

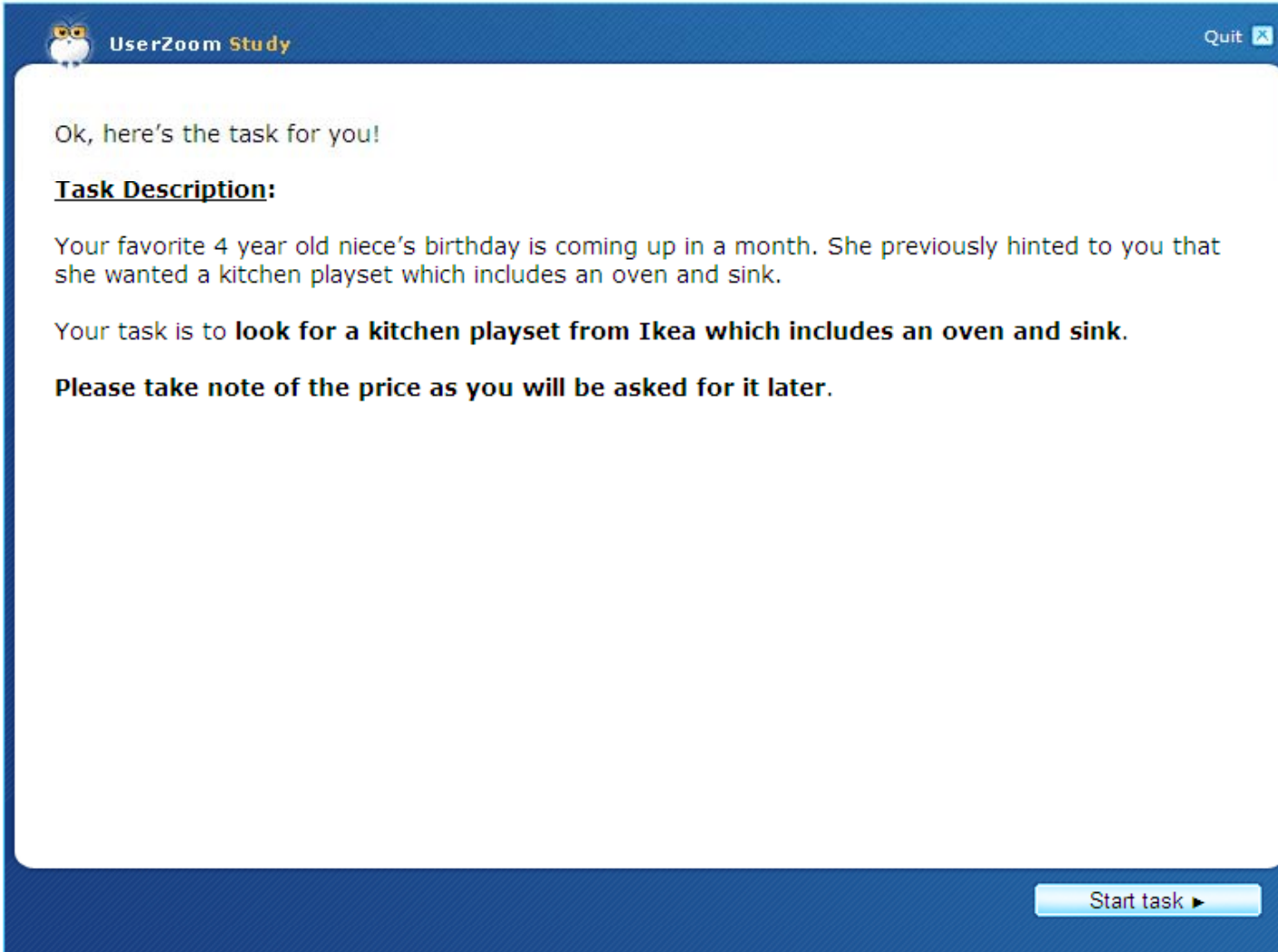


PRINCE MARKET RESEARCH

Sample uxLab[®] Tasks & Reporting

Ikea Kitchen Playset

Sample uxLab[®] Tasks & Reporting - Ikea



The screenshot shows a UserZoom Study window with a blue header. The header contains the UserZoom logo (an owl) and the text "UserZoom Study" on the left, and a "Quit" button with a close icon on the right. The main content area is white and contains the following text:

Ok, here's the task for you!

