Overview

This is a multiple task exercise and will bring you through all the various aspects of setting up usability tests, carrying them out and recording them.

You will conduct two usability tests with two different users. You will do comparative tests. For each session, the user will complete tasks on two different airline websites or mobile apps.

Comparative tests are great to see how well or badly different organisations try and solve the same problem.

Objectives

- Learn as much as you can about the goals, behaviours and context of airline customers when booking flights
- Build your skills, experience and confidence in usability testing (what we at UXDI believe is the most powerful UX technique)
- Use the project materials to build your portfolio. Remember to photograph everything, document everything and record all the sessions. They can all be used to tell the usability story in your portfolio

Tasks

1. Define your research objectives - what are you trying to learn from the usability tests?

2. Create a recruitment screener and use this as a basis for finding airline customers from among your family, friends and colleagues

3. Create a usability test script for the sessions - use our sample script as a starting point. But you'll need to customise it for the specific airlines you choose

4. Prepare the test environment for mobile and desktop sessions, as per the instructions in the video lessons

5. Conduct and record the two usability test sessions (the recordings are proof that you conducted the tests and also facilitate you showcasing the tests in your portfolio)

6. Make sure to get consent from each user to use the footage in your portfolio

Key considerations

- If you plan on doing desktop designs in later projects, you should conduct desktop usability tests for this project. If you plan to design the flight booking process for a mobile app, you should conduct mobile usability tests
- You do not need an external monitor for your test setup unless you have asked a third person to take notes. We would advise you to review the video lessons on setting up a usability test before you begin
- You are free to conduct your usability tests in any language
- Projects are not graded but reviewed to ensure a sufficient level of work has been done

What do you need to upload to your Dropbox folder?

- Recruitment screener
- Usability test script
- Recordings of your two sessions. Make sure to export the recordings into an MP4 format or something similar before you upload them. They need to be readable by any machine