Date

Listerine Competitive Aud	it						
Participant				Facilitator			
Task Title					Task Order		
First Impressions					1	of	3
Go To							
www.listerine.ca							
Task Description							
Go to www.listerine.ca and Tell us about your overall in							
Start Point	Success Fail/Rate	Notes					
www.listerine.ca	Fail						
Finish Point	Success with Help						
www.listerine.ca	Success						
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				
		5 - 5 0	, cuty to use				

Project Name	Date
Listerine Competitive Audit	
Participant	Facilitator
Task Title	Task Order
Find Information on Oral Health	2 of 10
www.listerine.ca	
Task Description	
Go back to the homepage. From there, find information about the importance of mouthwash o	your oral beath. Talk through what you're learning
Go back to the nonepage. From there, find information about the importance of mouthwash o	n your oral neath. Taik through what you're learning.
Start Point Success Fail/Rate Notes	
Fail	
www.listerine.ca	
Finish Point Success with Help	
www.listerine.ca	
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	

Date

Listerine Competitive Audit

# Participant

Participant				Facilitator			
Task Title					Task Order		
Find Information on Oral H	aalth				2	of	3
	eattr				2	01	3
Go To							
www.listerine.ca							
Task Description							
	arch for a mouthwash to impro t that matches your preference e looking for.		ealth.				
Start Point	Success Fail/Rate	Notes					
	Fail						
www.listerine.ca							
	Success with Help						
Finish Point	Success with help						
	Success						
Product Page							
Completion Time							
Sec.							
Probe 1:							
Is the information clear?							
Probe 2:							
Probe 2.							
Probe Notes:							
Rating	Not at all easy to use 1 2	3456	Very easy to use				

Date

Listerine Competitive Audit

Participant				Facilitator			
Task Title					Task Order		
Find Information on Oral H	lealth				3	of	3
Go To							
www.listerine.ca							
Task Description							
Go back to the homepage From there, find informati Talk through what you're l	on about the importance of mo	outhwash on	your oral heath.				
Start Point	Success Fail/Rate	Notes					
www.listerine.ca	Fail						
Finish Point	Success with Help						
www.listerine.ca	Success						
Completion Time							
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				

Date

Listerine Competitive Audit								
Participant				Facilitator				
Task Title					Task Order			
First Impressions					1	of	3	
Go To								
www.crest.com								
Task Description								
Go to www.crest.com and lo us about your overall impres								Tell
Start Point	Success Fail/Rate	Notes						
www.crest.com	Fail							
r	-							
Finish Point	Success with Help							
	Success							
www.crest.com								
Completion Time								
n/a Sec.								
Probe 1:								
Probe 2:								
Probe Notes:								
Rating	Not at all easy to use 1 2	3456	Very easy to use					

Date

Listerine Competitive Audit

# Participant

Participant				Facilitator			
Task Title					Task Order		
Find Information on Oral H	lealth				2	of	3
Go To							
www.crest.com							
Task Description							
	web for a mouthwash to impro		aalth				
Find a mouthwash product Talk us through what you'r	arch for a mouthwash to impro t that matches your preference e looking for.	es.	leann.				
Start Point	Success Fail/Rate	Notes					
	-						
www.crest.com	Fail						
	_						
Finish Point	Success with Help						
	-						
Product Page	Success						
Completion Time							
Completion Time							
Sec.							
Probe 1:							
Is the information clear?							
Probe 2:							
Probe Notes:							
Rating	Not at all easy to use 1 2	3456	Very easy to use				

Date

Listerine Competitive Audit

Participant				Facilitator			
Task Title					Task Order		
Find Information on Oral H	lealth				3	of	3
Go To							
www.crest.com Task Description							
lask Description							
Go back to the homepage. From there, find informatic Talk through what you're le	on about the importance of mo	outhwash on	your oral heath.				
Start Point	Success Fail/Rate	Notes					
www.crest.com	Fail						
Finish Point	Success with Help						
dental-hygiene-topic:	Success						
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				