Task Description:

Your favorite 4 year old niece's birthday is coming up in a month. She previously hinted to you that she wanted a kitchen playset which includes an oven and sink.

Your task is to **look for a kitchen playset from Ikea which includes an oven and sink.**


Please take note of the price as you will be asked for it later.

At the bottom right of the window, there is a blue button labeled "Start task" with a right-pointing arrow.



Sample uxLab[®] Tasks & Reporting - Ikea



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DUKTIG
Mini-kitchen
\$99.00

[Enlarge image](#)

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Product information

Key features

- Encourages role play; children develop social skills by imitating grown-ups and inventing their own roles.
- Grows with the child; the legs are height adjustable to 3 different positions.
- Hot plates with light diodes that can be switched on and off (battery operated).

Good to know

Batteries are sold separately, 6 pcs LR6 AA 1.5V required.
The light diodes are operated by low electric voltage and do not get hot.
May be completed with top section for mini-kitchen and kitchen utensils in the DUKTIG series.
Recommended for children 3 years and

Shopping list

Make it easier for yourself. Add products to your shopping list. Print it, and bring to the store.

[Add to shopping list](#)

Buy online

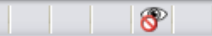
Sorry, this product is not for sale on our website, check if it is available in your local store.

Buy at your local store

Prices on products not featured in the IKEA 2011 catalog may vary at your local store.

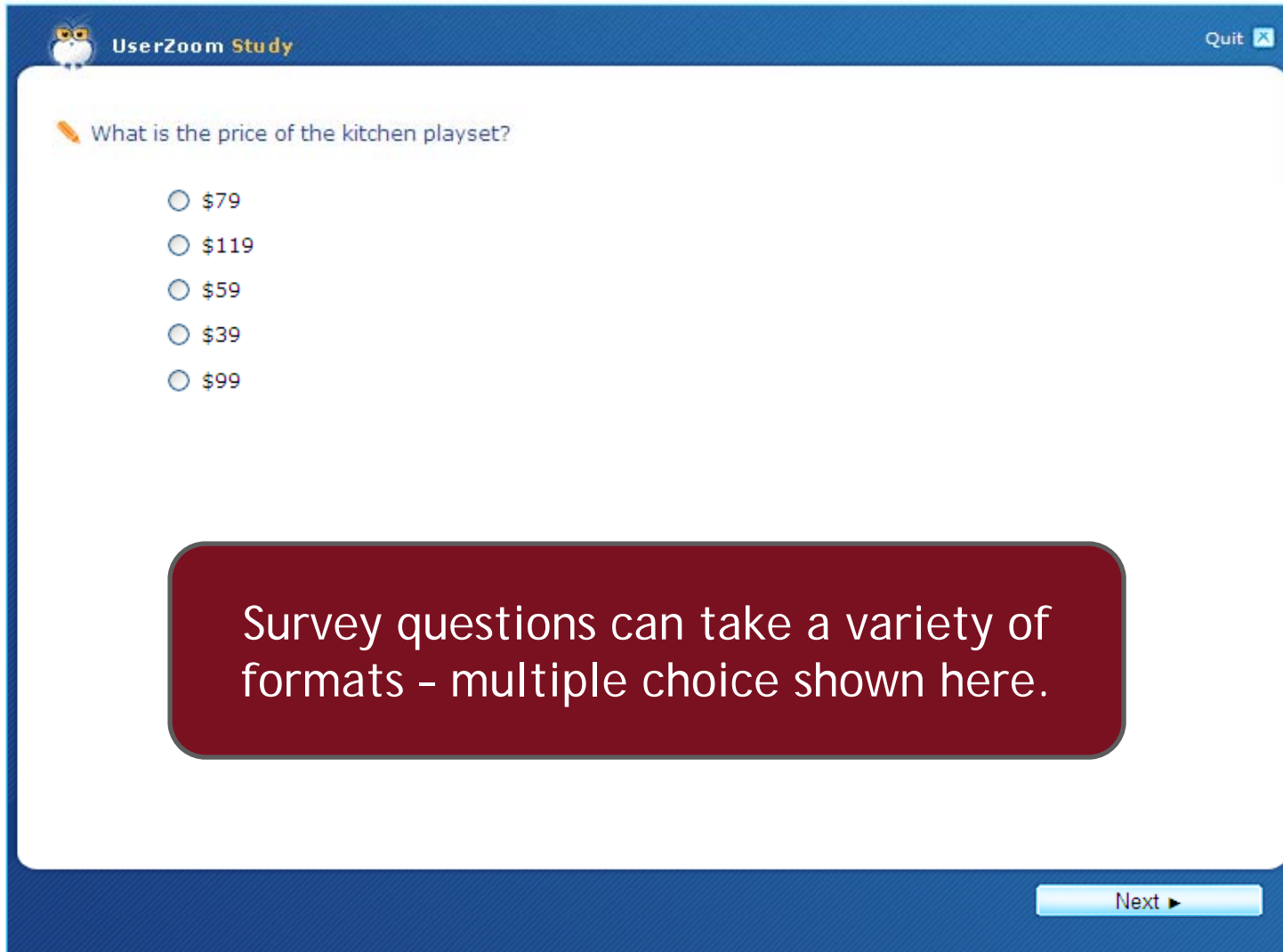
[Check stock availability](#)

