



MEXICO

[visitmexico.com](https://www.visitmexico.com)

**Usability Testing**

**Mauricio Zúñiga**

# Usability Testing

According to [Interaction Design Foundation](#), usability testing is the practice of evaluating how easy a design is to use with a group of representative users. It typically involves observing users as they try to complete tasks and can be performed for different kinds of designs. It is often carried out repeatedly, from early development through to a product's release.

Through usability testing, we can identify design flaws that we might otherwise miss. By observing how test users behave while attempting to complete tasks, we gain crucial insights into how well our design or product functions. We can then use these insights to make targeted improvements.

# Visit Mexico Usability Testing

## Defining Usability Testing goals and research questions

This usability testing aims to evaluate the overall user experience of visitMexico.com, focusing on how effectively users can discover, navigate, and interact with destination content and travel-planning features.

The main research goals are to identify usability barriers that block task completion, evaluate the clarity and intuitiveness of the site's information architecture, and understand how well the website supports users in planning trips to Mexico.

To guide this investigation, it will focus on the following research questions:

- Can users efficiently locate key travel information, such as destinations, itineraries, and activities?
- Do users find the navigation and search functionality intuitive and helpful?
- Are there specific points of confusion, frustration, or unmet expectations during typical travel planning tasks?

The insights gained from this usability testing will inform design improvements that boost usability, accessibility, and overall satisfaction for both first-time and returning visitors.

## Usability Testing overview

This usability study evaluated how effectively VisitMexico.com supports users in completing common travel-planning tasks. The objective was to identify usability barriers, assess navigation clarity, and measure overall task efficiency and user satisfaction.

Three moderated remote sessions were conducted between February 23 and March 1, 2026, each lasting approximately 40 minutes. Participants struggled completing five realistic travel-planning tasks while thinking aloud. Sessions were recorded with consent for detailed analysis.

The study combined quantitative KPIs—task completion, Time on Task, and usability ratings (1–5 scale)—with qualitative observations, including user behavior, verbal feedback, and visible frustration points. The findings provided clear, actionable insights into navigation issues, language inconsistencies, and content discoverability challenges impacting the overall user experience.

### **General recommendations:**

- Ensuring full and consistent English translation across all pages and tools
- Clarifying navigation labels to better match user expectations
- Improving filtering and search functionalities
- Enhancing event discoverability through clearer terminology and calendar features
- Adding user-support features like saved destinations or favorites

# Visit Mexico Usability Testing continued

## Usability Testing Methodology

All individuals involved in the usability testing sessions were friends of the facilitator, recruited during the same week as the sessions. Before agreeing to participate, they received a brief overview of the activity and were informed that both their computer screens and themselves would be recorded while completing the tasks.

Additionally, participants were given the link to visitmexico.com to review in advance.

The usability testing session was moderated remotely using Zoom, with participants sharing their screens. The session was recorded through Zoom's built-in features, allowing the facilitator to review and analyze responses in detail after the session ended.

### Introduction section

The facilitator began the usability testing session with an introduction, where he introduced himself, explained the activity, and highlighted how participants' feedback would help improve the SECTUR website. He emphasized that there were no right or wrong ways to complete the tasks and that all opinions were welcome and not offensive. He also explained how the session would be recorded and provided the consent form. Later, he read the instructions for starting the tasks. The script and consent form can be found in [Appendix A](#) and [Appendix B](#), respectively.

## Warm-up Questions

After the participants agreed to be recorded during their sessions and signed the consent form, it was important to ease them into the activity with warm-up questions. This approach helps create a more stress-free atmosphere overall. The following set was adapted from Krug's "[Rocket Surgery Made Easy](#)."

1. What do you do for a living?
2. How would you describe your typical day?
3. As a rough estimate, how many hours per week do you think you spend online?
4. What kinds of websites and apps do you frequent?
5. Do you have a favorite website and apps?

## Task performance

The facilitator assigned specific tasks to each participant. These tasks were read aloud and also shared in the Zoom chat for quick reference while participants worked on them. The facilitator encouraged participants to verbalize their thought processes but did not provide any help. At the end of each task, participants were asked for comments or suggestions to improve reaching the task goal, along with a scalability question to evaluate how easy or difficult it was to complete the task.

1. Do you have any recommendations or feedback regarding this task?
2. How easy was it to achieve this task on a scale from one to five (where one means difficult and five means really easy)?

Ultimately, the participants were invited to share any additional insights or recommendations concerning visitmexico.com.

# Visit Mexico Usability Testing continued

## Usability Testing Methodology, continued

### Analysis

This usability study gathers objective data using Key Performance Indicators (KPIs), including Time on Task, task completion, and the Usability Scale (SUS). Each task was analyzed to identify usability issues, their severity, and to provide recommendations. These metrics convert subjective user experiences into measurable, actionable insights. They deliver both perceptual and behavioral data, allowing for a comprehensive usability assessment.

