

# KENDRA SCOTT

ONLINE RETAIL MYSTERY SHOP – JUST BROWSING

## INSTRUCTIONS • QUESTIONNAIRE

You will visit the Kendra Scott website using a mobile device (smartphone/tablet) and evaluate the experience of a customer who is interested in purchasing an accessory or jewelry item. You will evaluate your experience up until the checkout process, but will not actually make a purchase. Detailed narrative and screenshots are required.

### Before You Begin

- Review your shop confirmation
- Know your scenario
- Ensure you know how to take screenshots on your device
- Review screenshot requirements

### Don't Forget!

- Use a mobile device (smartphone/tablet)
- Browse for an accessory or jewelry item
- Take all required screenshots
- Do not crop screenshots—include timestamp/web address in screenshot images



## General Requirements

- **Submission Deadline: 12:00 PM EST the day following your scheduled shop date.** The deadline is noted in eastern standard time. If your completed survey is not submitted to [shopperhub.cxgroup.com](https://shopperhub.cxgroup.com) by the deadline, it will be automatically cancelled.
- Read all instructions and the entire questionnaire before you complete the shop.
- Answer all questions and provide detailed supporting narrative to explain your responses.
- If you have any associate interaction (e.g., use the chat feature or customer service), do not reveal your identity as a mystery shopper to anyone at any time, and do not say or do anything to limit the opportunity for the associate(s) to perform the behaviors/touchpoints the survey is designed to evaluate.
- If a Quality Assurance Editor contacts you for additional information or clarification about your experience, respond promptly.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked for Kendra Scott.
- If you are already in the Kendra Scott system (i.e., you have made a Kendra Scott purchase in the past), you are not eligible to complete this shop. Contact your scheduler to have this shop removed from your shop queue.
- Failure to follow the specifications for this project as outlined in this document may result in shop cancellation and non-payment.



## About the Client

- Kendra Scott is a jewelry-making company dedicated to creating a world-class experience for their customers, by using natural materials and incorporating innovative new designs to create quality, beautiful accessories. Kendra Scott is celebrated for its design and material innovation, vibrant colors, and signature pieces.



## Shop Instructions

### Step #1: Browse the Kendra Scott website on your mobile device.

- Visit [kendrascott.com](https://www.kendrascott.com) on your mobile device (smartphone/tablet).
- Browse the website to evaluate ease of use, visual appearance, etc.
  - Locate and evaluate the “Best Sellers” list.
  - Locate and evaluate the “New Arrivals” list.
  - Locate and evaluate the “Summer Shop” tab.
  - Locate and evaluate the “Shop by Price” feature.
  - Use the search function and evaluate the results that are returned.
- Note if there is a chat function available. If you use the chat, evaluate if it was helpful or unhelpful.
- As you browse, take note of what you liked and disliked. The client is interested in gaining feedback on the overall look, feel, and ease of navigating the site. Whether positive or negative, please write detailed narrative about your experience.

### Step #2: Select an item to “purchase”—add it to your cart, but do NOT actually purchase the item.

- Browse for an accessory or jewelry item, and identify an item that you would be interested in purchasing.
- **Take all required screenshots—review requirements below.**
- After you have added the item to your cart and taken all required screenshots, abandon your cart.
- **Do NOT actually purchase the item. Do not enter any personal or payment information. You will not be reimbursed for any purchases for this shop.**
- Evaluate your overall impression. Write detailed narrative to explain anything positive or negative about your experience. Be sure that all feedback is constructive and related to factors within the store/staff’s control.



## Screenshot Requirements

- You must take screenshots on your mobile device. Do not use another device to take pictures of your screen.
- Do not crop your screenshots. The images should include the timestamp, web address, etc.
- Example screenshot images are provided below.

### PRODUCT DETAILS

- Take at least one (1) screenshot of the product details page. This is the page that shows the product you have selected, after you click on the product.
- Make sure your screenshots show the product image and product details. Take multiple screenshots if needed.

## PRODUCT REVIEWS

- Take at least one (1) screenshot of the product reviews page. This is the page that shows reviews from other customers who have purchased that product.
- If there are no reviews for your product, upload a screenshot of the blank page showing there are no reviews available.