Want more?
[More DUKTIG series products](#)





Sample uxLab[®] Tasks & Reporting - Ikea



The screenshot shows a survey question within a blue window titled "UserZoom Study". The question is "What is the price of the kitchen playset?". There are five radio button options: \$79, \$119, \$59, \$39, and \$99. A "Next" button with a right-pointing arrow is located at the bottom right of the window.

UserZoom Study Quit X

What is the price of the kitchen playset?

- \$79
- \$119
- \$59
- \$39
- \$99

Next ►

Survey questions can take a variety of formats - multiple choice shown here.



Sample uxLab[®] Tasks & Reporting - Ikea

UserZoom Study Quit X

Based on your experience on the site today, please rate to what extent you are satisfied with the Ikea.com site.

	Dissatisfied				Satisfied		
	1	2	3	4	5	6	7
Ease of navigation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of product search	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amount of information offered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall look and feel of the site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Survey questions can take a variety of formats - rating scales shown here.

Next ▶



Sample uxLab[®] Tasks & Reporting - Ikea

UserZoom Study Quit

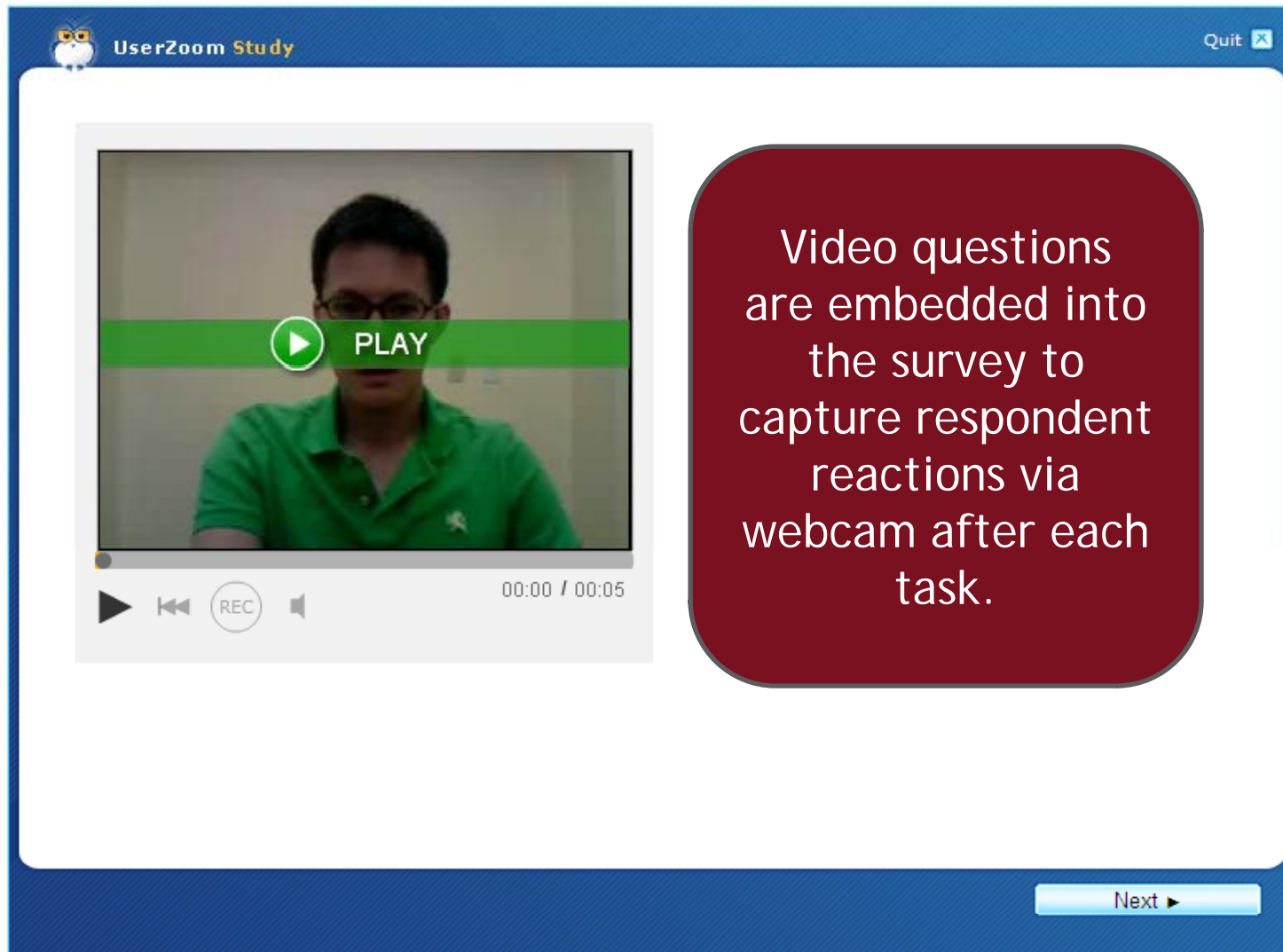
Thinking about the entire site, what is one thing you like the **least**?

Open-ended questions can be text or video-based.

Next ▶



Sample uxLab[®] Tasks & Reporting - Ikea



The screenshot displays the UserZoom Study interface. At the top left, there is a logo for UserZoom Study and a 'Quit' button. The main content area is divided into two sections. On the left, there is a video player showing a man in a green shirt. A green bar with a play button and the word 'PLAY' is overlaid on the video. Below the video, there are playback controls including a play button, a 'REC' button, and a volume icon. The video duration is shown as 00:00 / 00:05. On the right, there is a dark red rounded rectangle containing the text: 'Video questions are embedded into the survey to capture respondent reactions via webcam after each task.' At the bottom right of the interface, there is a 'Next' button with a right-pointing arrow.