## Usability task prompts:

The following prompt tasks were performed by the users:

- Task 1:** You're gathering inspiration for a potential trip to Mexico. Make a list of three places you'd like to visit, considering your interests, such as culture, cuisine, nature, or adventure.
- Task 2:** As a first-time visitor to Mexico, you would like to learn more about visas, current exchange rates, and transportation options. Please find these three options.
- Task 3:** Let's assume you're planning a family trip to a beach destination in Mexico. Choose a 7-day itinerary that meets all your needs.
- Task 4:** Imagine you are traveling to Mexico in a specific month (e.g., Next month). Find out if there are any festivals, events, or seasonal recommendations happening during that time.
- Task 5:** You are currently gathering information for a trip to Mexico. You are especially interested in visiting archaeological sites. Make a list of three places you'd like to visit.

# Visit Mexico Usability Testing continued

## Usability Testing Participants

### Participant 1: Danny

 **Age:** 31

 **Gender:** Male

 **Language:** English

 **Education:** B.S. in Education

 **Occupation:** Teacher

Danny's typical day begins with his role as a full-time teacher from 8:00 am to 4:00 pm. He spends around 4 hours daily online, primarily on social media platforms like Facebook, Instagram, and YouTube, along with news websites. His preferred app is Facebook, where he dedicates most of his online time.

### Participant 2: Yeilin

 **Age:** 40

 **Gender:** Female

 **Language:** Spanish

 **Education:** Bachelor's Degree

 **Occupation:** Bartender

Yeilin's typical day starts with waking up early, doing household chores, going to the gym, sleeping more during the day, and then preparing for work. She spends an average of 3 hours a day online. She primarily uses social media platforms like TikTok, Instagram, and Facebook, with Google being her go-to website for finding everything she needs.

### Participant 3: Arik

 **Age:** 50

 **Gender:** Male

 **Language:** English

 **Education:** Medical Doctor

 **Occupation:** Doctor, Gastroenterologist

Arik's typical day includes going to work, returning home, taking care of his child, and watching TV. He spends many hours online related to his job and around 60 minutes daily outside of work, with even more time on weekends. He mainly uses social media apps, sports, and news websites, especially sports-related sites like ESPN, Facebook, and Instagram. He also listens to sports content on Spotify and through podcasts.

# Visit Mexico Usability Testing continued

## Usability testing Data

The usability study findings included both objective KPIs and subjective data. The main KPIs are summarized in the following table:

	Task 1			Task 2			Task 3			Task 4			Task 5		
	P1	P2	P3	P1	P2	P3	P1	P2	P3	P1	P2	P3	P1	P2	P3
Completed	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓		✓	
Time (seconds)	295	362	198	150	35	174	160	272	146	225	173	45	256	111	228
Usability Scale	4	3	3	4	5	2	3	3	2	2	4	4	1	5	1

