

Oracle Commerce Cloud Usability Testing and Interviews

Where do your shoppers get stuck in the checkout process? What key information do your shoppers need to quickly make a purchase decision? Do your shoppers understand all available options for pickup and delivery from your site? How well do your current options meet their expectations for fulfillment? Usability Testing and Interviews allows you to **watch customers shop live and answer questions about their expectations and experience**. This service can help validate your design decisions, identify problem areas and generate new ideas of how to exceed your customers' expectations that leapfrog your competition by testing with your current and target customers.

WHAT ARE USABILITY TESTING AND INTERVIEWS?

Oracle's User Experience consultants will evaluate the ease-of-use of your current or proposed commerce website experience through direct observation of customers interacting with the site. This approach helps to identify issues that may be blocking users from finding the products or content they desire, find information that they need or complete the checkout process.

Each testing and interview session has specific goals and is facilitated by usability consultants who conduct the test, take notes, and assess the respondents' responses and reactions. Upon analyzing all test participants and their feedback, problems are diagnosed and formal recommendations made.

WHAT IS THE VALUE OF USABILITY TESTING AND INTERVIEWS?

Usability testing allows you to hear directly from customers and to assess real customers' ability to perform tasks on a live commerce site or pre-launch prototype. Interviews can uncover nuances of customer shopping behaviors that are not well-supported by your site's experience. Our experienced researchers and moderators design and conduct tests and interviews that can:

- Discover gaps in functionality where your site is not meeting customers' expectations
- Uncover assumptions and mental models of users that they are unable to articulate clearly
- Improve the searching/browsing/navigation structures
- Identify barriers to conversion

KEY FEATURES

- Identify prime target areas for testing your current or proposed commerce site
- Define which types of customers would be best to include in the testing and interviews
- Create a custom test script and activities to guide the test and interview process
- Conduct up to 12 interview/test sessions with individual customers
- Compile and analyze findings
- Provide actionable recommendations to improve the usability and customer experience of your site

WHAT DO USABILITY TESTING AND INTERVIEWS LOOK LIKE?

Our process is comprised of the following steps, designed to get meaningful, actionable results:

PREPARATION

- Identify the right people to sign up as participants to get the answers to your questions. This foundational step is critical to getting quality insights from your testing.
- Select target areas for the testing. Typical areas include: browsing for products, shopping for products, account creation, checkout, loyalty scenarios and/or social sharing.
- Create a Test Script outlining key questions and activities to be conducted during each test session, designed to avoid bias in question phrasing and data collection.

TESTING

- Up to 12 participants are scheduled for test/interview sessions in 1-hour increments with a short break for debriefing in between each participant. Testing may occur over 1-2 days.
- Testing can take place in the test participant's home or office, in Oracle offices or an external facility. In all cases you'll be able to observe the session and interact with the test moderator.
- The usability test and interview participants will interact with the site on a mobile device or laptop screen, while our usability consultants observe their interactions, ask probing questions on their intent and collect data on where usability issues appear on your site.
- Each participant is guided by our trained moderators through the activities defined in the Test Script. Typical test activities include: Introduction to test protocol, Interview about shopping behaviors, Usability test tasks, and Closing.

ANALYSIS & REPORTING

- Review test observations and analyze findings.
- Prepare a presentation report that contains:
 - Summary of aggregated test results and findings
 - Screenshots of problem areas with quotes from test participants
 - Recommendations for improving usability, conversion or other targeted behaviors

GETTING STARTED

Leverage Oracle's methods, tools, and extensive experience across diverse commerce sectors and geographies. Working with Oracle's Retail Consulting provides you with a unified conduit to commerce experts in Development, Support, and Global Delivery, having the entire Oracle team behind your success. To learn more, contact your local Oracle Sales or Consulting representative.

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Integrated Cloud Applications & Platform Services

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ENGAGE THE EXPERTS

Our Commerce User Experience team is seasoned and specialized in the online commerce sector. We keep our finger on the pulse of how consumer expectations are changing to make sure we can make the best recommendations of how to get your customers to do what you need them to do to meet your business goals.

- Graduate-level training in human-computer interaction, cognitive science and design
- Commerce specialists that understand the challenges of the online retailer and what consumers are expecting from online experiences
- Omnichannel experts who understand retailing end-to-end and can help you achieve your omnichannel goals
- Experienced across Business to Business (B2B) and Business to Consumer (B2C) verticals