Sample uxLab[®] Tasks & Reporting - Ikea



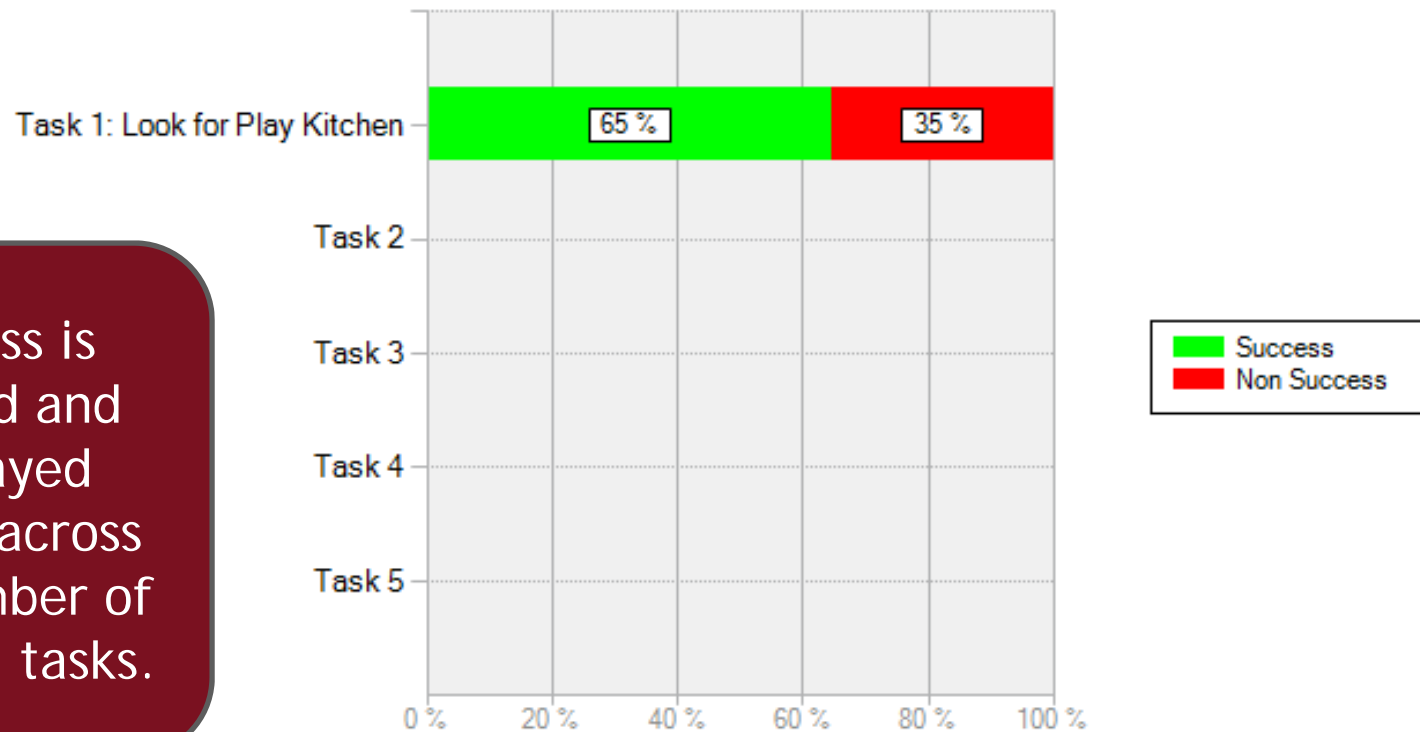
Respondent reactions are included in your report to support statistical evidence.



Sample uxLab[®] Tasks & Reporting - Ikea

Tasks summary

• Tasks success rates



Success is tracked and displayed clearly across any number of assigned tasks.



Sample uxLab[®] Tasks & Reporting - Ikea

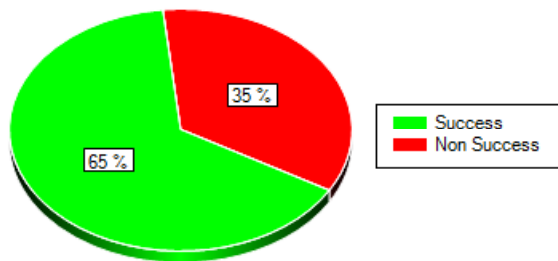
Task 1: Look for Play Kitchen

• Effectiveness and efficiency

Your task is to **look for a kitchen playset from Ikea which includes an oven and sink.**

Please take note of the price as you will be asked for it later.