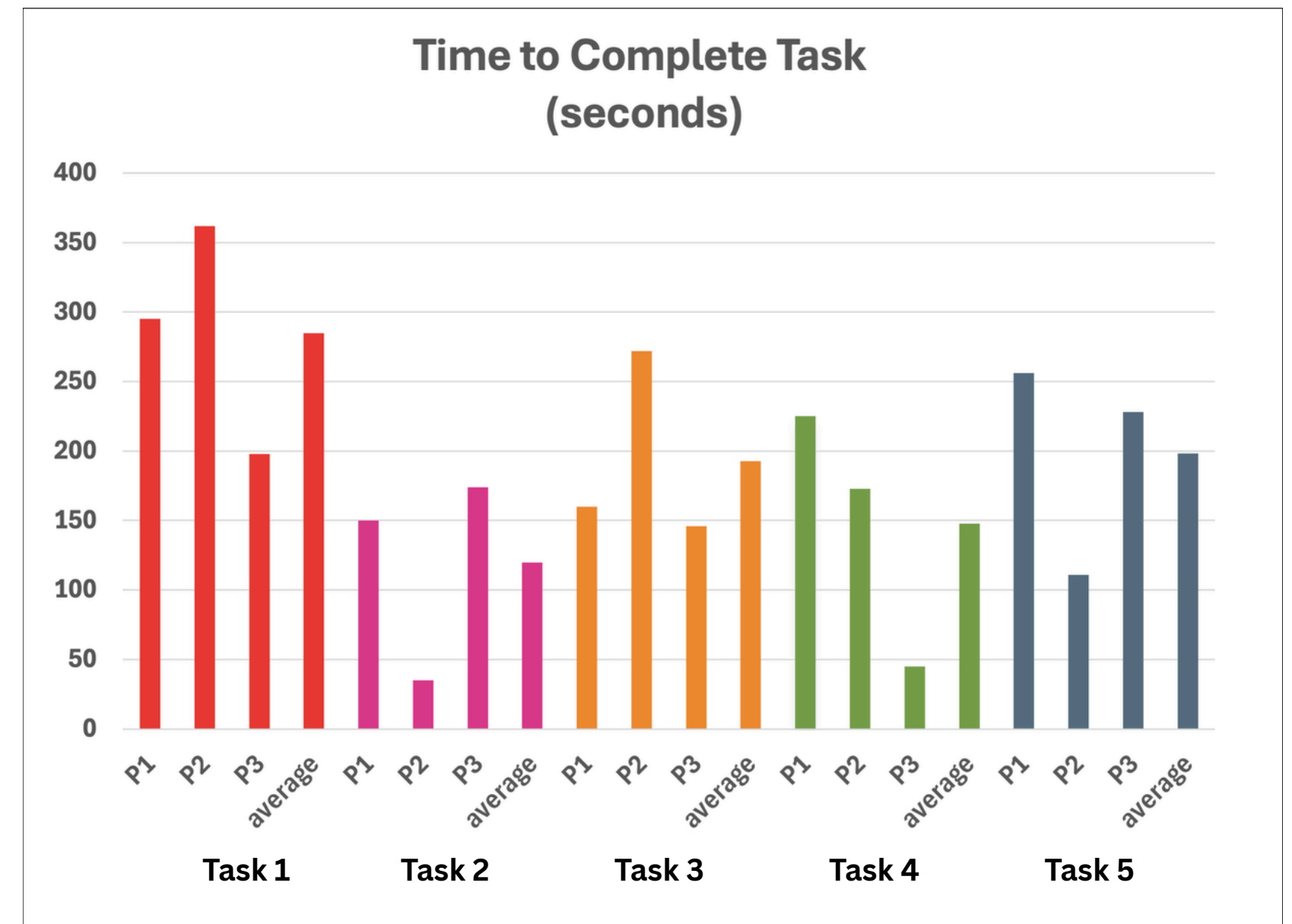
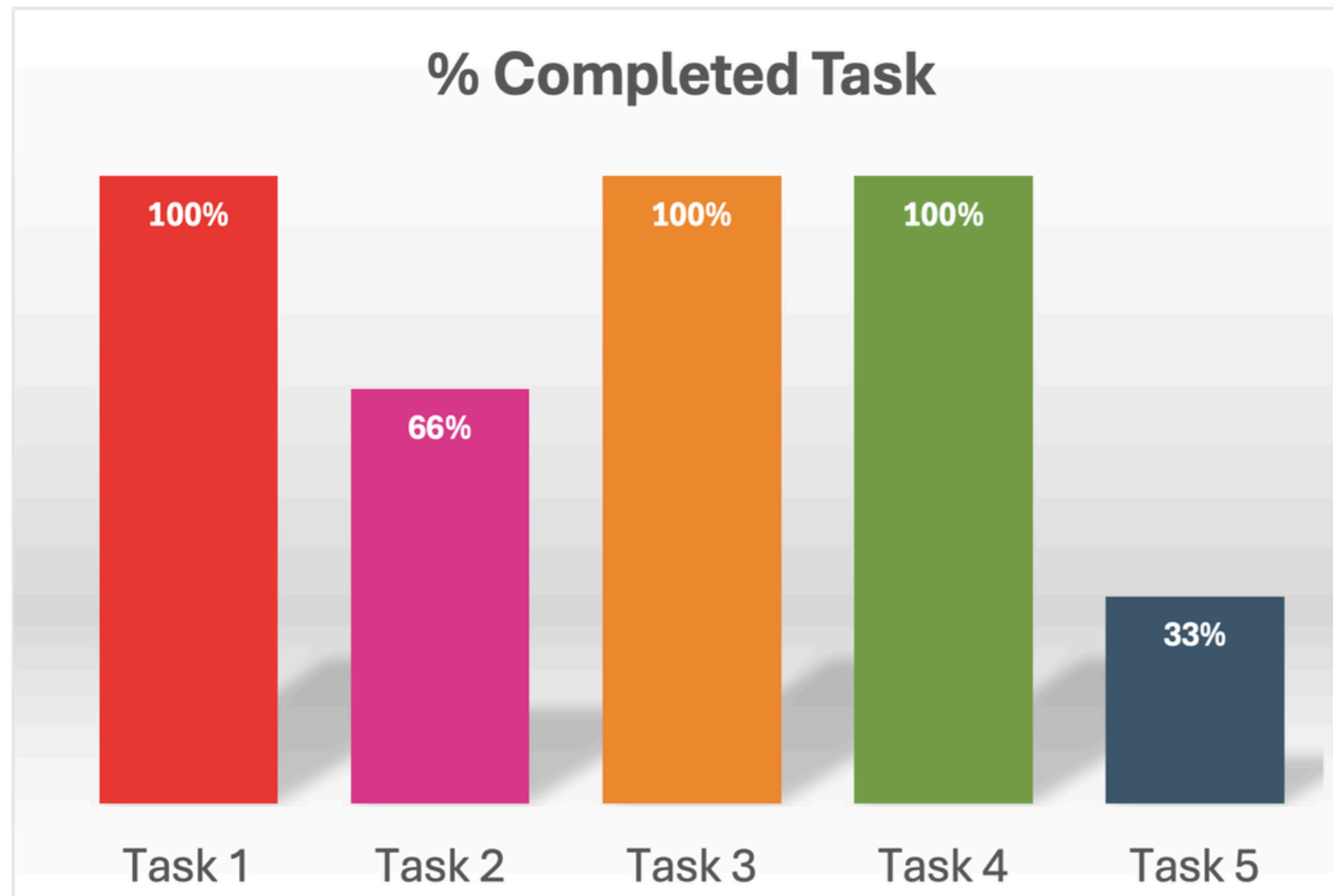
**Completed:** indicates whether the task was finished ( Check mark – means “yes”).

**Time (seconds):** indicates the time in seconds until the end of the task, whether completed or not.

**Usability Scale:** indicated the reported difficulty of the task on a 1-5 scale (where 1 means difficult and 5 – easy).

