



Toronto Pearson

Usability Testing Report

Author : Farhana Islam
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Conduct Testing Scenarios

Scenario #1

You are at a café in downtown Toronto, Canada making a quick stop for coffee before going to Pearson International Airport. You're picking up a friend who's arriving in Toronto from San Francisco, California. You remember she mentioned that she'd be arriving in the evening via an Air Canada flight, but never sent you the flight details. You don't know the flight number, arrival terminal, or the exact time of arrival. You are in a hurry – you need to set out very soon to be able to beat the rush-hour traffic, so you'd also like to know whether you'll be able to check the flight status again after you arrive.

Task 1: Using www.torontopearson.com, find the flight information (flight number, terminal, arrival status) for your friend's arriving flight.

Task 2 :Using www.torontopearson.com, find out whether you will have access to free Wi-Fi service at the airport.

Scenario #2

Plan for Long-term Airport Parking In a few days, you'll be flying out of Toronto's Pearson International Airport, traveling on vacation to Mexico. You'll be gone for a week and your flight leaves at 9 AM. You plan to park your car at the airport. Inclement weather is expected on the day of your travel and while you are away, so you would prefer covered parking with the most convenient access to the terminal. But you also don't want to spend more than you need to.

Task 3: Using www.torontopearson.com, find your parking options and decide which one will be the most economical.

Scenario #3

You are planning a family trip to Miami, USA, with Air Canada AC1646, departing at 18:05. Before your departure, you want to use the Greater Toronto Airports Authority (GTAA) website to complete a few important tasks to ensure a smooth experience at the airport. Specifically, you would like to:

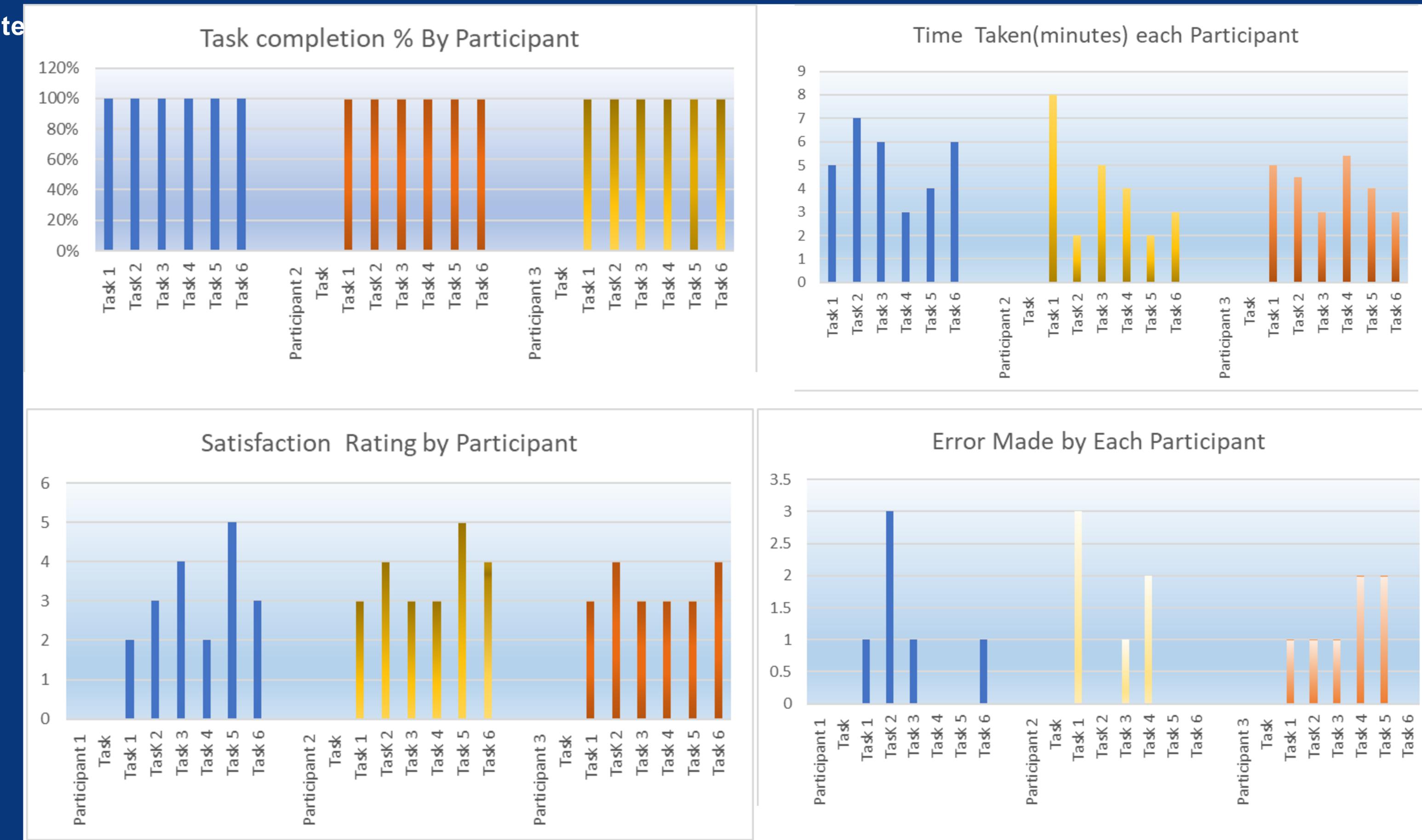
Task 4: You want to receive real-time notifications about any changes to your flight's departure time, such as delays or gate changes.