Task Effectiveness



Task Non success in detail

Task Effectiveness

	Count	Percent
Success	31	65%
Non Success	17	35%
Total	48	

Task Success Efficiency

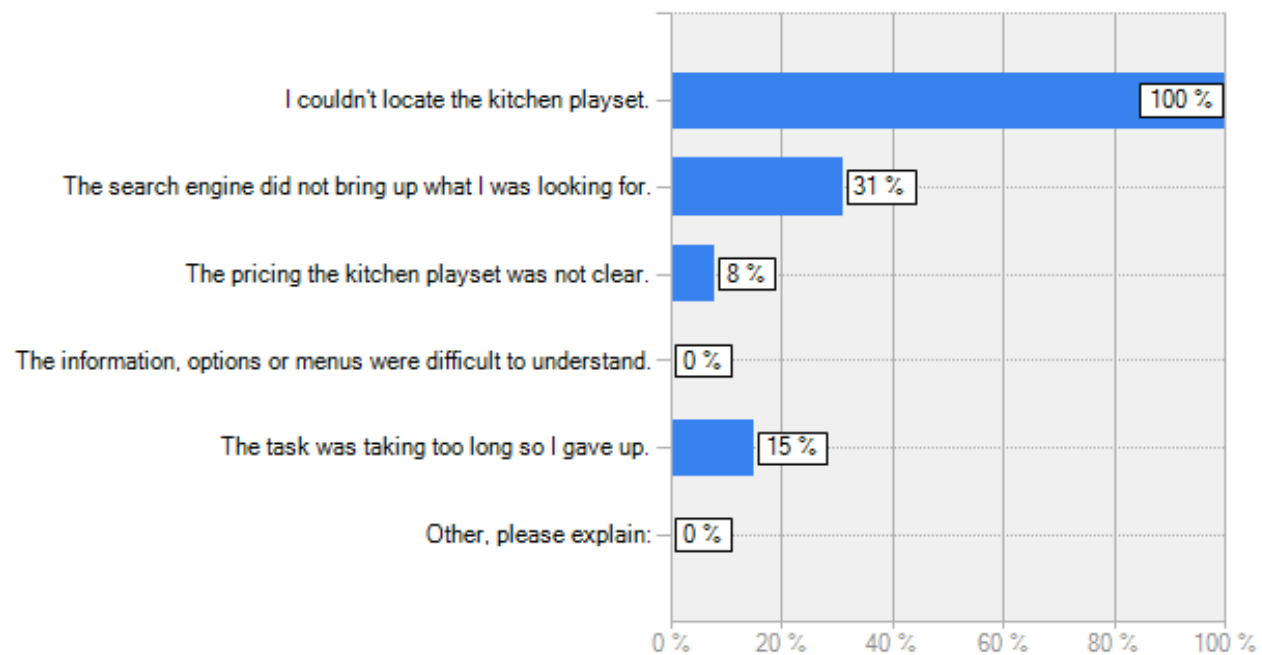
	Time	Unique Pageviews	Clicks
Mean	2:04	6	13
StDev	1:15	3	9
Maximum	4:42	15	31
Minimum	0:21	1	1