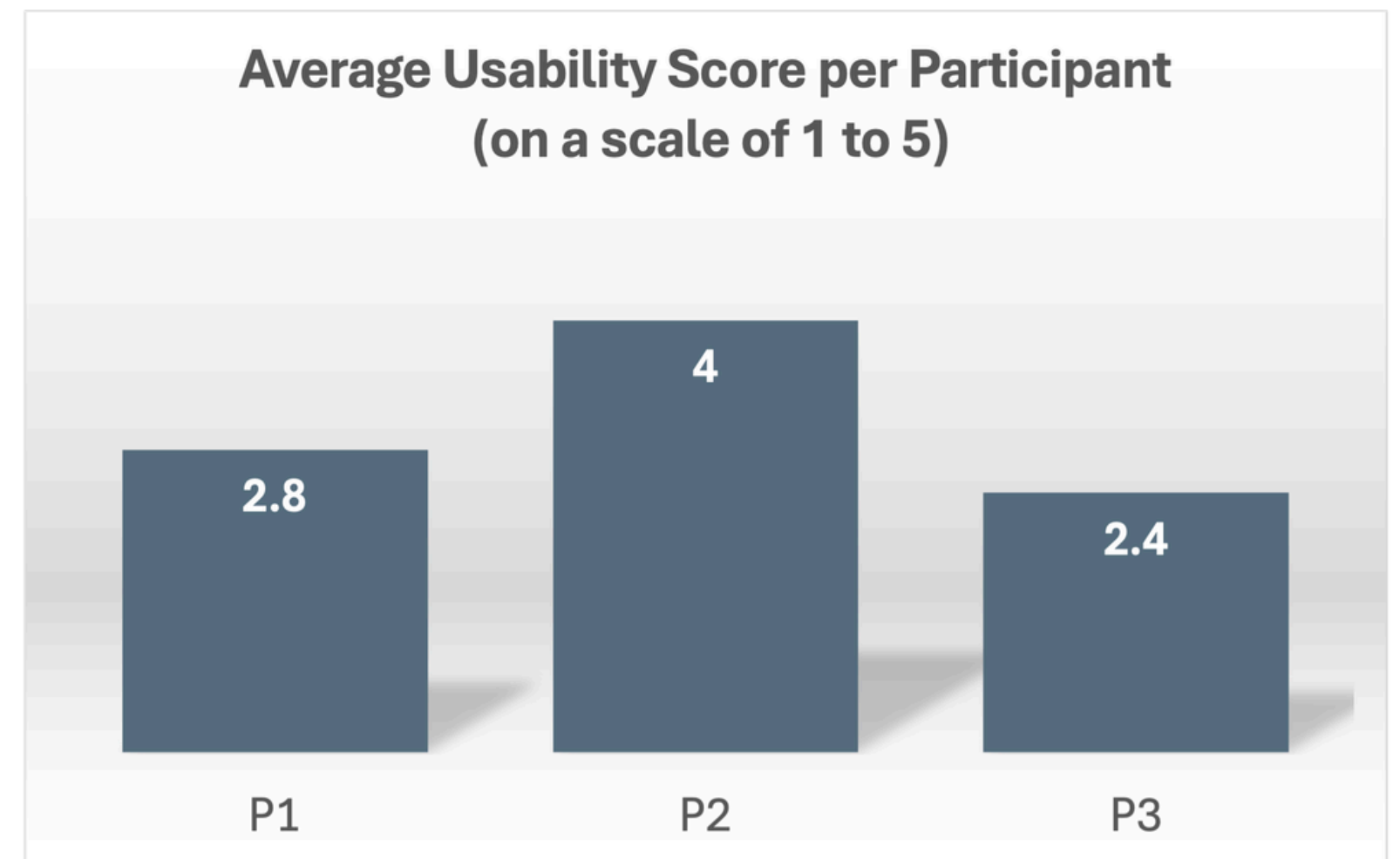
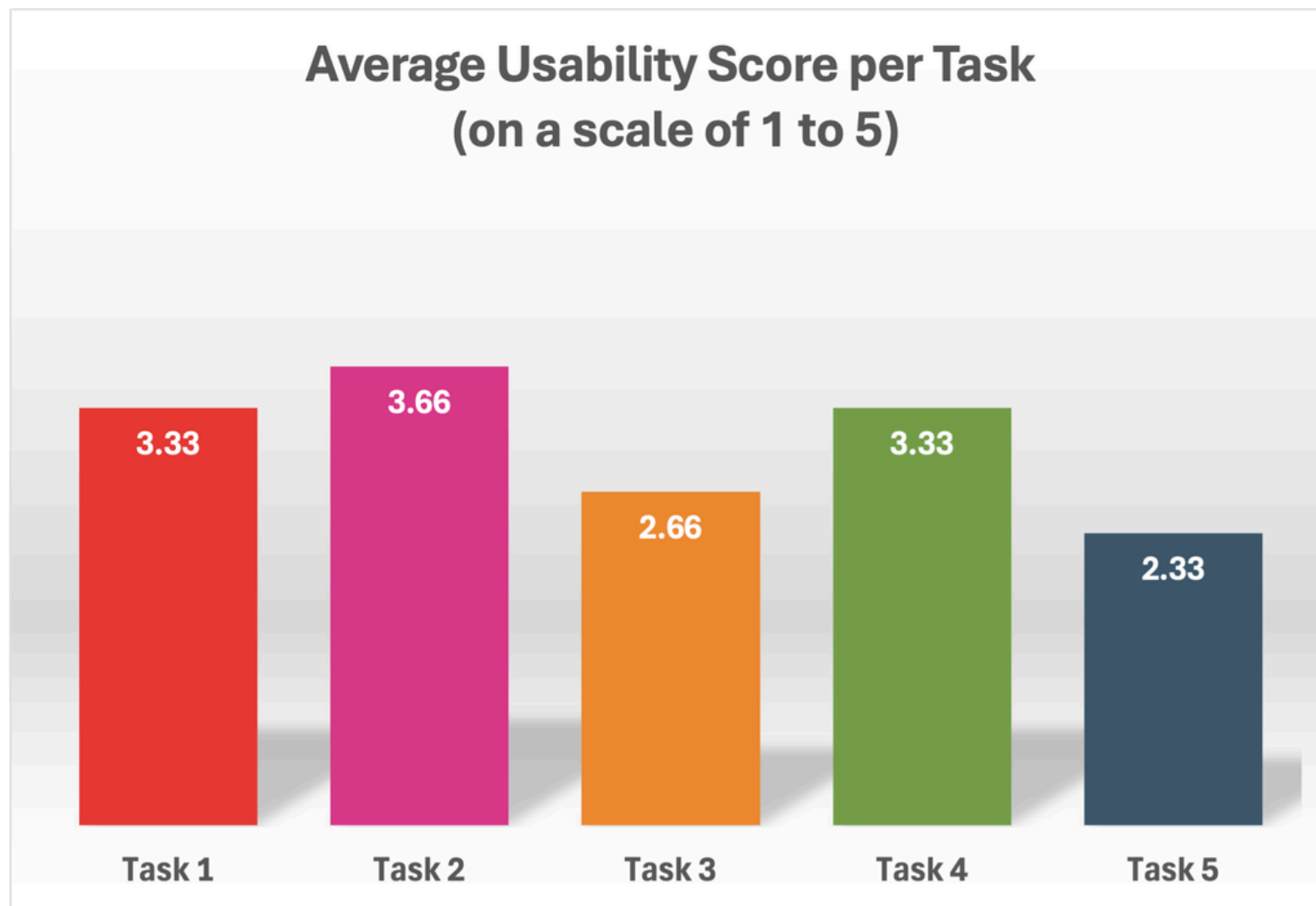
# Visit Mexico Usability Testing continued

