

KENDRA SCOTT

ONLINE RETAIL MYSTERY SHOP – MOBILE PURCHASE

INSTRUCTIONS • QUESTIONNAIRE

You will visit the Kendra Scott website using a mobile device (smartphone/tablet) and purchase an accessory or jewelry item. You will evaluate the website, checkout experience, and delivery experience. This shop may take up to 10 days to complete. You must keep your survey updated. Detailed narrative, screenshots, and photos are required.

Before You Begin

- Review your shop confirmation
- Review purchase requirements
- Ensure you know how to take screenshots on your device & review screenshot requirements
- Review photo & receipt requirements

Don't Forget!

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



General Requirements

- **Submission Deadline: 12:00 PM EST ten (10) days following your scheduled shop date** (e.g., if scheduled shop date is 1/1/2020, submit your completed survey by 12:00 PM EST on 1/11/2020). The deadline is noted in eastern standard time. If your completed survey is not submitted to shopperhub.cxgroup.com by the deadline, it will be automatically cancelled. If you experience delivery delays that will prevent you from submitting on time, contact your scheduler at least 1 business day prior to your submission deadline.
- Read all instructions and the entire questionnaire before you complete the shop.
- Answer all questions and provide detailed supporting narrative to explain your responses.
- Upload an itemized receipt/order confirmation screenshot with your report.
- 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.
- This shop requires you to place an online order and wait to receive it. This shop may take up to 10 days to complete. Do not sign up for this shop if you have upcoming travel plans, will not be home to receive the delivery, etc.


- Failure to follow the specifications for this project as outlined in this document may result in shop cancellation and non-payment.



Keep Your Survey Updated – your shop will be subject to cancellation if you do not follow these requirements.

- You must fill out your survey progressively—immediately after you complete each step (purchase, issues, delivery)—so that your scheduler can track your shop progress.
- **You must answer all the questions about the website and your purchase experience by 10AM CST the day following your shop date, or your shop will be subject to cancellation!**
- Immediately after submitting your purchase, fill out the survey as far as you can go. This includes answering all questions, uploading all screenshots (**including order confirmation**), and writing detailed narrative.
- If you receive tracking information or experience any issues or delays, update your survey with that information.
- Immediately after you receive the item, finish and submit your survey.

How to Save Your Survey Responses

- Click the orange “NEXT” button to navigate to the next page.
- 
- You will need to answer all questions on a page (even if they are in a different category) in order to proceed to the next page.
 - Clicking the orange “NEXT” button is what triggers your responses on that page to save! If you must enter fake data for some questions in order to proceed to the next page, remember to update those responses later when you log back in to update the next category in your survey.
 - **DO NOT SUBMIT YOUR SURVEY TOO EARLY!** You should not submit your survey until AFTER you have received your item and completed all shop steps. Submitting too early may result in you having to re-enter data.



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 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.

- Your shop date is your order date. Complete your purchase on your assigned shop date.
- Purchase an accessory or jewelry item of your choice. You will be reimbursed up to \$75 including the product price, tax, fees, shipping, etc.
- **Take all required screenshots prior to purchase—review requirements below.**
- Enter your payment and shipping information.
- **After you submit the order, take a screenshot of your confirmation page.**
- You must fill out the Website Experience, Product Selection, and Purchase questions within your survey immediately after ordering, so that your scheduler can confirm that you have placed the order and your shop is in progress. This includes answering all questions and uploading all screenshots, including your order confirmation. **If your order confirmation is not uploaded to your survey by 10AM CST the morning following your shop date, your shop will be subject to cancellation.**
- Fill out the survey as far as you can go—be sure to finish answering all questions on that page and click the orange “Next” button to save your responses. If there are extra questions pertaining to the delivery that don’t apply yet, you will need to answer them in order to proceed to the next page and save your prior responses. Once you receive your item, then you will update those responses to be accurate, and finish and submit your survey.
- If you receive tracking information, enter it into the survey. This will help your scheduler track the progress of your shop.
- If you experience any shipping issues or delays, upload those screenshots into the survey and notify your scheduler.

Step #3: Track delivery. Receive and evaluate your item.

