

Performance Measurement of Tasks

- 0. Fail
- 1. Succeed very slowly or in roundabout way
- 2. Succeed a little slowly
- 3. Succeed quickly

Task 1: Software & Review Search

Features Tested:

1. Search box
2. Can people find the reviews?
3. Can people find reviews by their company size and industry?
4. Can people filter the reviews?

Time Limit: 7 minutes

Team Members: 2: 1 moderator, 1 observer

Description: You work for a company that sells products from a website. Your company uses software for the website that displays the products for sale and allows customers to make purchases. There have been problems with the software, and your manager thinks it's time to replace it. Your manager has heard good things about software called Shopify. She is very busy this week, but wants you to gather some basic information about the software for her.

Your manager wants you to:

1. Find the reviews for Shopify.
2. Find reviews for shopify by Company Size and User Industry.
 - a. Your company size is "Mid-market" and your industry is "Internet".
3. Find the Most Helpful review.
4. Find the Most Recent review.

Task 2: Software Comparison

Features Tested:

1. Product Comparison
2. Do people know how to compare products?
3. Do people know how to add or remove products from comparison?
4. Do people know where to find product comparison visualization?

Time Limit: 8 minutes

Team Members: 2: 1 moderator, 1 observer

Description: Now that you've told your manager what you learned about Shopify, she has asked you to compare Shopify with its competitors. She wants you find which software would work best for your company and make a recommendation to her. She is specially interested in the software with good customer support.

Your manager wants you to:

1. Compare Shopify with 2 similar ecommerce software (total of 3 products).

2. Remove the product with the lowest rating for Quality of Support, and replace it with another e-commerce product of your choice (still a total of 3 products).
3. Find out which of the 3 products has the best customer support for Mid-market sized businesses.

Task 3: Category Exploration

Features Tested:

1. Browsing Products by Category
2. G2 Crowd's "Learn" page
3. G2 Crowd Grid
4. Product sorting
5. G2 Crowd Research Report

Time Limit: 8 minutes

Team Members: 2: 1 moderator, 1 observer

Description: Aside from e-commerce software, your manager has also decided that your company needs to buy software to manage your company's subscribers (i.e., customers who have signed up to receive monthly promotions). However, your manager is unfamiliar with subscription management software products, and has asked you to learn more about it. Use G2 Crowd to get some basic information about subscription management software, and "follow" two products in this category, so you can show them to your manager later.

Your manager wants you to:

1. Find the software category for subscription management software
2. Find G2 Crowd's "Buying Considerations for Subscription Management Software" page to learn more about shopping for this kind of software
3. Find out how much a G2 Crowd research report for subscription management software would cost
4. Using the G2 Crowd Grid, find the "leader" among subscription management software products
 - a. Find the price of this product, so you can tell your manager later