

Project Name

Listerine Competitive Audit

Date

Participant

Facilitator

Task Title

First Impressions

Task Order

1

of

3

Go To

www.listerine.ca

Task Description

Go to www.listerine.ca and look at the homepage.
Tell us about your overall impressions.

Start Point

www.listerine.ca

Success Fail/Rate

Fail

Finish Point

www.listerine.ca

Success with Help

Success

Notes

Completion Time

n/a

Sec.

Probe 1:

Probe 2:

Probe Notes:

Rating

Not at all easy to use 1 2 3 4 5 6 Very easy to use

Post Questionnaire

Empty box for post-questionnaire notes.

Project Name

Listerine Competitive Audit

Date

Participant

Facilitator

Task Title

Find Information on Oral Health

Task Order

2

of

10

Go To

www.listerine.ca

Task Description

Go back to the homepage. From there, find information about the importance of mouthwash on your oral health. Talk through what you're learning.

Start Point

www.listerine.ca

Success Fail/Rate

Fail

Finish Point

www.listerine.ca

Success with Help

Success

Notes

Completion Time

Sec.

Probe 1:

Is the information clear?

Probe 2:

Probe Notes:

Rating

Not at all easy to use 1 2 3 4 5 6 Very easy to use

Post Questionnaire

Project Name

Listerine Competitive Audit

Date

Participant

Facilitator

Task Title

Find Information on Oral Health

Task Order

2

of

3

Go To

www.listerine.ca

Task Description

Imagine you are on the search for a mouthwash to improve your oral health.
Find a mouthwash product that matches your preferences.
Talk us through what you're looking for.

Start Point

www.listerine.ca

Success Fail/Rate

Fail

Finish Point

Product Page

Success with Help

Success

Notes

Completion Time

Sec.

Probe 1:

Is the information clear?

Probe 2:

Probe Notes:

Rating

Not at all easy to use 1 2 3 4 5 6 Very easy to use

Post Questionnaire

Project Name

Listerine Competitive Audit

Date

Participant

Facilitator

Task Title

Find Information on Oral Health

Task Order

3

of

3

Go To

www.listerine.ca

Task Description

Go back to the homepage.
From there, find information about the importance of mouthwash on your oral health.
Talk through what you're learning.

Start Point

www.listerine.ca

Success Fail/Rate

Fail

Finish Point

www.listerine.ca

Success with Help

Success

Notes

Completion Time

Sec.

Probe 1:

Is the information clear?

Probe 2:

Probe Notes:

Rating

Not at all easy to use 1 2 3 4 5 6 Very easy to use

Post Questionnaire

Project Name

Listerine Competitive Audit

Date

Participant

Facilitator

Task Title

First Impressions

Task Order

1

of

3

Go To

www.crest.com

Task Description

Go to www.crest.com and look at the homepage.
us about your overall impressions.

Tell

Start Point

www.crest.com

Success Fail/Rate

Fail

Finish Point

www.crest.com

Success with Help

Success

Notes

Completion Time

n/a

Sec.

Probe 1:

Probe 2:

Probe Notes:

Rating

Not at all easy to use 1 2 3 4 5 6 Very easy to use

Post Questionnaire

Project Name

Listerine Competitive Audit

Date

Participant

Facilitator

Task Title

Find Information on Oral Health

Task Order

2

of

3

Go To

www.crest.com

Task Description

Imagine you are on the search for a mouthwash to improve your oral health.
Find a mouthwash product that matches your preferences.
Talk us through what you're looking for.

Start Point

www.crest.com

Success Fail/Rate

Fail

Finish Point

Product Page

Success with Help

Success

Notes

Completion Time

Sec.

Probe 1:

Is the information clear?

Probe 2:

Probe Notes:

Rating

Not at all easy to use 1 2 3 4 5 6 Very easy to use

Post Questionnaire

Project Name

Listerine Competitive Audit

Date

Participant

Facilitator

Task Title

Find Information on Oral Health

Task Order

3

of

3

Go To

www.crest.com

Task Description

Go back to the homepage.
From there, find information about the importance of mouthwash on your oral health.
Talk through what you're learning.

Start Point

www.crest.com

Success Fail/Rate

Fail

Finish Point

[dental-hygiene-topics](#)

Success with Help

Success

Notes

Completion Time

Sec.

Probe 1:

Is the information clear?

Probe 2:

Probe Notes:

Rating

Not at all easy to use 1 2 3 4 5 6 Very easy to use

Post Questionnaire