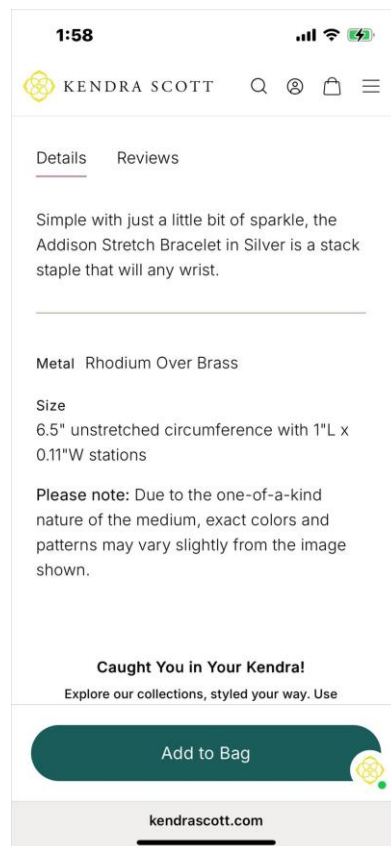
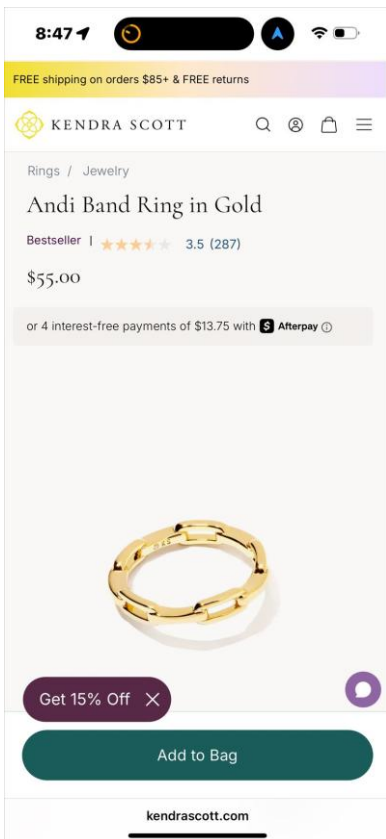
## CART/CHECKOUT

- Take at least one (1) screenshot of your cart/checkout page. This page should include a summary of the item, price, taxes, fees, shipping, and total cost.
- Your cart/checkout page will reflect this information after you have added the item to your cart, but before you submit the order.
- Do NOT actually place the order! This is the last step of your shop. After you have taken this screenshot, abandon your cart.

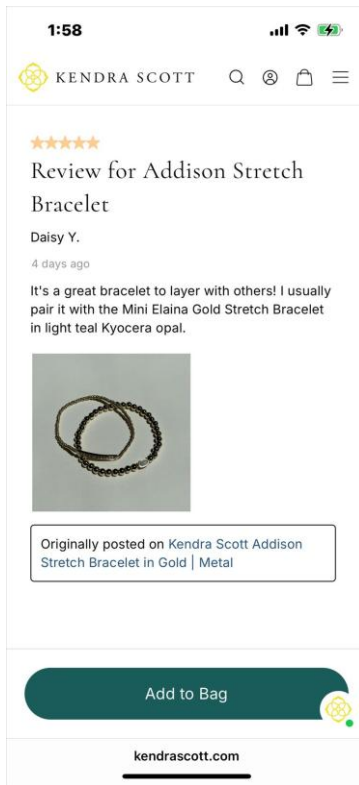
**Shops that do not include the required photos/documentation as outlined above will be rejected without payment.**

