

# SCS 3672 – Design Validation Course Assignments

## Overview

You have been hired by the Greater Toronto Airports Authority as a UX expert. They've asked you to assess their current website experience. They'd like you to help them discover opportunities to improve their website design and ultimately better meet the needs of leisure travelers.

They have asked you to guide them through the full usability testing process, including helping them scope their approach and define their research goals.

Assignment	Deliverables
<b>1: Prepare for Usability Testing</b>	Create a Test Plan, Set Test Tasks & Scenarios, Recruit 2-4 Participants
<b>2: Conduct Testing &amp; Final Report</b>	Conduct Testing, Analyze Data, Final Report

## Key User Group

The Greater Toronto Airports Authority has identified leisure travelers as their target audience. These are people between the ages of 20 – 65 (both male and female), who enjoy travelling on their own or with friends & family, and who are familiar with flying out of Toronto Pearson Airport.

***\*Tip:** You will need to speak with 2-4 participants from this user group, so start recruiting as early as possible!*

## Midterm Assignment – Prepare for Usability Testing

### Overview

Define the scope of your usability test and recruit participants.

### Deliverables

#### 1. Create a Research Plan.

- Start by familiarizing yourself with the existing website experience. Consider some typical tasks you may need to complete as a user and give them a try. Are there any clear pain points with the design? What's working well?
- Based on your initial impressions of the design and the project brief, articulate 2-3 validation research goals.
- At this stage, you should also consider the context of the key user group to ideate 3-5 user tasks or use cases that the client should consider testing. For example, a key task could be looking up a flight arrival status in real time.
- Draft a Usability Test Plan. This includes those research objectives/goals, any hypotheses you have (what do you predict your results will tell you?), key research questions, and a description of your planned methods including logistics/equipment.
- Feel free to use a format of your choosing. An example template can found here and under Module 4: [Example Usability Test Plan Dashboard](#)

#### 2. Draft a participant-facing Usability Test Task and accompanying Scenario.

- Choose one key user task that you believe is particularly critical to test. Draft a formally scripted version of that task along with an accompanying Scenario to use with participants during Usability Testing.
- You can review examples of Usability Test Tasks and Scenarios in Module 4.

#### 3. Recruit 2-4 participants and schedule your Usability Test sessions.

- Find 2-4 people (friends, colleagues, family) who travel for leisure and who may have a need to use the Toronto Pearson website. Try to select participants with some variation in age, gender, and/or travel experience.
- Plan for each usability testing session to last around 30-45 min.

***Your deliverable should include your Test Plan and your drafted Task/Scenario.***

***Please submit to Quercus by 11:59pm on the deadline***