🇲🇽 Usability testing Data, continued



# Visit Mexico Usability Testing continued

## 🇲🇽 Usability testing Data, continued



# Visit Mexico Usability Testing continued

## Usability testing Data, continued

Along with those objective measures, I gathered subjective data for each task, including my impression of the user during the process. I assessed his words, facial expressions, tone, and overall experience. I also tracked their task pathway and documented how they navigated through the website. My findings are summarized in the following tables:

Task 1		Task 2	
P1	P1 initially scrolled without clear direction, confused by similar labels: "Plan your next adventure" and "Destinations for every possible interest," calling them confusing. Later, he chose random options, saying visuals help decide. P1 appeared engaged in the website and clearly interested in the content.	P1	P1 chose the correct option, "Planning & practical information," and located all three options. He noticed duplicate content on the FAQ page, which repeats information in Q&A format. In some areas, he saw Spanish content and became confused because he didn't understand it. He seemed stressed during this task.
P2	P2 began by clicking on the page labeled "Destinations for every possible interest." She searched for a specific destination but overlooked the search feature in the top navigation below the filters, so she navigated manually. She also noted that the filter feature is limited and not user-friendly. P2 seemed dedicated to complete the task.	P2	This task was easiest for P2; as a native Spanish speaker, she completed it effortlessly. She quickly found the "Planning guide and practical information" page with all options within minutes. She was confident and her work seemed effortless.
P3	P3 chose the "Destinations for every possible interest" path, interested in sports. He was disappointed the filter lacked sports options, limiting exploration. He scrolled through pages, finding the site unfriendly for info. He suggested better filters and noted abundant Spanish content, reducing reliability. He seemed frustrated and lowered the tone of his voice.	P3	Initially, P3 checked the "Useful information" section below the fold, with no success. He seemed agitated and frustrated. His facial expression rapidly changed to an angry appearance. Later, he realized it wasn't correct and switched to "Planning & practical information." However, he found only some info and couldn't find everything. Since the FAQs contained all relevant details, he never discovered it. Frustrated, he gave up. Finally, he said "ChatGPT could find all that info in seconds".

# Visit Mexico Usability Testing continued

## Usability testing Data, continued

Task 3	
P1	P1 immediately chose "Routes & itineraries," which had more Spanish content that confused and upset him. He completed the task for the visuals but remained unsure. He tapped his hands anxiously through the task.
P2	P2 immediately chose "Routes & itineraries" and completed the task but couldn't find an itinerary covering all beach vacation days. She suggested adding a filter or search to improve options, as the built-in ones are limited and mix attractions across days. It seems that her Spanish knowledge helped her with rapid task completion.
P3	P3 immediately chose "Routes & itineraries," but was overwhelmed and confused by the extensive Spanish content. He later said narrowing down specific options is difficult on this page. He seemed anxious and stressed and by his facial expression I believe he was waiting for this assignment to end.