## Screenshot & Photo Examples

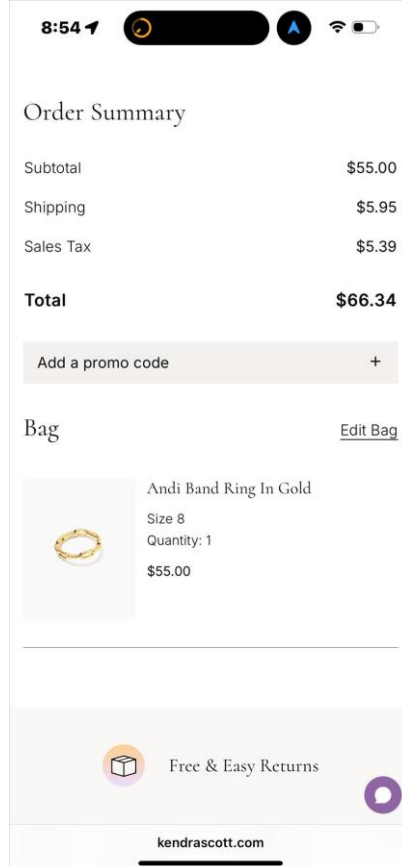
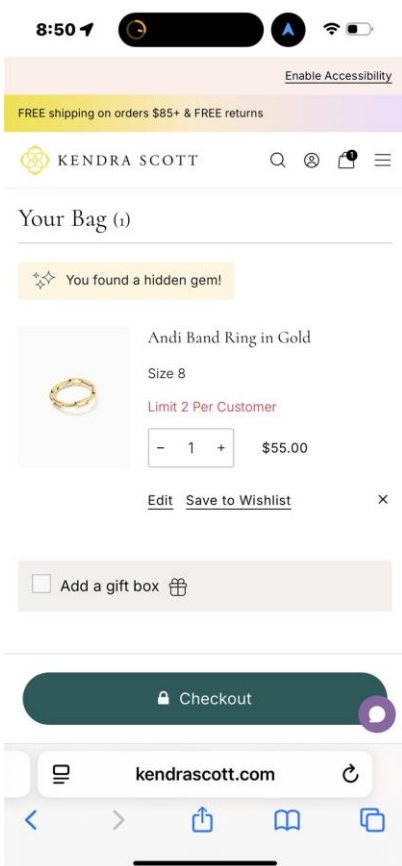
### Product Details Page:



Product Reviews Page:



Cart/Checkout Page:





# QUESTIONNAIRE

**Shop date:**

**Start time:**

**End time:**

## Website/Navigation Experience

**1. Indicate device used to conduct shop:**

- Desktop
- Smartphone/Tablet

**2. Was this your first time using the Kendra Scott website?**

- Yes
- No

**3. Website provides a clear sense of Kendra Scott's story or purpose**

- Strongly agree
- Agree
- Neutral: neither agree nor disagree
- Disagree
- Strongly disagree

**4. Visual appearance of the site**

- Very appealing
- Somewhat appealing
- Neutral: neither appealing nor unappealing
- Somewhat unappealing
- Very unappealing

**5. Was the "Best Sellers" list comprehensive for what you were looking for?**

- Yes (10 points)
- No (0 points)

**6. Were the price points on the products shown in the "Best Sellers" list what you were hoping for?**

- Yes (10 points)
- No (0 points)

**7. Was the "New Arrivals" list comprehensive for what you were looking for?**

- Yes (10 points)
- No (0 points)

**8. Were the price points on the products shown in the "New Arrivals" list what you were hoping for?**

- Yes (10 points)
- No (0 points)

**9. Indicate which of the following statements reflect how clear and useful the cost categories provided in the "Shop by Price" feature were:**

- Cost categories were easy to understand and the price ranges were well-suited to my needs
- Cost categories made sense and the price ranges were mostly appropriate
- Cost categories and ranges were acceptable but not particularly helpful
- Cost categories were confusing or the price ranges didn't quite fit
- Cost categories didn't make sense and the price ranges were either too broad or too narrow

**10. How helpful or unhelpful did you find the "Summer Shop" tab?**

- Very helpful
- Somewhat helpful
- Neutral: neither helpful nor unhelpful
- Somewhat unhelpful
- Very unhelpful

**11. Compared to other retail e-commerce sites, how would you rate the ease of website navigation?**

- Very easy to navigate
- Somewhat easy to navigate
- Neutral: neither easy nor difficult to navigate
- Somewhat difficult to navigate
- Very difficult to navigate

**12. Indicate which other e-commerce sites you feel are easier to navigate and why:**

*Enter between 3 and 200 characters. You may enter N/A if there are no other e-commerce sites that you find easier to navigate.*

**13. Website/Navigation Experience Supporting Narrative:**

*Explain the responses you selected for the Website/Navigation Experience questions. Be sure to explain ALL responses of less than full point value. You must enter between 200 and 1000 characters.*

## Product Selection Experience

**14. Product availability**

*Refers to the item that is your first choice to purchase. If your desired item is not available, select "Item was not available or not in stock," but you must still select a different item to add to your cart for the purpose of completing the rest of this shop. Explain the details in your narrative.*

- Item was available and in stock (10 points)
- Item was not available or not in stock (0 points)

**15. When using the search function, the website provides the product that you were expecting**

- Yes (10 points)
- No (0 points)

**16. Product and listing information is easy to find online**

- Yes (10 points)
- No (0 points)

**17. Product pricing was clear and easy to understand**

- Yes (10 points)
- No (0 points)

