

## IBM CUSTOMER FACING SOLUTIONS



### Air Canada Usability Test

Airline does its usability homework for improving its self service platform

#### Challenge

Air Canada's website and kiosk users were experiencing difficulties when interacting with some of the newly designed screens and functions of their self service channels. Air Canada asked IBM to provide usability testing and reporting in order to improve the usability for both channels for their next release.

#### Solution

Using our in-house testing lab equipped with a two-way mirror and cameras, we tested new screen designs and new functionality. Our team measured how users interacted with both the site and the kiosks; identified gaps in performance; highlighted areas for improvement and pointed out areas of inefficiency where users could lose their way. The formal usability report identified and prioritized key problem areas, and made suggestions on improving those areas for the next release of both the Air Canada website and the kiosks.

#### Results

We mapped all of these testing criteria and outcomes against the objectives of Air Canada's web initiatives and Air Canada's kiosk initiatives. Air Canada was able to prioritize and implement some of the recommendations in their next iteration of both the website's design and the kiosk's design.