Task 4	
P1	P1 scrolled aimlessly, searching for a label like "calendar events or 'upcoming events'." After minutes of confusion, he clicked "Expert recommendation," hoping it was correct. Eventually, after exploring several pages, he found "Unmissable this month," which showed the upcoming events, allowing him to finish the task. He seemed embarrassed he missed that option.
P2	P2 searched for an "Events" page. She considered "Unmissable this month" but didn't click, thinking it shows this month's activities. After a few minutes, she clicked it and found it was the right page. She suggested renaming it immediately because it's confusing, even in Spanish.
P3	P3 immediately selected the correct option, "Unmissable – This month." This section contains Spanish content, which caused some frustration because he didn't understand it. Even though he completed the task and seemed satisfied.

# Visit Mexico Usability Testing continued

## Usability testing Data, continued

Task 5	
P1	During this task, P1 was initially unsure where to click, but after a few minutes, he chose one of the options to access the information prompt. However, he observed that the 'Complete Mexico Tourist Atlas' option was entirely in Spanish and ultimately left the page. Later, he visited many pages in search of this information. He became very confused and upset while reading more Spanish content, as he didn't understand it. Finally, he found only one option for task completion, but when he tried it, an error page with Spanish instructions appeared. He then decided to say that he was unable to achieve the task's goal.
P2	This task was straightforward for the user to accomplish. She quickly chose one of the available routes to find information on the "Complete Mexico Tourist Atlas". There, she used the top navigation to locate archaeological locations on the map. Since this feature is only available in Spanish, the user successfully completed it. Her voice tone seemed confident and carried satisfaction vibe.
P3	The users didn't complete this task. He went through some pages looking for "archaeological options or activities" on pages such as: "Destinations for every possible interest" or "Plan your next adventure." He went through all the options, saying, "This website is really frustrating." His eyebrows rose and his voice tone carried a despair vibe. He seemed anxious and happy this assignment was over.

# Visit Mexico Usability Testing continued

## Usability Testing – Analysis and recommendations

### Task 1

*You're gathering inspiration for a potential trip to Mexico. Make a list of three places you'd like to visit, considering your interests, such as culture, cuisine, nature, or adventure.*

Overall, this task is an introductory one with no definitive correct answer. Each user can select three touristic attractions based on their preferences. All users completed this task successfully, although some compromised and chose random sites, not necessarily aligned with their preferences. This task was the longest to complete, although not necessarily due to UX/UI issues, as the users seemed engaged in the mission and enjoyed browsing. The usability score (3.3) seemed reasonable.

Diving into the user experience story, I can identify specific areas in the website that require some improvement:

Issue identified	Proposed changes	Severity
The navigation labels are not clear between the two pages leading to confusion "Plan your next adventure" and "Destinations for every possible interest."	Rename the "Plan your next adventure" page to a clearer title indicating destination searches, such as "Plan your trip by locations," to help users choose where to click.	High
Users need to manually record or recall information, as there is no option to save favorites.	To improve user experience, incorporating a favorite feature would be beneficial, since users currently cannot save a list of places they wish to visit on the website.	High
The search feature on the page "Destinations for every possible interest" is not visible by users.	Adjust the top navigation's color and design for better visibility of the Search feature and filters. Also, consider expanding filter options for more precise searches.	Medium
The filtering options on the "Destinations for every possible interest" page are very limited, not offering extensive results, and even the results are not well accurate.	Include a comprehensive list of activities and enable accurate results based on the selected activities in the filter feature.	Medium

# Visit Mexico Usability Testing continued

## Usability Testing – Analysis and recommendations , continued

### Task 2

*As a first-time visitor to Mexico, you would like to learn more about visas, current exchange rates, and transportation options. Please find these three options.*

This task involves very specific questions that require following a particular pathway. There was a significant difference in time and satisfaction between the Spanish-speaking user and those who did not speak Spanish.

This task highlights the challenges and gaps observed in the English section of the website. One non-Spanish speaking user was unable to complete the task. While the usability score was the highest and indicated that this was an easy task, it does not fully align with the user story, which presents a different picture. I have narrowed down some significant problems related to this task, as detailed in the table:

Issue identified	Proposed changes	Severity
The FAQs page duplicates information found on the "Planning & practical information" page. Additionally, the FAQ section is hard to find and requires several clicks to access.	Relocate the Frequently Asked Questions (FAQ) to a more prominent location on the homepage or main menu. Consider placing it in the footer navigation or beneath the fold, along with a call-to-action button.	Medium
The 'Useful Information' section confuses users looking for handle details, as it currently only shows external websites, many of which are broken links.	The 'useful information' section might be renamed and relocated, as it only contains external links.	Medium

# Visit Mexico Usability Testing continued

## Usability Testing – Analysis and recommendations , continued

### Task 3

*Let's assume you're planning a family trip to a beach destination in Mexico. Choose a 7-day itinerary that meets all your needs.*

This task requires some knowledge of trip planning, although finding the answer should have been straightforward from the home page. Therefore, it is not surprising that all users completed this task.

