



Daniel Guy Design

## Usability Test - Objectives

1. Identify typical user behaviour on Air france and British Airways websites
2. Find out which sections of the website/user journey work well
  - a. Which features conform to the users expectations?
  - b. Which features are users pleasantly surprised by?
3. Find out which sections of the website/user journey could be improved
  - a. When does the website behave contrary to the expectations of the user?
  - b. Which features surprise the user in a negative way?
  - c. When does the user pause or get stuck?
  - d. What kind of problems will likely cause the user to leave the website?
4. Find out how the user feels about the website
  - a. Positive or negative? Empowered or frustrated?
  - b. Discover the primary goals of the user
  - c. Which pieces of information are important for the user?