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Abandon questionnaire

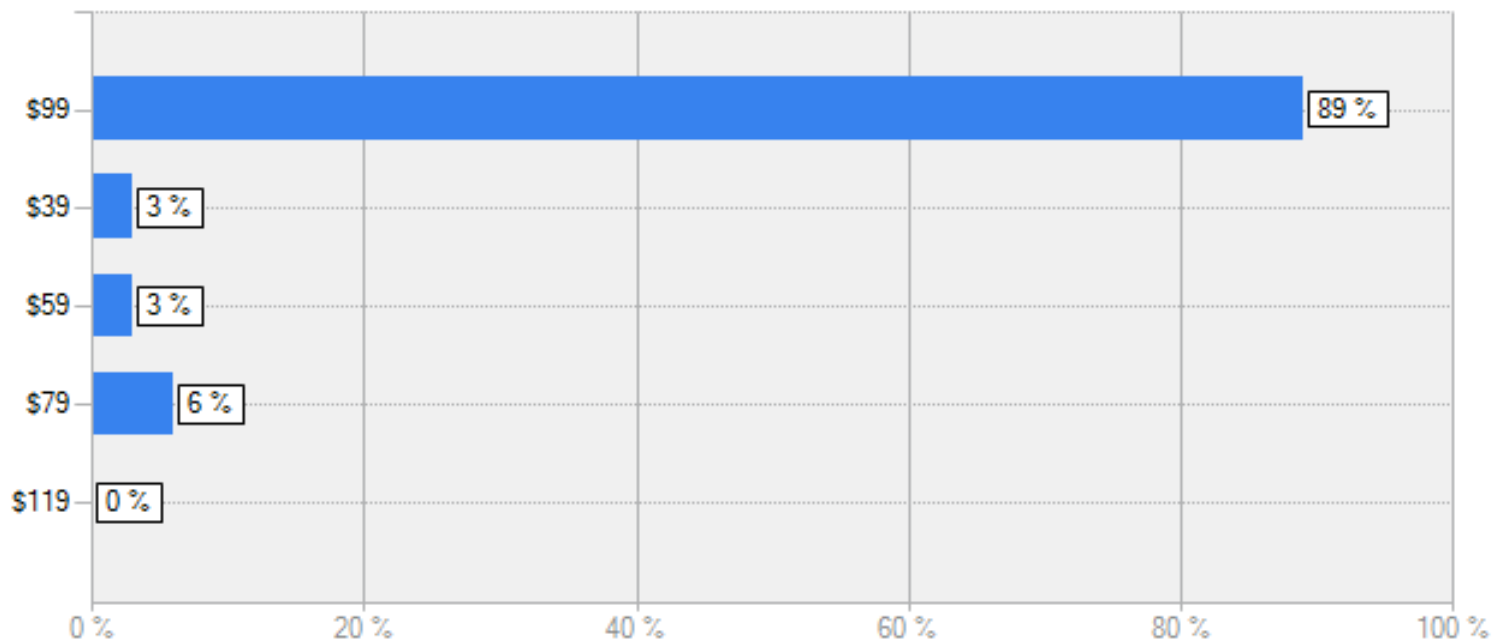
1. Please select the reason(s) why you have abandoned or were not able to complete