Here, the usability score was suboptimal, as users expressed frustration with the filter deficiencies. Here, the area for improvement lies in adding more translated content and filtering options, as detailed here.

Issue identified	Proposed changes	Severity
This page contains extensive Spanish content in the English version, which frustrates non-Spanish speakers.	The English version should be consistent across the entire website.	High
Finding an itinerary that suits specific needs or preferences can be challenging. Currently, users must browse through all page options to find the best choices, leading to a poor user experience.	Adding a filter for activities or interests could streamline the process of finding the right itinerary, replacing the need to navigate through hundreds of pages one by one until discovering the desired option.	Medium

# Visit Mexico Usability Testing continued

## Usability Testing – Analysis and recommendations , continued

### Task 4

*Imagine you are traveling to Mexico in a specific month (e.g., Next month). Find out if there are any festivals, events, or seasonal recommendations happening during that time.*

On paper, this task was supposed to be easy since a calendar of events appears on the homepage. While all participants completed this task, they struggled with finding specific events within the requested time frame. Indeed, the “messy” appearance of events and over-visualization at the expense of a simple calendar of events, negatively impacted the user experience.

There was a notable difference among the users in this task, possibly because of their prior knowledge of trip planning.

Issue identified	Proposed changes	Severity
The label "Unmissable this month" is unclear because it only references current events, excluding future ones. This makes it difficult for users to locate all ongoing and upcoming activities.	Rename this page to a standard term like "Calendar events" could enhance user experience by simplifying the process of locating upcoming events or monthly activities.	High
This page contains extensive Spanish content in the English version, which frustrates non-Spanish speakers.	The English version should be consistent across the entire website.	High
The calendar only displays the current events, implying that future events are not visible unless you click on the specific month.	The calendar could begin by prompting the user to select a month to view, either a specific month or a range. It could also be improved by adding a filtering feature to easily find specific activities or places to visit.	Low

# Visit Mexico Usability Testing continued

## Usability Testing – Analysis and recommendations , continued

### Task 5

*You are currently gathering information for a trip to Mexico.  
You are especially interested in visiting archaeological sites.  
Make a list of three places you'd like to visit.*

This was the most complicated task, and only one user, the Spanish-speaking one, appeared to complete it. It received the lowest usability score and caused significant frustration among participants. There are important issues on the website that need to be addressed since this task, selecting a popular group of tourist attractions, is a common reason for visiting this site.

The following issues and recommendations are listed here.

Issue identified	Proposed changes	Severity
<p>The “complete Mexico Tourist Atlas” feature is only available in Spanish. This makes it impossible for international users to find tourist attractions by location.</p>	<p>The map serves as a helpful interactive resource for tourist information and should be accessible to more international travelers. Offering multiple language options throughout the map could enhance the user experience on this page.</p>	<p>High</p>
<p>The current homepage navigation is difficult for users because they must scroll extensively to find the right page. The current navigation doesn’t align with users' mental models, leading to significant confusion.</p>	<p>Adjusting the homepage navigation with clear and straightforward labels for each user flow, such as “Where to go?”, “Plan your trip,” or “Activities,” can help users find information more efficiently.</p>	<p>High</p>

# Visit Mexico Usability Testing continued

## Usability Testing Conclusion

This usability study offered valuable insights into how real users experience and navigate VisitMexico.com when trying to complete common travel-planning tasks. While the website features rich visual content and a broad range of information, the findings reveal consistent usability barriers that significantly impact efficiency, clarity, and overall satisfaction—especially for non-Spanish-speaking users.

Across the five tasks, participants showed genuine interest in Mexico, but some of them showed signs of confusion, hesitation, or frustration. The most critical and recurring issue was the inconsistency of the English-language experience. Several key sections—including itineraries, event pages, and the Mexico Tourist Atlas—contained extensive content only available in Spanish. This created clear accessibility barriers for English-speaking users and directly affected task success, confidence, and trust in the site. Conversely, the Spanish-speaking participant navigated the site more efficiently and with far less frustration, highlighting the disparity between language versions.

Navigation and labeling also emerged as significant concerns. Ambiguous section titles such as “Plan your next adventure” and “Unmissable this month” did not align with users’ mental models, leading to unnecessary exploration and guesswork. Participants often scrolled aimlessly or chose options based on visual appeal rather than clarity. This behavior suggests that the current information architecture does not adequately support intuitive wayfinding

Filtering and search functions further limited users’ ability to efficiently narrow results. Whether looking for beach itineraries, sports-related destinations, or archaeological sites, users reported difficulty refining results to meet their specific needs. The lack of a “favorites” or save feature also prevented users from easily organizing or revisiting chosen destinations—an important aspect of travel planning.

Task 5, which focused on a specific topic, revealed the most serious usability issues. With only one participant successfully completing the task, the results highlight a major gap in discoverability and access to important tourist information.

In summary, VisitMexico.com shows strong potential as a national tourism platform but currently falls short in providing a cohesive, accessible, and user-centered experience. The most urgent improvements include:

- Ensuring consistent and comprehensive English translation across all pages and tools (and later incorporate other languages)
- Clarifying navigation labels to better align with user expectations
- Improving filtering and search features
- Improving event discoverability with clearer terminology and calendar options
- Adding user-support features such as saved destinations or favorites

Addressing these issues will not only reduce friction and frustration but also build trust, enhance accessibility, and boost engagement among international travelers. By aligning the website’s Information architecture and terminology with users’ mental models and travel-planning habits, SECTUR can transform VisitMexico.com into a more intuitive, efficient, and globally competitive digital gateway to Mexico.

