

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.

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| 1. Imagine that you want to download today's paper on your iPad. Where would you go from the homepage? | What is the correct page/What is the success criteria?
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 Eastern 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 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," then scroll to "Crosswords" |