Task 5: You want to locate the nearest currency exchange service in the airport and check if you can exchange Canadian dollars to U.S. dollars (USD).

Task 6: Find information on porter services to assist with carrying luggage at the airport.

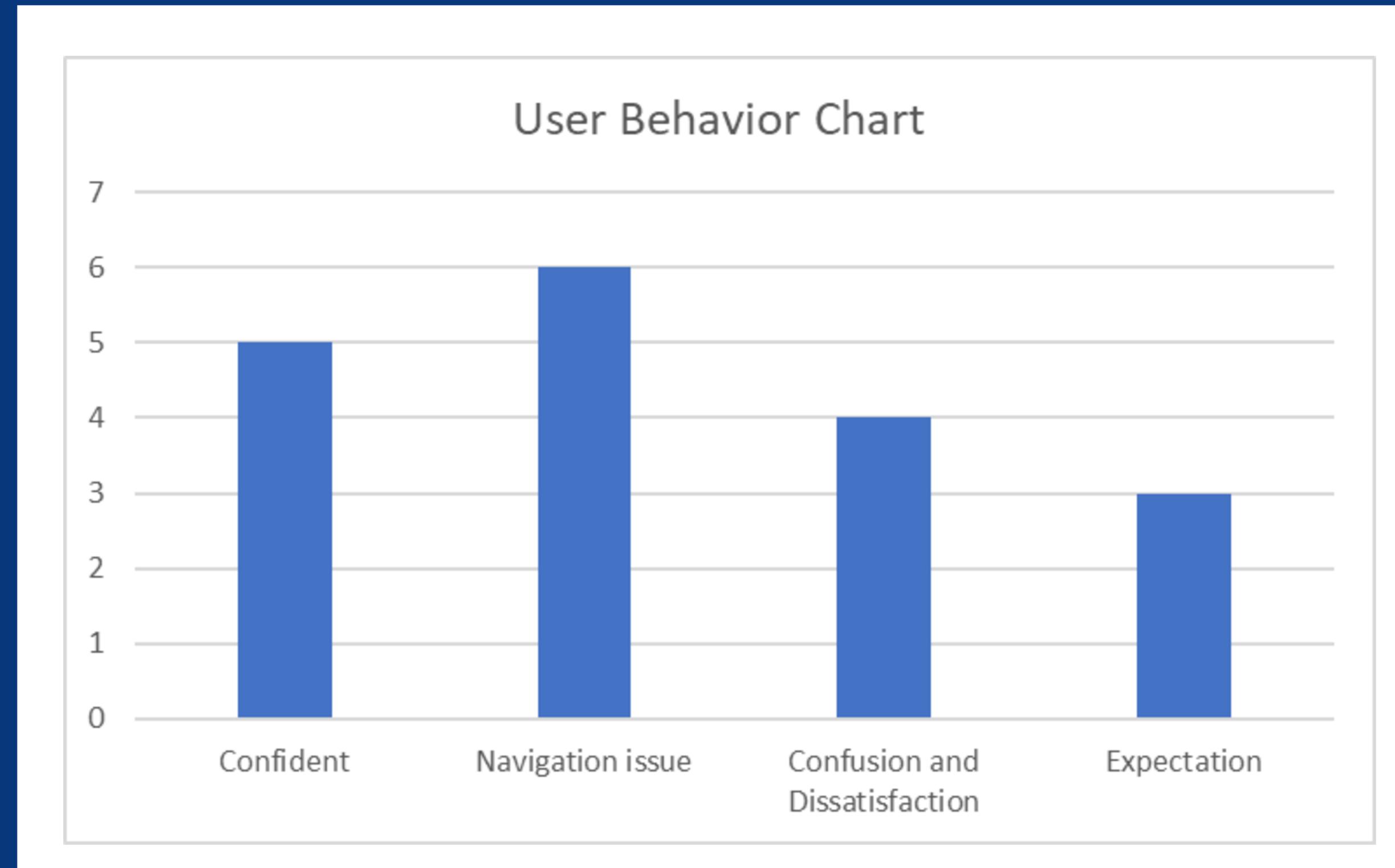
Analyzing Quantitative Data

- Task Completion Rate
- Time Taken
- Satisfaction Rate
- Error



Analyzing Qualitaive Data

- Confident
- Navigation issue
- Confusion and Dissatisfaction
- Expectation



Analyzing User Task Journey



I expected the primary flight information to be located at the very Top of the page.



I expected more detailed information about where I went wrong.



"I would expect the page to reload with my previous search information."

Task 1

- Task was easy and straightforward for the user.
- Long scrolling required to access the flight search option caused dissatisfaction.



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It took me a while to figure out where the menu was

Task 2

The task was difficult and frustrating. The user started in Terminal 1, used the search bar, map, and Interactive Map but struggled to find Wi-Fi information. After over 5 minutes and repeated searches, they found it but appeared annoyed and impatient.



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The task started easy but became confusing when the user searched for flights with inputs like "San Francisco, California" and "Air Canada" (with a double space). Each time, the system returned "Unfortunately, we cannot find a flight," leaving the user confusion and frustration after repeated error messages.



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The task was easy. The user first checked the footer for quick links, then looked under the "While you're here" section, appearing confident and focused.



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The task was okay but became confusing when user searched for "San Francisco." After viewing flight's details, they tried to return to the list, but the information was lost, requiring a new search again for "San Francisco." that cause repetition same task and dissatisfaction



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"Searching for Wi-Fi connection under the flight details feels like an extra task."



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The task was okay but felt tedious. She searched for "San Francisco," fight search option and searching for Wi-Fi under flight details felt like an unnecessary extra task.