# Appendices

# Appendices

## Appendix A: Usability Testing Script

### Introduction

Hello \_\_\_\_\_! Thank you for taking the time to participate in this usability testing session. My name is Mauricio Zúñiga, and I am representing Mexico's Secretariat of Tourism (SECTUR) as a UX researcher and facilitator. SECTUR is currently working to improve its website, [visitMexico.com](https://www.visitmexico.com), to enhance the overall user experience. This exercise will help identify existing pain points and the best ways to address them.

The whole session should take approximately 40 minutes. I'd like to emphasize that there are no right or wrong answers during this exercise; we are testing the website, not you. You need not worry about making mistakes, nor will we view your opinions as offensive. As you complete each task, we welcome any commentary that you have so we can get a clear picture of your thought process.

With your permission, I would like to record this session. Please be aware that these recordings are strictly confidential and will not be shared outside our team. To confirm your understanding of how your information will be used, I will ask you to read and sign this consent agreement.

Please feel free to ask questions at any point during this session. While I may not be able to answer all of them—as we want participants to work through tasks independently—I will do my best. If you need to leave at any time, you're, of course, free to do so. Do you have any questions before we begin?

### Warm-up Questions

Before we begin the tasks, I'd like to ask a few warm-up questions to get to know you:

1. What do you do for a living?
2. How would you describe your typical day?
3. As a rough estimate, how many hours per week do you think you spend online?
4. What kinds of websites and apps do you frequent?
5. Do you have favorite websites and apps?

### Task performance

Now that the warm-up is complete, let's move on to the tasks. First, please look at the [Visitmexico.com](https://www.visitmexico.com) homepage and share your initial thoughts. What stands out to you? What do you find confusing? You can scroll around, but avoid clicking anything for now.

—

Thanks! Now, I'm going to give you some specific tasks to complete on the website. I'll read aloud what you need to do and also send a written copy via chat for your reference. Just remember to think and process your task and steps out loud so that I can take note of your observations and experience

(Read each task)

(Let the user complete the task)

# Appendices

## Appendix A: Usability Testing Script, continued

### Task performance, continued

#### Questions by tasks

- Do you have any recommendations or feedback regarding this task?
- How easy was it to achieve this task on a scale from one to five (where one means difficult and five means really easy)?

(Repeat this for the five tasks)

Great job! You have completed all tasks. That was very helpful. Thank you

### Wrap-up

Thank you very much for participating in this usability testing session and for all your insights on these tasks related to the visitmexico.com website.

To finish up, do you have any other comments and/or recommendations about the website that you'd like to share?

Once again, thank you for your time; your input will be invaluable in enhancing the user experience and functionality of the visitmexico.com website.

# Appendices

## Appendix B: Usability Testing Consent Form

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### Visit Mexico Usability Testing consent Form

**Researcher:** Mauricio Zúñiga  
**Organization:** Mexico's Secretariat of Tourism  
**Contact information:** contacto@sectur.gob.mx  
**Date:** Febrero 25<sup>th</sup> 2026


**Introduction**  
Thank you for agreeing to take part in our usability testing session. This form outlines the purpose of the test, the information we will gather, and how it will be used. Please read this document carefully and feel free to ask any questions before signing.

**Purpose of the study**  
The goal of this study is to understand how users interact with our website visitmexico.com, identify usability issues, and collect feedback to improve the overall user experience. By participating, you will help us evaluate and improve our website for future visitors.

**Procedure**  
If you agree to participate, you will be asked to complete a series of tasks using the website visitmexico.com. During the session, you may be invited to share your thoughts aloud as you interact with the product to help us better understand your experience and decision-making process. The session is expected to last approximately 30 min. With your permission, the session may be recorded (screen, audio, and/or video) strictly for research purposes. Please note that there are no right or wrong answers; we are evaluating the product, not your performance.

**Confidentiality and data management**  
Your privacy is very important to us. Any personal details gathered during usability testing, like your name and contact information, will be kept strictly confidential and won't be shared with third parties without your clear approval.

**Voluntary participation**  
Participation in this usability testing session is entirely voluntary. You may withdraw at any time without giving a reason, and there will be no negative consequences. If you choose to withdraw, please notify the test facilitator.

Consent Form  01

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### Visit Mexico Usability Testing consent Form

**Use of test results**  
The results from usability testing may be shared internally within our organization for analysis and decision-making. When sharing externally, such as in presentations or reports, the data will be anonymized and aggregated to protect your individual identity.

**Questions and contact information**  
If you have any questions or concerns regarding the usability testing process, please reach out to contacto@sectur.gob.mx. You are also welcome to ask any questions before signing this consent form.

By signing below, you confirm that you have read and understood this consent form and agree to participate in the usability testing session.

**Participant Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Parent/Guardian (if participant is under 18 years old):

**Participant Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Thank you for your participation!

Consent Form  02

[\[View PDF\]](#)



**Thank you!**  
**Mauricio Zúñiga**