- Track your package for delivery.
- **Take required product photos upon receiving the item—review requirements below.**
- 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 & Receipt 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.
- If any of your personal information is shown in the screenshots, please ink/block it out prior to uploading those images (e.g., name, address, phone number, credit card information, etc.). Do not block out any information related to the item or general browsing/checkout experience.
- 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 to purchase, 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 submit your order until AFTER you have taken this screenshot.

ORDER CONFIRMATION

- Take at least one (1) screenshot of the order confirmation. You should be routed to this page after you submit your order. If not, check your email to find confirmation of your order.

TRACKING UPDATES, DELAYS, OR ORDER CANCELLATION

- If you experienced tracking updates, shipping delays, or order cancellation, take screenshots of those updates.



Photo Requirements

PRODUCT DELIVERED—UNOPENED PACKAGE THAT CAME IN THE MAIL:

- Take at least one (1) photo of the product delivered (the unopened package that came in the mail—your photo should show the package before you open it).
- Make sure the shipping label is clearly visible in the image. See example images below.

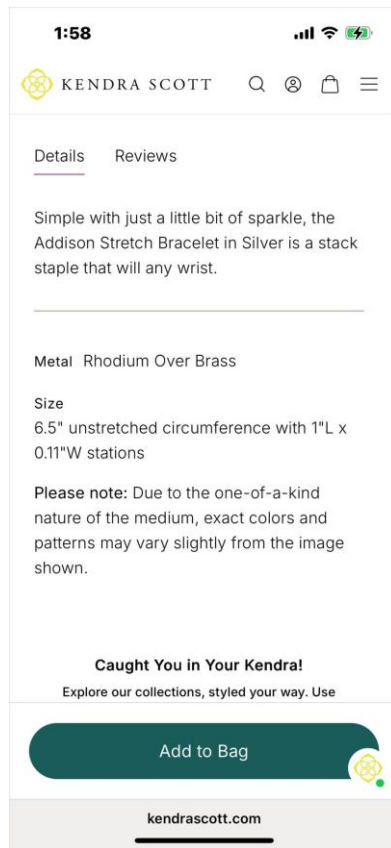
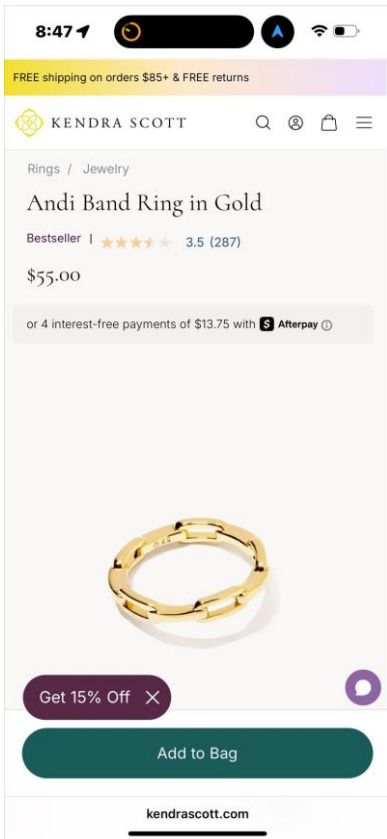
OPENED PACKAGE—SHOWING CONTENTS/ITEM:

- Take at least one (1) photo of the opened package, showing the contents/item. This photo should show the product after you open the package that came in the mail, but before you open the item's individual packaging (plastic bag, etc.).
- Do NOT open the actual item until you have taken these pictures! It is recommended that you upload multiple photos of the package contents/item. See example images below.

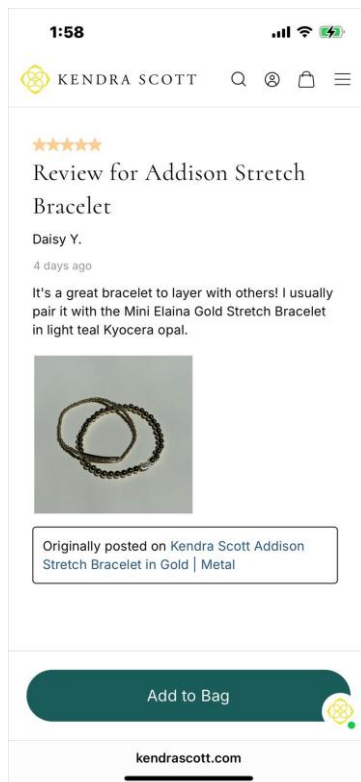
Shops that do not include the required photos/documentation as outlined above will be rejected without payment.