Analyzing User Task Journey



Task 3

The task was easy, but the user became confused when clicking "Closest parking to the terminals" in the "Reasons to Reserve With Us" section, as it showed only static information



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"Very good feature for booking parking lot, But i would expect here to connect with interactive map "



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"Oh !, I am stuck in reserving a parking area"



The task was easy, but the user became frustrated when she couldn't return to the GTAA homepage after reserving a parking lot.

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"I would like to receive notifications on both my mobile and email."

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"I think this task is a little hard for me."

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"I feel like I have to click so many links or go through multiple steps to complete this process."

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Task 4

The task was easy.

The user quickly found information by city but felt disappointed when they couldn't subscribe to notifications via both mobile and email..



The task was too difficult, requiring multiple steps through "Get Ready to Travel" and "Tips and Tricks" to find real-time notifications. The user appeared overwhelmed and frustrated by the lengthy process.



The task was confusing. The user searched multiple areas, including quick links, the footer, and the search bar, to find "Mobile Flight Notifications." Being redirected to the homepage added to their frustration, leading them to repeat the process before finally finding the information.



Key Usability issues for Task 1

The figure consists of two side-by-side screenshots of mobile applications, each with a large blue callout box containing text and arrows pointing to specific UI elements.

Left Screenshot (Toronto Pearson Arrivals Page):

- Lack of Useful Information in Viewable Area:** Upon arriving at the page, there is no relevant or specific information immediately visible to the user.
- Labels Confusion:** The labels "T1 Normal" and "T3 Normal" were unclear, causing confusion. The user clicked the green button several times without understanding its purpose.
- Irrelevant Links:** The "Get Ready to Travel" link is irrelevant for users seeking arrival information, causing confusion. Users also experience frustration from excessive scrolling to access the flight search option.

