

# Home Depot

## In-store Survey April 15, 2018

Responses gathered by **Get Feedback** on mobile tablet devices in several Home Depot stores across the GTA

### Capture:

Started At

Completed At

Completion Status

### Qualifying Questions:

1. Before we begin, I have two quick questions to see if this survey is right for you...
2. Are you currently a homeowner or have ever been a homeowner?
3. Are you currently working on a home renovation project or plan to in the next 12 months?
4. Are you currently working on a home renovation project or plan to in the next 12 months?

### Survey Questions:

5. Great! Let's begin. What brings you into Home Depot today?
6. How would you typically pay for a large scale home renovation or project?  
[Read response options: Savings, Credit Card, Line of Credit/HELOC, Not sure/Don't know, Other: Please Specify]
7. Now I am going to describe a consumer financing program to you and ask for your feedback. I may record any questions/comments you have for research purposes, but cannot offer any additional information beyond this brief description.
8. The Home Depot Project Loan is designed for customers making big ticket home installation purchases, such as kitchen renovations or roofing projects. Here's how it would work:

Step 1: You would apply for a payment plan with a credit balance of UP TO \$50,000 and start shopping right away.

Step 2: You would have six months to shop using a barcode on your phone at checkout or on the Home Depot website.

Step 3: During the first six months you would make interest-only payments on your current balance.

Step 4: After you're done shopping, you would pay off your final purchase balance in monthly installments for up to 180 months at a fixed interest rate of less than 9.99%.

9. Overall, what is your level of interest in the Project Loan Card as it was just described? Are you... [*Read response options: Very interested, Mildly interested, Interested, Not at all interested*]

10. Can you elaborate on that response a little bit?

11. If you were to see this sign inside a Home Depot store or receive an in-home flyer, advertising the Project loan card, what would you most likely to do next? Would you... [*Read response options: Go online to search for more information, Do nothing, Ask an associate for more information, Other, Don't know/not sure, Call HD customer services*]

12. Given the information provided to you, if the project loan card were available today, how likely would you be to apply? Would you be... [*Read response options: Very likely, Somewhat likely, Likely, Somewhat Unlikely, Very Unlikely*]

13. Let's say that you have applied for the Project Loan card, and now you have to set up automatic payments for your loan. Which of these two methods would you prefer? [*Read response options: Log in to your online banking via the Home Depot Project Loan website, Provide a void cheque*]

14. Given the information provided to you today, how likely are you to tell a family member, friend or colleague about the project loan card? Are you... [*Read response options: Very likely, Somewhat likely, Likely, Somewhat Unlikely, Very Unlikely*]

15. Lastly, is there anything you would want to know about the Project Loan card specifically, that was not provided to you today?

16. What information is missing/would you be looking for?

17. Would you be interested in travelling to downtown Toronto to participate in a paid research panel, in order to provide first-hand feedback on the Project Loan Card technology?

**If yes, collect:**

18. Full Name (First, Last)

19. Phone Number

20. Email

21. When would you be available?

**Give incentive to participant upon completion:**

22. That's all the questions I have for you today. Thank you SO much for your feedback, we really appreciate your time. Here is your \$X gift card. Have a great day!

**Record after each survey:**

23. Record Gender [DO NOT ASK]

24. Record Age [DO NOT ASK]

25. Please record any other takeaways/anecdotal feedback from the survey that you feel are important to capture through this research!

# Home Depot

## Facilitator Script July 3, 2018

### Remote Customer Research

#### **Mobile Testing Prototype:**

[https://invis.io/JVMCAIDB3YD#/305942292\\_100\\_\\_\\_-\\_Home\\_-](https://invis.io/JVMCAIDB3YD#/305942292_100___-_Home_-)

#### **Desktop Testing Prototype:**

[https://invis.io/BXMCAEXPHJT#/306510899\\_100\\_\\_\\_-\\_Home\\_-](https://invis.io/BXMCAEXPHJT#/306510899_100___-_Home_-)

**Password:** homedepot

Screen and voice recording will begin, and facilitator will ensure that the NDA has been signed or verbally agreed to prior to starting the test. Facilitator will also introduce the associate/note taker.

