

## **Shotgun Free Trial Funnel Test Plan**

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**Goals/Objectives:** To identify user pain points

**Link:** <https://www.shotgunsoftware.com/>

**Participant profiles:** [TBD after discussion]  
20 Panelists

**Testing:** Interview, observation, & survey questions

**Deadline:** November 8, 2016

**Test Plan:**

This test will be recorded via Goto Meeting extensions/ integrations.

The questions will consist of open-ended (qualitative) questions and a scoring (quantitative) question. The majority of questions are open interview questions (see Script). However, there is at least one question in each section in which users are asked to rate on a scale of 1 thru 5 (one being the lowest, five being the highest) to rate their experience.

**Technical Requirements:**

Software: Goto Meeting  
Extensions

**Script:** (see test plan)