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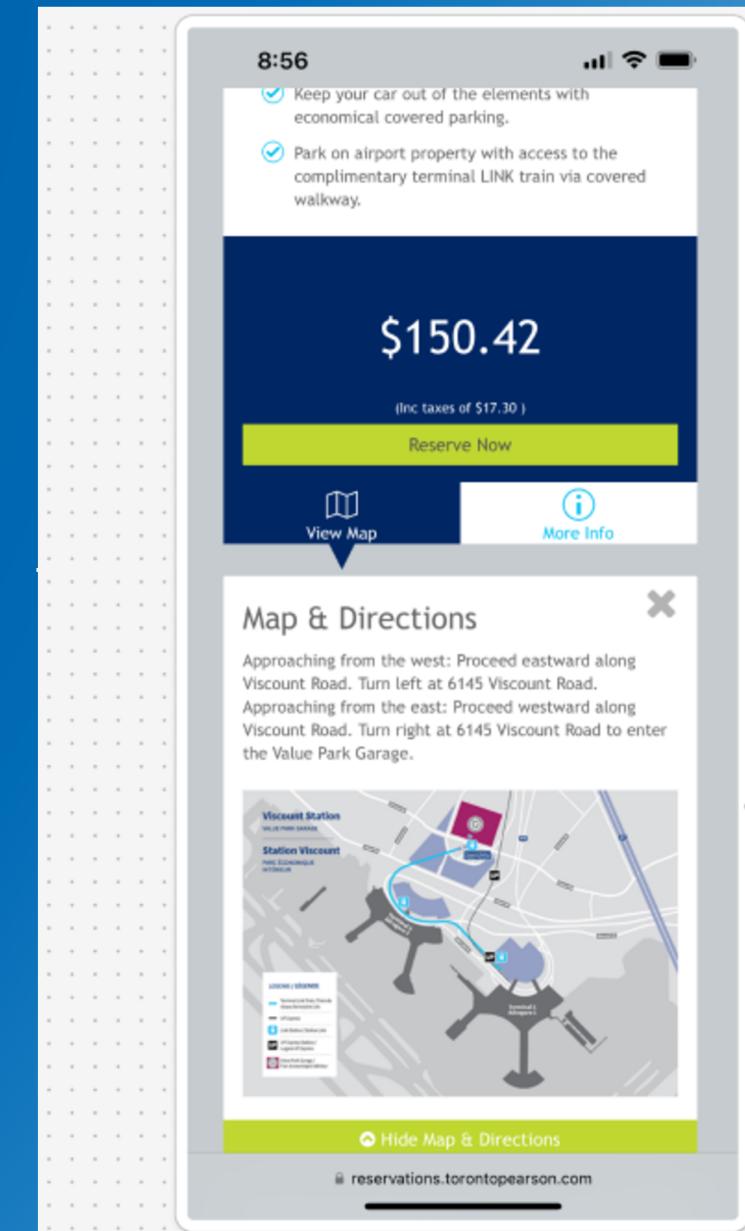
Right Screenshot (GTAA Flight Search System):

The GTAA flight search system fails to handle double spaces (e.g., "Air Canada"), causing failed searches and user frustration. The error message, "Unfortunately, we cannot find a flight with 'air canada'!", does not explain the problem or suggest reformatting the input, leaving users confused.