"Thank you so much for taking time out of your day to help us test this new concept. We are gathering early impressions on a prototype of a product that is currently under development and your thoughts and impressions of the product could influence the final design."

"Before we begin, I need to remind you that you signed terms and conditions around the privacy of this prototype, and that this session is being recorded including your screen and your voice. It will be used within Financeit and Home Depot for research purposes only, and will not be shared publicly. Are you comfortable with this?"

## Introducing the process:

"As you go through this prototype, we would like you try as much as possible to browse the way you would normally browse any website, however we ask that you let us know what you want to click on before proceeding. Since this is just a prototype, not all elements may be fully functional.

In order for us to understand what you are thinking as you view and read each page, we need you to - think out loud. This may not feel natural at first, but if you can verbalize your thoughts - tell us what you are doing or would like to click on, what confuses you, what you like or dislike - it will help us to understand your thinking process.

As you go along, you may have questions about the product - while we most likely won't be able to answer them, we still want you to ask them so that we can make note of them. And you won't be required to enter any personal information at any time.

You should also know that I did not design the product you are seeing, so please give me your honest feedback, either negative or positive. You will not hurt my feelings in any way. There are no right or wrong answers - just your honest interpretation of what you see.

Do you have any questions before we begin?" (Provide password to prototype)

## Setting the main scenario:

"Now, I would like you to imagine yourself in the following scenario..."

"You are planning to build a deck in your backyard and your budget is approximately \$10,000. You see an ad for the Home Depot Project Loan and want to learn more about it so you visit the URL in the ad to learn more about the program."

## Viewing the prototype: (tell them to click Screen in order to view prototype)

### Landing Page:

"Please take 1 or 2 minutes to go through this screen and let me know when you feel ready to answer some basic questions about it."

1. What is your understanding of how the Home Depot Project Loan program works?  
(Note any incorrect information or assumptions)
2. After reading this page, would you be ready to click Apply Now?
3. What questions do you have at this point?
4. What (if anything) would prevent you from applying?
5. How would you get the answers to your questions?
6. What would you do next?

(Note whether or not they click on Learn More, and where they explore within that - ask what they would click on and what (if anything) is missing)

Now, please tap/click on the "APPLY NOW" button and continue with the prototype.

### Application Page:

"Let's imagine that you are filling out this application form." Please scroll through and have a look before we begin. Now click on the "What's your project" dropdown.

Ask participant to click on first field in Personal details section (will auto-fill)

1. Do you have any questions or thoughts about this section?

Ask participant to scroll down and click on first field in Housing and income section

2. Do you have any questions or thoughts about this section?

Ask participant to scroll down and click on first field in the Employment section

3. Do you have any questions about this section?
4. After filling out this form, would you be ready to click Submit?
5. What (if anything) would prevent you from submitting?
6. What questions do you have at this point?
7. How would you get the answers to your questions?
8. What would you do next?

Now, please tap/click on the "SUBMIT" button to continue, now click on the center of the screen.

### **Offer Page:** (with time-delayed email notification)

1. Without clicking on anything... Please explain what this screen means to you.
2. What questions do you have at this point?
3. How would you get the answers to your questions?
4. What would you do next?

Allow participant to click on various elements and talk about what they see. (Options: Email / Get a higher spending limit link / Learn more link / Let's go button / Menu). If they click on email, ask them what their understanding is of the content and what they would do next.

Now, please tap/click on the "LET'S GO" button to continue.

### **Email:** (optional - if user clicks on notification, then reveal the email)

Same standard questions... CTA directs them to login/create a password screen

### **Create Password Page:**

1. Please explain what this screen means to you.
2. What questions do you have at this point?
3. How would you get the answers to your questions?
4. What would you do next?

Now, please tap/click in the password field, then click the "SUBMIT" button to continue.

### **Checklist Page:**

1. Please explain what this screen means to you.
2. What would you want to do/click on first?

3. What questions do you have at this point?
4. How would you get the answers to your questions?
5. What would you do next?