**18. Product photos and details were compelling, useful, and accurate** Yes (10 points) No (0 points)**19. Product details page includes information that made you feel like you could make an informed purchase decision and the details were clear** Yes (10 points) No (0 points)**20. Do you have a screenshot of the product details page?**

*Select Yes and upload at least one screenshot of the product details page. This is the page that shows the product you have selected, after you click on the product. Make sure your screenshots show the product image and product details. Take multiple screenshots if needed.*

 Yes No**21. Were there product reviews about the item you were interested in purchasing?** Yes No**22. How helpful or unhelpful were the product reviews provided?** Very helpful Somewhat helpful Neutral: neither helpful nor unhelpful Somewhat unhelpful Very unhelpful N/A - no product reviews available**23. Do you have a screenshot of the product reviews page?**

*Select Yes and upload at least one screenshot of the product reviews page. This is the page that shows reviews from other customers who have purchased that product. If there are no reviews for your product, upload a screenshot of the blank page showing there are no reviews available.*

 Yes No**24. Were you able to receive assistance with your online shopping using the chat function?**

*Select N/A if you do not use the chat function. Even if you do not use it, note in your narrative whether or not you see the chat function available.*

 Yes (10 points) No (0 points) N/A - did not use chat function**25. How helpful or unhelpful was the information provided by the chat, prior to purchase?** Very helpful Somewhat helpful Neutral: neither helpful nor unhelpful Somewhat unhelpful Very unhelpful N/A - did not use chat function

**26. Were you able to use the "shop this look" function and add to cart with no issues?**

*"Shop This Look" refers to the feature that shows how different pieces can be styled together to create a cohesive look. For example, a necklace, earrings, and bracelet designed to complement each other, or a set that uses the same stones or metals for a unified look.*

Yes (10 points)

No (0 points)

**27. Do you have a screenshot of your cart/checkout page?**

*Select Yes and upload at least one screenshot of your cart/checkout page. This page should include a summary of the item, price, taxes, fees, shipping, and total cost. Your cart/checkout page will reflect this information after you have added the item to your cart, but before you submit the order. Do NOT actually place the order.*

Yes

No

**28. Were there buy now pay later options available?**

Yes

No

**29. If yes, were the options easy to use and navigate through?**

Yes (10 points)

No (0 points)

N/A

**30. Product Selection Experience Supporting Narrative:**

*Explain the responses you selected for the Product Selection Experience questions. Be sure to explain ALL responses of less than full point value. You must enter between 200 and 1000 characters.*

**Overall Impression****31. How would you rate your overall online shopping experience on the Kendra Scott website?**

Among the best you have experienced

Above average

About average

Below average

**32. How excited would you be to return to the Kendra Scott website again?**

0

6

1

7

2

8

3

9

4

10

5

**33. How likely would you be to purchase from Kendra Scott for future products?**

0

6

1

7

2

8

3

9

4

10

5

**34. How likely would you be to recommend Kendra Scott to friends and family?**

- |                            |                             |
|----------------------------|-----------------------------|
| <input type="checkbox"/> 0 | <input type="checkbox"/> 6  |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 7  |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 8  |
| <input type="checkbox"/> 3 | <input type="checkbox"/> 9  |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 10 |
| <input type="checkbox"/> 5 |                             |

**35. Indicate what would have made your online shopping experience better:****36. Indicate which websites you have visited that you would consider an improved shopping experience and why:****37. Was any step in your online shopping or buying process less than ideal and why?****38. Indicate anything that you experienced that made the online shopping experience abnormally unique and/or the Kendra Scott website went above and beyond:****39. Overall Impression Supporting Narrative:**

*Explain the responses you selected for the Overall Impression questions. Be sure to explain ALL responses of less than full point value. Do not score down for factors outside the store/staff's control. You must enter between 75 and 1500 characters.*

**Shop Validation****40. Do you have a screenshot of your cart/checkout page?**

*Select Yes and upload a screenshot of your cart/checkout page. This will be the same image that you uploaded previously in the survey when asked for the screenshot of the cart/checkout page. You must also upload that image here for shop validation. Do NOT actually place the order, but take a screenshot of your cart showing what item would be purchased, the price, shipping, total cost, etc.*

- Yes  
 No

**41. If you have any comments about the receipt/order confirmation, include them here:**

*Enter N/A if you uploaded your cart/checkout page and have no other comments.*

END OF QUESTIONNAIRE