Key Usability issues for Task 2

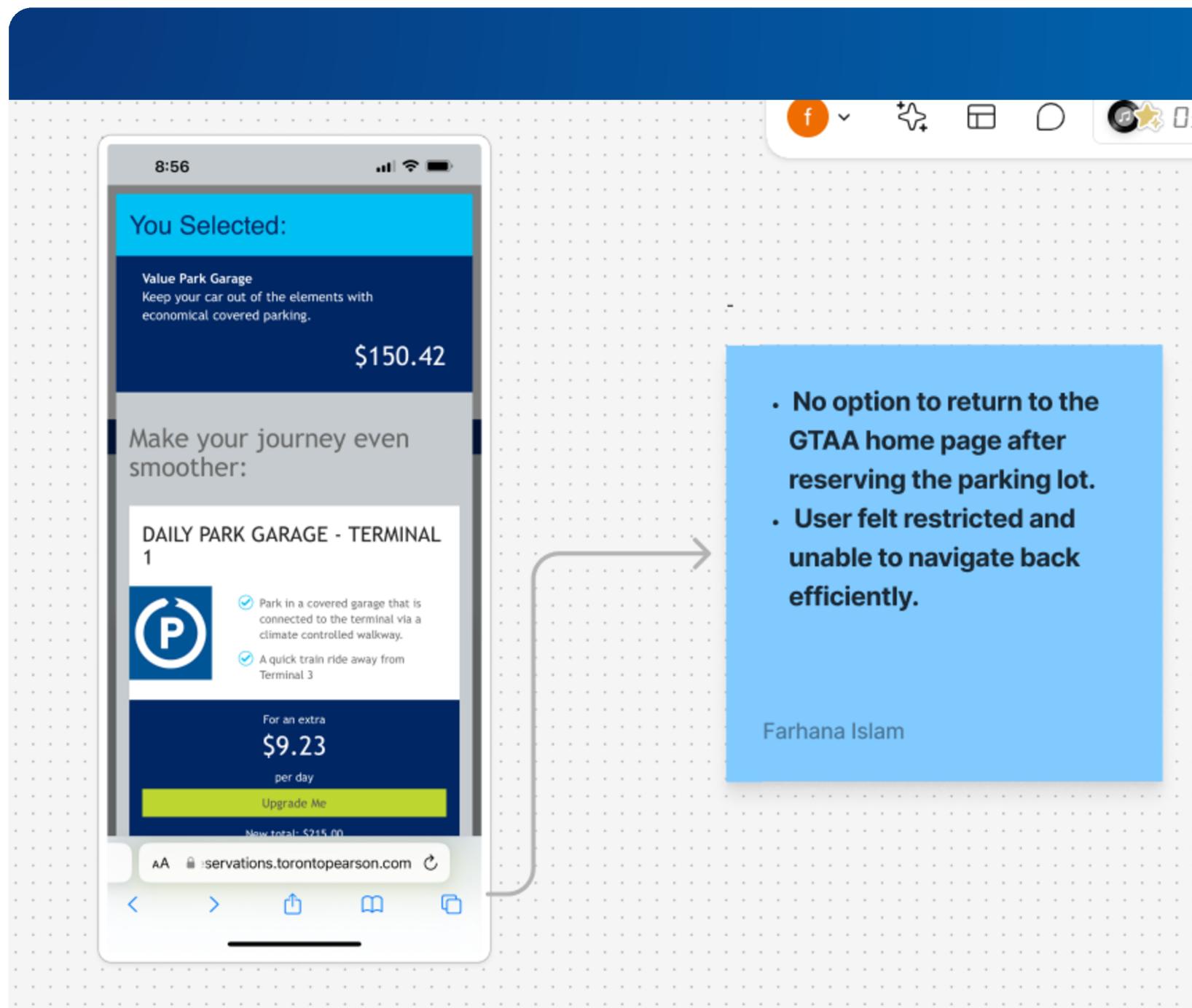
A white rounded rectangle represents a mobile device screen. Inside, there is a blue circle icon followed by the text "Estimated arrival at Terminal 3 is 20:28". Below this, a bulleted list includes "Free Wi-Fi" and "Map of Terminal 3". A grey arrow points from the bottom right of this screen to a blue rectangular callout box. The callout box contains the text: "Important information was buried under multiple sections, requiring extra effort to find, leading to frustration and inefficiency for new users."

Key Usability issues for Task 3



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Key Usability issues for Task 3



Key Usability issues for Task 4

A screenshot of a flight information page. At the top, it shows "SANTIAGO, CHL" with flight number "AC93", terminal "T1", and baggage carousel "7". It says "Estimated arrival Nov 17 05:40 05:46". Below that, there's a section titled "Sign-up for notifications" with two paragraphs about flight changes notifications. At the bottom, there's an "EMAIL" tab selected, followed by an "SMS" tab, and a "SUBSCRIBE" button. The URL at the bottom is "Prothalo". A blue callout box contains the following text:

- Users expected notifications on both email and mobile but could only choose one, limiting convenience.
- Locating real-time notifications required browsing multiple sections, causing confusion, especially for new users.

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Key Usability issues for Task 5 & 6

- Tasks 5 and 6 were easier but took extra time for new users to navigate this information
- Task 6 : Task was found to be easy , But by Clicking "Complete Form" locked users into the process, with no option to exit or return to the homepage, causing dissatisfaction if they chose not to proceed.

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Ambassador Porter Services

Our Porters are available at Terminal 1 and Terminal 3 to help you with your baggage at the arrival and departure.

Porters ensure you do not have to do any of the heavy lifting and are ready to assist in navigating your journey at Toronto Pearson Airport.

You can pre-arrange Porter Services ahead of your travel date(s). Passengers travelling with more than two live animals are recommended to request for Pre-Arranged Porter Service to ensure a smooth and quick airport transition.

To request for a Pre-Arranged Porter Service, please complete the form 24 hours in advance of your required service date. You will receive an email confirmation containing additional instructions within 12 hrs.