Screenshot & Photo Examples

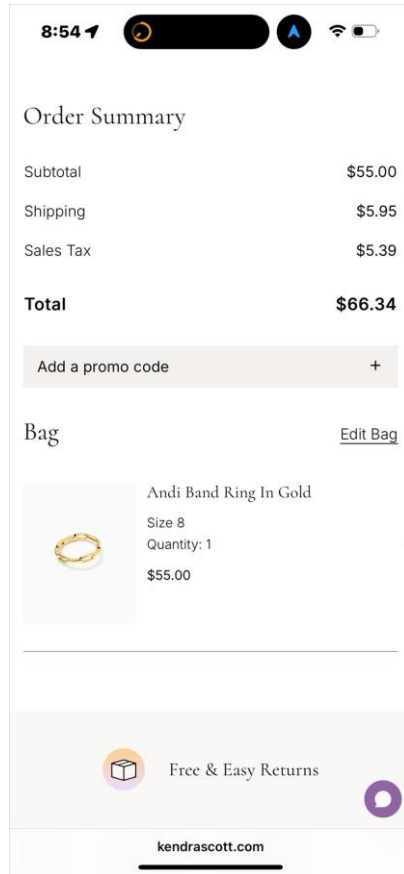
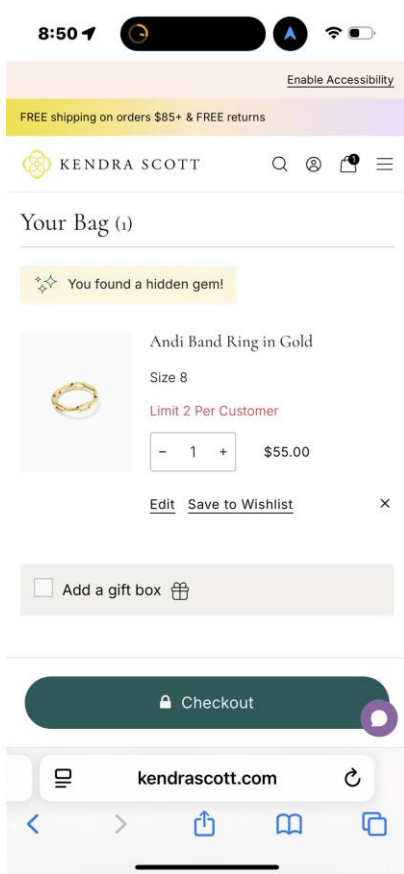
Product Details Page:



Product Reviews Page:

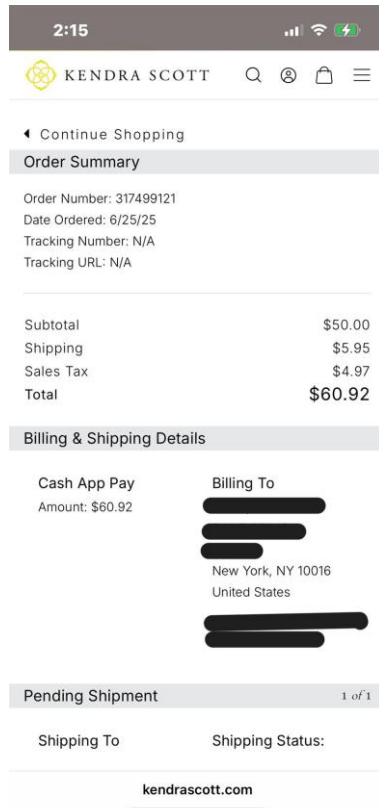
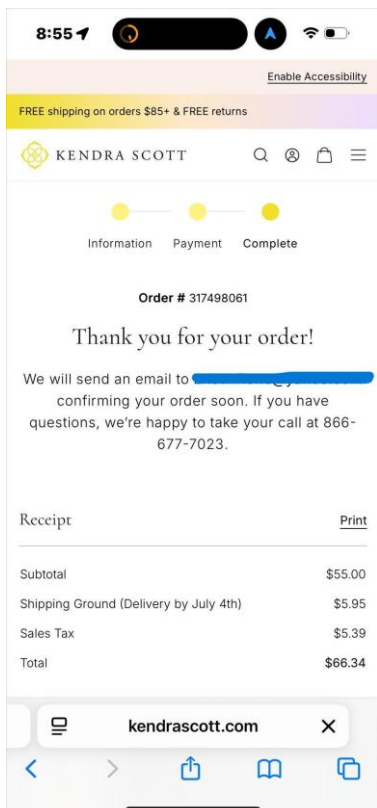


