

## **Results Summary from Round 2 Testing**

### **No more testing recommended**

- 1.** Users clicked the edit cart link almost 100% of the time, up from 66% in Round 1
- 2.** Response time was shortened by 20% from Round 1
- 3.** Users clicked the credit card form 85% of the time, up from 50% in Round 1
- 4.** Users clicked the shipping form 75% of the time, up from 50% in Round 1

# WALKERUX

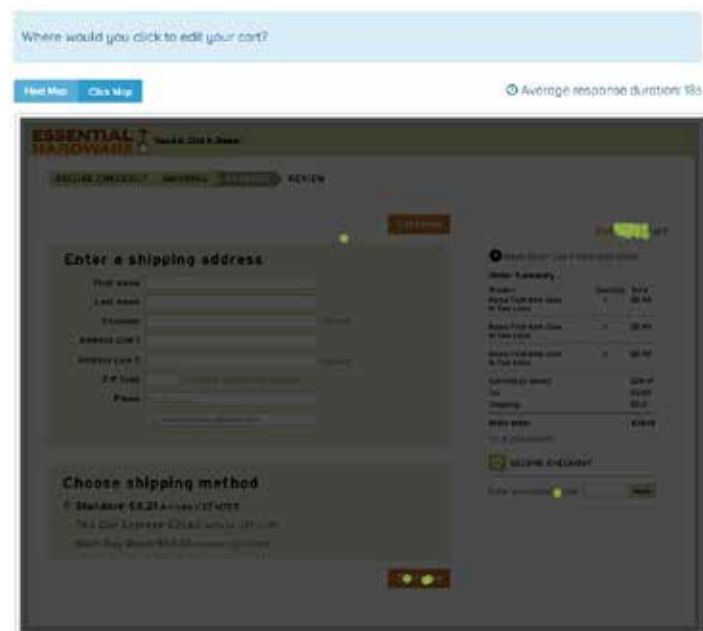
## CLICK TEST - EDIT CART

Where would you click to edit your cart? 60 Responses

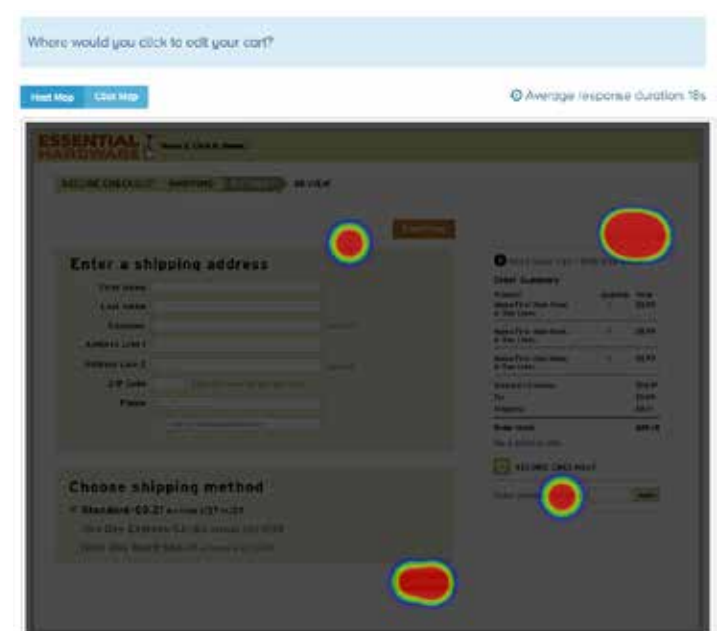
### RESULTS

- Almost 100% of users found the Return to Cart text link
- Average response time was 18 seconds

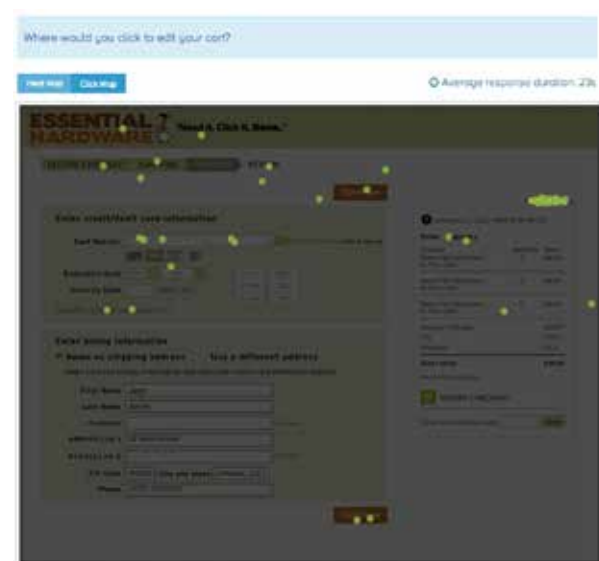
#### Clicks



#### Heatmap



#### Round 1



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80 Dances

- 95% of users remembered the credit card form

**ESSENTIAL** Word & Club & Dope™

**ESSENTIAL**  Read, Click & Drag



Logo	13	Logo	16
Credit card info	47	Credit card info	22
Continue button	2	Continue button	3
Shopping cart	9	Shopping cart	16

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60 Responses

- 75% of users remembered the shipping form
- 36% remembered the logo
- 20% of people remembered the shopping cart
- 8% remembered the Continue button

Text-response answer word cloud

[illegible]

## 2. Remember anything else?

Second answer

Logo	10
Billing form	15
Continue button	0
Shopping cart	11