

November 1, 2016

Research Proposal - Free Trial User Test

Ease of Use

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Objective

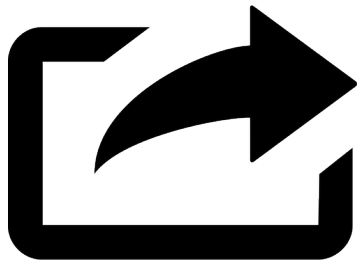
To present a user test to provide insights about the Free Trial Experience

The Study ...

will consist of 45 minute long user interviews.

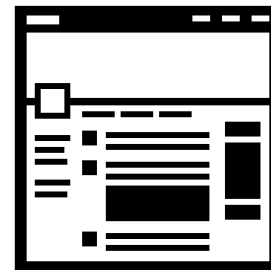
This, combine with the quantitative survey (e.g. Shotgun User Feedback), will provide context and a thorough understanding of user pain points and opportunities for improvement.

Run the study



Send the link to participants

Participants perform the study



You can look at survey results any time

Free Trial Study Participants ...

- 24 users asked to participate
- 20 users participated
- Breakdown of roles
 - 5 pipeline engineer
 - 4 Managers
 - 1 Producer



Creating the study

- Write text for welcome, instructions, and thank you
- Design pre- and post-survey questions
- Asked Questions from script
- Allowed participants to “screen share” to see how they used Shotgun

Technical Specifications

- Sourcing: Typeform feedback submissions
- Confirmations: Email
- Screener: Google Forms
- Calendaring: Calendary
- Track User Vetting: Excel
- Recording Test: GotoWebniar
- Compensation: Amazon Gift Cards



THANK YOU!