Cart/Checkout Page:



Order Confirmation Page:

- Please ink/block out any personal information (name, email, address, etc.) as shown below.
- Do not block out general information related to the order, such as the order #, tracking information, or price.



Product Delivered—Unopened Package:

- Please ink/block out any personal information (name, address, etc.) as shown below.
- Do not block out information related to the shipper or tracking.



Opened Package—Showing Contents/Item:



 **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 purchase 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 to purchase, 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 submit your order until AFTER you have taken this screenshot.

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.

Purchase/Delivery Experience**31. Time of purchase:**

Format response as hh:mm AM/PM

32. Date of purchase:

Format response as MM/DD/YYYY

33. Did you encounter any issues with the online order process?

Yes (0 points)

No (10 points)

34. If yes, indicate the issue(s) encountered via online ordering:

If applicable, enter between 30 and 300 characters.

35. Upon completing your order, the order confirmation screen is prompted

Yes (10 points)

No (0 points)

36. Order completion

The correct order and amount is charged after processing (10 points)

The incorrect order or incorrect amount is charged after processing (0 points)

37. Do you have a screenshot of your order confirmation page?

Select Yes and upload a screenshot of the order confirmation. You should be routed to this page after you submit your order. If not, check your email to find confirmation of your order.

Yes

No

38. How would you rate your online checkout experience?

Very easy

Somewhat easy

Neutral: neither easy nor difficult

Somewhat difficult

Very difficult

39. Indicate what would have made checkout more seamless:**40. Were you provided tracking information for your order?**

Yes

No

41. Indicate the tracking number:**42. Indicate the carrier assigned to deliver your package (e.g., UPS, FedEx, DHL, etc.):****43. Do you have screenshots of tracking updates, shipping delays, or order cancellation?**

If you experienced tracking updates, shipping delays, or order cancellation, select Yes and upload any relevant screenshots. Explain the details in your narrative.

Yes

No

44. Time of delivery:

Format response as hh:mm AM/PM

45. Date of delivery:

Format response as MM/DD/YYYY

46. Do you have a photo of the product delivered (unopened package that came in the mail)?

Select Yes and upload at least one photo of the product delivered (the unopened package that came in the mail - your photo should show the package before you open it). Make sure the shipping label is clearly visible in the image.

Yes

No

47. Do you have a photo of the opened package, showing the contents/item?

Select Yes and upload at least one photo of the opened package, showing the contents/item. This photo should show the product after you open the package that came in the mail, but before you open the item's individual packaging (plastic bag, etc.). Do NOT open the actual item until you have taken this picture. It is recommended that you upload multiple photos of the package contents/item.

Yes

No

48. Purchase/Delivery Experience Supporting Narrative:

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

Overall Impression

49. 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

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

- 0 6
- 1 7
- 2 8
- 3 9
- 4 10
- 5

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

- 0 6
- 1 7
- 2 8
- 3 9
- 4 10
- 5

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

- 0 6
- 1 7
- 2 8
- 3 9
- 4 10
- 5

53. Indicate what would have made your online shopping experience better:

54. Indicate which websites you have visited that you would consider an improved shopping experience and why:

55. Was any step in your online shopping or buying process less than ideal and why?

56. Indicate anything that you experienced that made the online shopping experience abnormally unique and/or the Kendra Scott website went above and beyond:

57. 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

58. Do you have a receipt/order confirmation?

Select Yes and upload a screenshot of your receipt/order confirmation page. This may be the same image that you uploaded previously in the survey when asked for the screenshot of the order confirmation page. You must also upload that image here for shop validation and reimbursement. Your screenshot should show the item purchased, the price, shipping, total cost, etc.

Yes

No

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

Enter N/A if you uploaded your receipt/order confirmation and have no other comments.

END OF QUESTIONNAIRE