COMPLETE THE FORM

DISCOUNTS AND OFFERS FOR YOU

Toronto Pearson 

Request Pre-Arranged Porter Services
Required fields are marked with an asterisk (*).

All requests submitted through the form will be confirmed within 24 hours.

Passenger's Name *

First Last

Email *

Phone Number *

Alternate Phone Number

Date for Assistance *

/ / 
MM DD YYYY

Time for Assistance *

Executive Summary

Usability tests were conducted to identify potential improvements in the user experience of the GTAA website. The study included three participants: one in-person and two recruited through LinkedIn connections.

Key Findings:

- Task Completion
 - All participants (100%) successfully completed the assigned tasks.
 - The average time to complete each task was approximately 4 minutes.
- User Satisfaction
 - Participants rated their satisfaction at an average of 3 out of 5 across all tasks.
- Errors
 - On average, participants made one mistake per task, typically due to navigation challenges or unclear pathways
-

Research Goals

The key research questions focused on understanding how participants interacted with the GTAA online experience (website and mobile devices) and their overall satisfaction with the navigation and usability of the site. The goal was to uncover pain points in the user experience, identify areas where users struggled, and ensure intuitive navigation for travelers. The objective was to enable users to quickly find relevant content, reducing the time spent searching for detailed information.

Methodology

- Connected with participants via LinkedIn.
- Conducted tests “in-person” and via Google Zoom meetings”.
- Collected data through “screen recordings, click tracking, and observing behavior”.
- After each session, participants provided **feedback on their experience”.
- Analyzed data using thematic analysis to identify common usability issues and frustrations.
- Gathered quantitative metrics like task completion time and success rate to support qualitative insights.

Result and Insight

Overview

- Participants were able to complete basic tasks, but faced challenges with specific issues like navigating between pages and finding specific details.
- Users struggled to locate critical information quickly, often requiring multiple clicks and long scrolling.
- This caused frustration, particularly for new users who were unfamiliar with the website structure.

Key Issue

- Critical issue
- The flight search system doesn't work with double spaces and Lack of Input Flexibility (e.g., "Air Canada, San Francisco, Air Canada") causing errors. The error message is unclear and doesn't offer helpful suggestions.
- Users face difficulty navigating key information, requiring extra clicks and causing frustration.
- Lack of visible information causes long scrolling and delays in finding the right details, leading to confusion.
- Moderate issue : Users expect notifications on both email and mobile but are limited to one method, reducing convenience.