this task: (check all that apply)



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Validation questionnaire

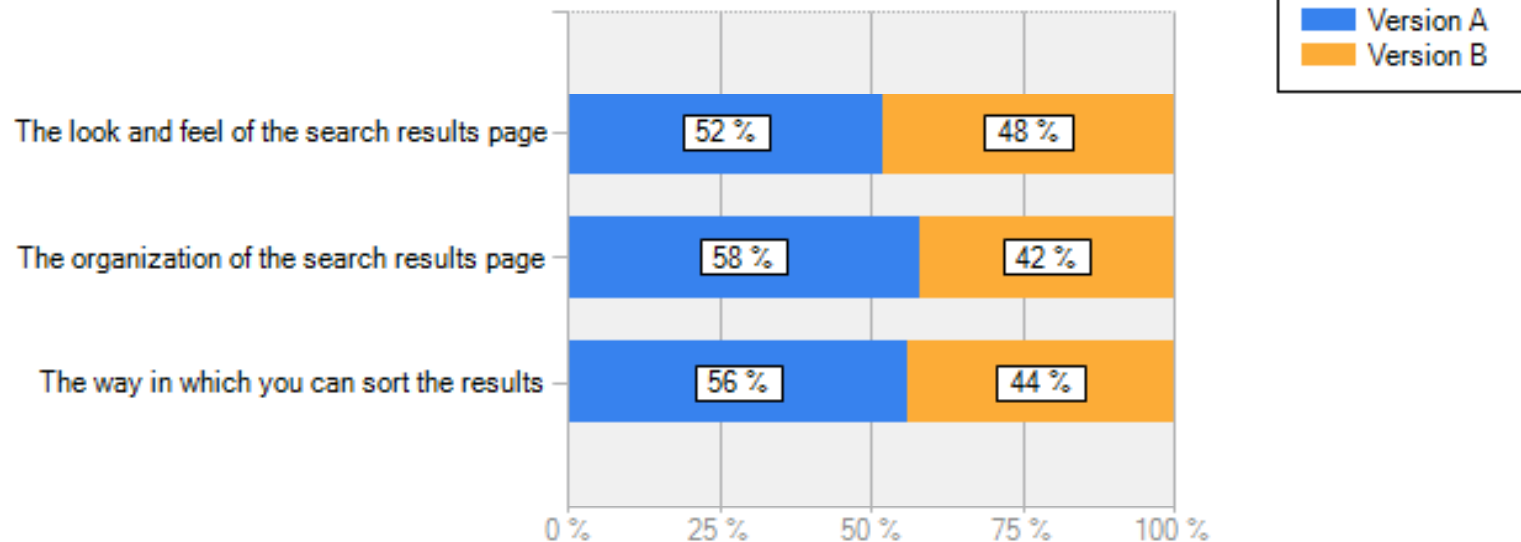
1. What is the price of the kitchen playset?



