Top 5 User Goals

A template to guide you through usability testing.

Describe the top 5 usability goals you have for your product.

1. Can access today’s edition digitally
2. Effective search feature
3. Write and post a comment on an article
4. Share an article on social media (FB, Twitter, etc.)
5. Can access and play NYT puzzles

Write out some scenarios for each goal.

1. Imagine that you want to download today’s paper on your iPad. Where would you go from the homepage?
   - URL: http://www.nytimes.com/pages/todayspaper
   - “Today’s Paper” is in main nav, centered

2. Imagine that you want to show your friend an article about Trump from February. How would you find it?
   - Go to “Search” feature, enter “Trump” and filter results by date on the left until the Feb. article appears.

3. Imagine that you just finished reading an article about Easter Europe’s refugee crisis and you want to post a comment. Walk me through the process.
   - Go to Eastern Europe’s refugee crisis article, scroll to the bottom and click on “comment” button.

4. Imagine that you found a really interesting article about deep sea exploration and you want to post it on your FB wall. How would you do this?
   - Go to “The Future of Deep Sea Exploration” article, scroll to the bottom and click on the blue “FB” icon.

5. Imagine that you want to do an NYT crossword puzzle. Where would you go from the homepage?
   - Go to left navigation, scroll to “more,” than scroll to “Crosswords”