**Planning a Usability Testing :** <https://www.torontopearson.com>

The Greater Toronto Airports Authority (GTAA) website is a significant resource for traveler’s, airlines, and stakeholders using Toronto Pearson International Airport. Conduct a usability testing to assess how effectively travelers can quickly navigate the GTAA website.

**Document Research Questions**

1. **Flight Information**
   * Does the GTAA website provide real-time arrival and departure information for all airlines, including details on terminals, gates, and airport services?
   * Can travelers find a list of airlines with scheduled flights on a given day without searching each airline individually?
2. **Interactive Maps**
   * Does the GTAA website offer interactive maps that provide clear directions to locations within the airport, aiding travelers during peak hours?
3. **Parking and Transportation**
   * Does the website allow travelers to book parking spots easily?
   * How effectively does it provide information about transportation options from the airport?
4. **Shopping and Services**
   * Does the GTAA website provide comprehensive information about duty-free shops and other available services?
5. **Accessibility Services**
   * How can travelers find information about accessibility services on the website?
   * Is there an option to book these services online conveniently?
6. **Family Services**
   * Does the GTAA website cater to the needs of single mothers with young children?
   * How can they locate and access family-friendly services through the website?

**Additional Research Questions**

1. Does the GTAA website provide future arrival and departure information for all airlines, helping travelers quickly see which airlines have scheduled flights on a given day, and reducing the need to search each airline individually?
2. Does the GTAA website provide additional information for the quick links useful like arrival, departure, transition etc.?
3. Does the GTAA website offer comprehensive video tutorials with step-by-step guidance on entry requirements, immigration, customs, check-in, security, and baggage restrictions to help new travelers prepare without contacting customer service?
4. Does the GTAA online experience offer a personalized sign-up option for leisure travelers to redeem rewards for duty-free shopping and quickly access current deals and additional services?
5. Does the GTAA website allow travelers to provide direct feedback or reviews about their online experience on both web and mobile platforms?

**Participant Facing Scenario**  
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:

**Participant Facing Task**  
On the GTAA website <https://www.torontopearson.com>

Task 1: You want to receive real-time notifications about any changes to your flight’s departure time, such as delays or gate changes.

Task 2: 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 3: Find information on porter services to assist with carrying luggage at the airport.

**Summarize of Text Plan and Set Test Tasks**

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| **Author: Farhana Islam** |  | **Contact Detail** |  | **Final Date for comments** |
| **Product Under Test:** The product being tested is the Greater Toronto Airports Authority (GTAA) website. **Business Goals:** Overall enhance travelers’ satisfactions, reduce Operational Load and create a seamless digital experience.  **Experience Goals:** Ensure leisure travelers intuitive navigation, enable user to quickly find relevant content, reducing the time spent searching for details information. | **Test Objective** | **Participant** | **Task** |  |
| The primary research objective is to evaluate whether the GTAA website's design, layout, features, and functionality effectively meet user’s basic needs. This includes assessing how accurately, efficiently, and quickly leisure travelers can find essential information. | 2-3 participants with key characteristics frequent travelers for business and trip | On the GTAA website, check if there is a personalized sign-up option for leisure travelers that allows you to enter your flight details and access customized essential information, such as an interactive map, duty-free rewards, current deals, and special services like transportation and parking, accessibility support. To evaluate if this feature makes it easier to find these options and reduces your time spent searching. | Resposibities |
| **Purpose of the GTAA Usability Testing:** To  discovered a few   key factors that not only identify major pain points and areas for improvements of the GTAA current website design but also enhance leisure traveler’s need and overall expectation.  **Risk of Not Testing:**  Travelers may need multiple clicks to get exact information that leading to frustration and increased support calls. Write it correctly | **Hypothesis**: We believe that if the GTAA website offers personalized sign-up option and quick links and FAQs tailored for arriving, departing, transiting. This would give travelers instant access to essential information, reduce search time, and potentially lower customer support calls by 15%, creating a smoother experience for leisure travelers. | **Equipment** |  | **Location and Date** |
| Google Zoom Meeting  Pen and Paper |  |  |