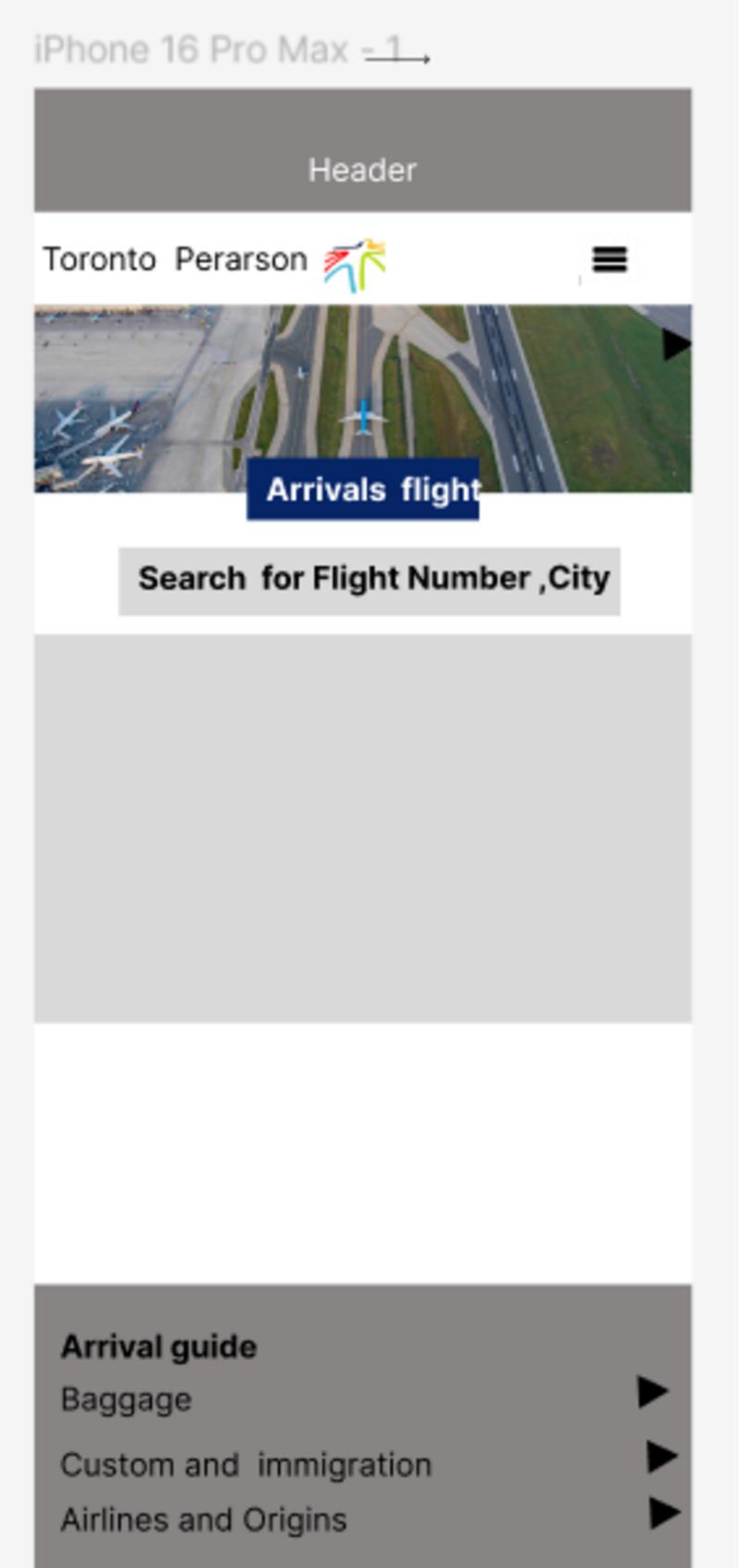
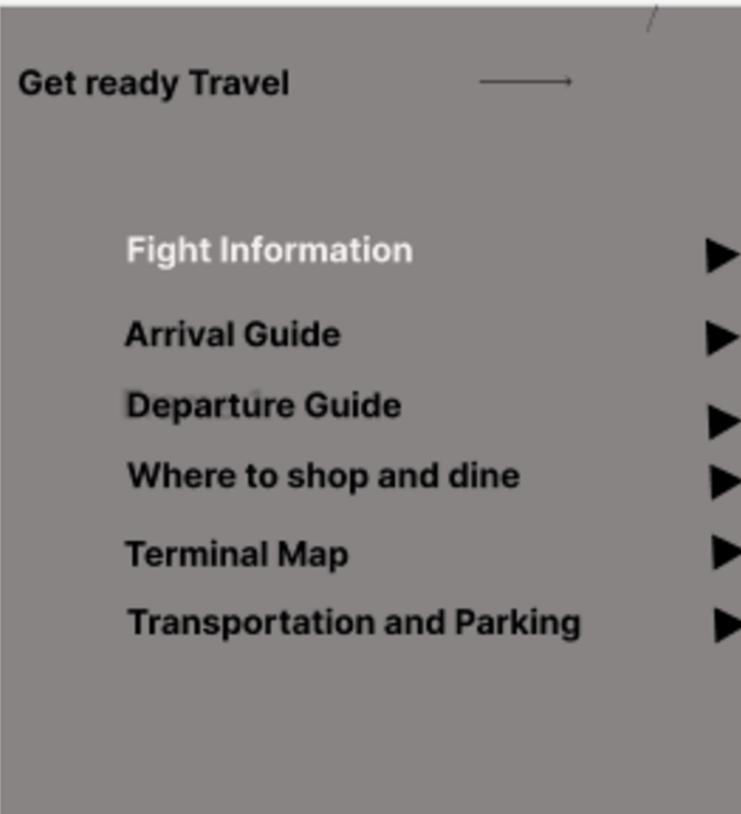
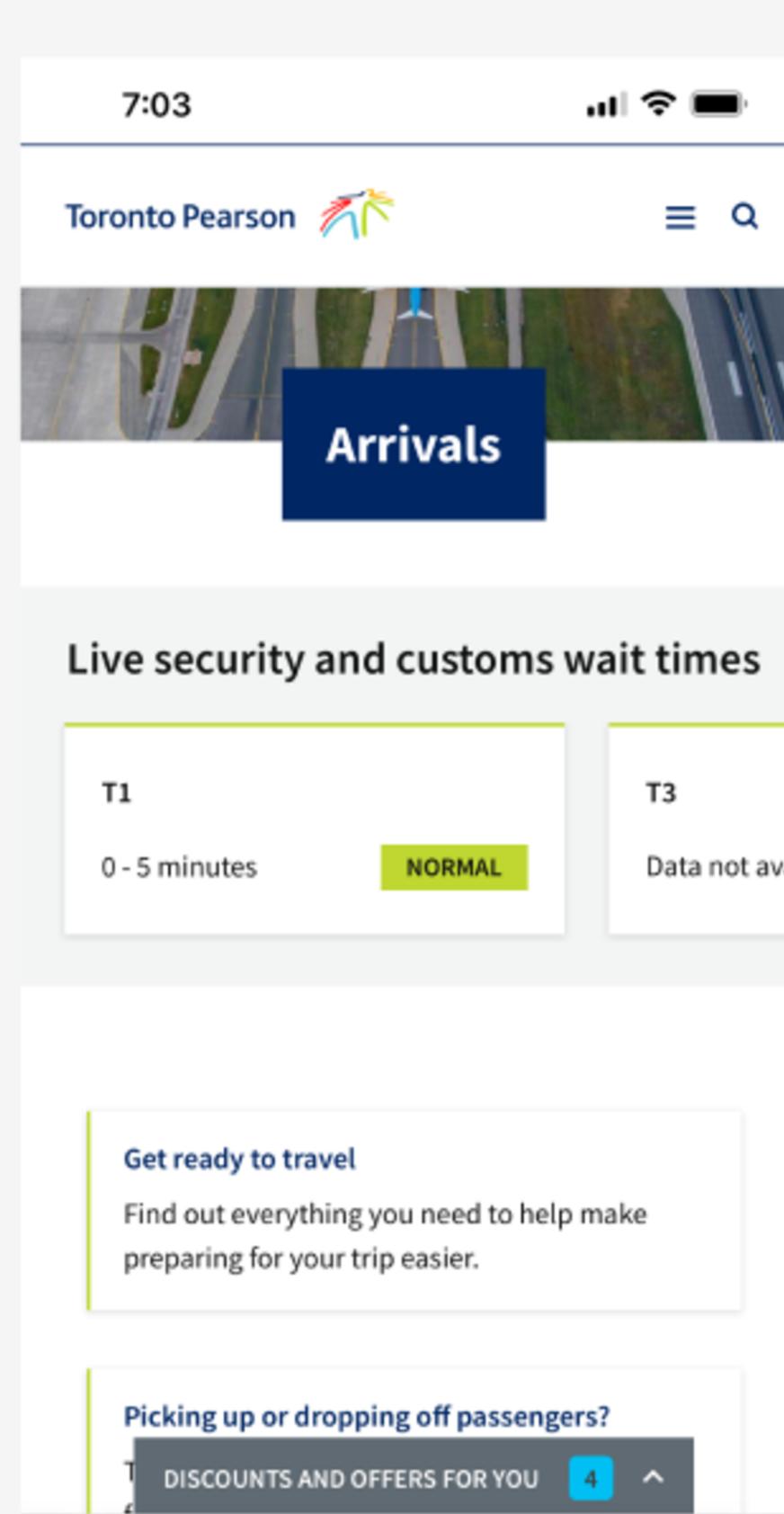
Key Insight

First-time users had difficulty finding information due to unclear labels and hidden content, showing the need for a simpler and more organized design.

Final Recommendations

- Create a dedicated "**Flight Information**" menu with "**Arrival Flights**", "**Departure Flights**", and a prominently displayed search option at the top of both the website and mobile devices. This will simplify navigation and eliminate unnecessary scrolling.
- Enhance the search system to handle flexible input formats, such as flight names with double spaces (e.g., "Air Canada") or combined entries (e.g., "San Francisco, Air Canada"), to avoid search errors.
- Organize all menus in the header with clear, related options for easier access to key information. For example :- > "When users select "**While You're Here**" → Terminal 1 → Shops, Facilities, or Dining, display only relevant options specific to Terminal 1 to reduce scrolling and confusion.
- Enable users to subscribe to notifications via both email and mobile for added convenience. Replace static parking maps with an interactive version to enhance the user experience and meet current expectations.

UI Design Recommendations





Thank You!

Contact Us



Phone

+639-384-7549



Mail

farha.islam.1310@gmail.com



Address

Scarborough , Toronto