |
| P3          | 15:00 - 16:30 |
| P4          | 15:45 - 17:15 |