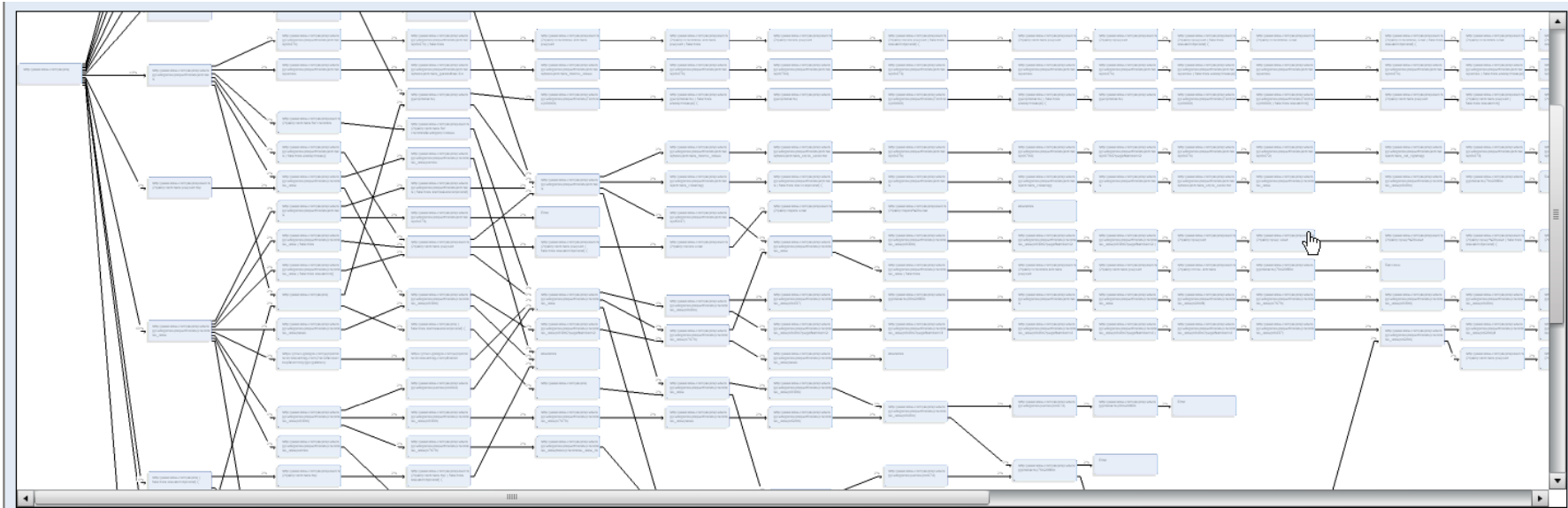
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General questionnaire

1. Please indicate which version of the search results page you prefer for the following:



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Click stream paths for all respondents.



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Heat maps display areas of concentrated mouse activity.



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