Allow participant to click on various elements and talk about what they see and note where they are clicking (Options: Accordion / Verify ID / Set up payments / Sign loan agreement / Menu)

Test flow will depend upon where the user wants to explore...

### **Sign Loan Agreement Page:**

1. Please review this screen and explain what it means to you.
2. What questions do you have at this point?
3. How would you get the answers to your questions?
4. What would you do next?

Now, please tap/click on the "NEXT FIELD" button, then click on the signature line and click the blue "DONE" button.

### **Set Up Payments Page:**

1. Please explain what this screen means to you.
2. What questions do you have at this point?
3. How would you get the answers to your questions?
4. What would you do next?
5. Please tell me about the choices you have on this screen.
6. Which option would you choose and why?

For the purposes of this test, please choose "LOGIN WITH ONLINE BANKING" button to continue. Note: user can view Void Check but can't proceed in this prototype)

### **Set Up Payments Step 1: (login with online banking / bank logos)**

1. Please explain what this screen means to you.
2. What questions do you have at this point?
3. How would you get the answers to your questions?
4. What would you do next?

Now, please tap/click on the "TD Bank" logo to continue.

### **Set Up Payments Step 2:** (simulated TD login screen)

“Please click on the Username field and then the Connect button to simulate your bank login. (Verification Question Screen) Then click on the field and Continue button.”

### **Set Up Payments Step 3:** (choose account)

1. Please explain what this screen means to you.
2. What questions do you have at this point?
3. How would you get the answers to your questions?
4. What would you do next?

Now, please tap/click on the “Confirm Account” button to continue.

### **That’s It Page:** (ID verified also)

1. Please explain what this screen means to you.
2. What questions do you have at this point?
3. How would you get the answers to your questions?
4. What would you do next?

Now, please tap/click on the “DONE” button to continue.

### **Congratulations Page:** (green checkmark)

1. Please explain what this screen means to you.
2. What is your expectation of what would happen next and what you would see next?
3. What questions do you have at this point?
4. How would you get the answers to your questions?
5. How long would you anticipate that this process would take?
6. If the process takes a long time, what would you typically do? (If they say they would close the tab, ask how they would get back to it)

User may click on Email notification (appears after 10 seconds. After 30 seconds, page will redirect to Dashboard.)

### **Email:** (optional - if user clicks on notification, then reveal the email)

Same standard questions... CTA directs them to dashboard



### Dashboard: (empty state)

"Please take 1 or 2 minutes to go through this screen and let me know when you feel ready to answer some basic questions about it."

1. Please explain what this screen means to you.
2. What is your understanding of how the Home Depot Project Loan program works. (Note any incorrect information or assumptions)
3. What questions (if any) do you have at this point?
4. How would you get the answers to your questions?
5. What would you do next?
6. Please describe how you would use the card to shop. (Probe on different methods)
7. Please describe what happens during the 6 month period.
8. Please describe what happens after the 6 month period.
9. If you close this browser tab, how would you get back to this page again?
10. When you are ready to shop, how will you access the card?

### Dashboard: (shopping state) - DON'T REVEAL SCREEN YET!

"Now let's say that a few months have passed and you have started shopping."

1. What circumstances would motivate you to visit this dashboard again?
2. What would you want to know? / What actions would you want to take?
3. What would you anticipate would be different about the dashboard?
4. What types of questions would you have at that point?
5. How would you get the answers to your questions?

Now, please tap/click on the footer area - reveals shopping state of dashboard.

6. Is this what you expected to see?
7. What is different about the dashboard now?
8. What questions would you have at this point?
9. How would you get the answers to your questions?
10. How do you anticipate this will change after the 6 month period?
11. Is there anything about this program that you still don't understand or are unsure about at this point?

## **Ending the session:**

"That is all that we needed your help with today. The session is now complete. (If used a phone - you may delete the participate app from your device now). But before we end, do you have any questions for us regarding this research project?"

"Thank you again for taking time out of your day to assist with our project. Your insights will be so valuable for our team.

At the end of the day, we will be sending you a link to your e-gift card so please keep an eye out for that."

I will end the recording now. Have a wonderful day and thank you again for your time.