

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
1: Prepare for Usability Testing	Create a Test Plan, Set Test Tasks & Scenarios, Recruit 2-4 Participants
2: Conduct Testing & Final Report	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!*

Final Assignment – Conduct Usability Testing & Final Report

Overview

After collaborating with key stakeholders, you decided that in addition to the task you came up with in Part 1, these are the most important test tasks and scenarios:

Scenario 1: Check on the Status of an Arriving Flight

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.

Now, it's time to facilitate usability testing.

After testing, you will need to conduct analysis, capture your insights and recommendations, and create a polished Usability Test report to share the results of your validation research with the Greater Toronto Airport Authority.

1. Conduct your usability testing with 2-4 people.

- Organize the equipment/materials you'll need, including the tasks/scenarios provided in this brief, the task/scenario you created for Part 1, and a notes template such as the data collection protocol provided in Module 4.
- Please refer to the supplementary links in Module 5 for tips and best practices on introducing and running a Usability Test session. You may want to prepare a facilitator script for introducing the test session to participants.
- Facilitate the usability testing sessions:
 - Meet with each participant individually, either in-person or virtually. Ideally, record the session so it's easier to review later.
 - If recording, record the participants' actions on screen as well as the audio of what they say. You can use your mobile device, a free online recorder like <https://www.apowersoft.com/freeonline-screen-recorder>, or any other tool you like - CamStudio, Camtasia, Snagit or others (most have free trials)
 - Formally brief the participant about the purpose and goal of the exercise, answer any questions they may have, and (if recording) get a verbal permission to record their actions on the screen and their voices. (follow the format and tips for a moderator discussed in Module 5)
 - Introduce each scenario to the participants and ask them to perform the related tasks on a desktop version of the website.
Be sure to include the two scenarios provided in this brief, as well as the scenario you created for Part 1.
 - As participants carry out the tasks, remember to encourage them to verbally express what they are thinking or doing at each step of the way.
 - Record responses, observations, and other metrics including:
 - a) Satisfaction with tasks**
 - b) Successful completion** (Yes/ No)
 - d) Feedback and answers to the follow-up questions**
 - e) Observations during tasks** – participant reactions, emotions, body language, comments etc.

2. Analyze test results.

- Organize all the data you've collected (quantitative and qualitative) and analyze it using the techniques described in Module 6.

Your analysis should focus on the following:

- 1) Satisfaction rate**
- 2) Key Usability issues**
- 3) Any other interesting findings and possible reasons behind them**
- 4) Significant user quotes or links* to relevant video clips to support your analysis.**

3. Prepare a Usability Test Report.

- Package all of your work into one final, polished report that you can share with the Greater Toronto Airport Authority.
- Keep the report concise, 7-15 slides in total.
- The Usability Test Report should include:
 - a. **Executive Summary:** A brief overview with 3-4 top insights or findings.
 - b. **Research Goals:** key research questions, what you set out to discover about your participant and the website.
 - c. **Methodology:** information about how you recruited participants, the method you used during the sessions, and how you analyzed your data.
 - d. **Results and Insights:**
 - An overview of what happened in each session using the metrics you collected.
 - Summary of key issues encountered by participants, prioritized by severity, and supported by relevant screenshots, quotes, and qualitative descriptions.
 - Any other relevant patterns, themes, or insights you discovered during the research.
 - e. **Final Recommendations:** Based on test learnings, your final recommendations for what the Greater Toronto Airport Authority should do to improve the experience of their website for leisure travelers. Include at least 2-3 ideas or opportunities.

Your deliverable should include your Usability Test Report, with the most relevant information for the client as outlined above.

You do not need to upload or include the materials you used for testing and analysis (recordings, all the raw data/notes, interview scripts, consent forms etc.)

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