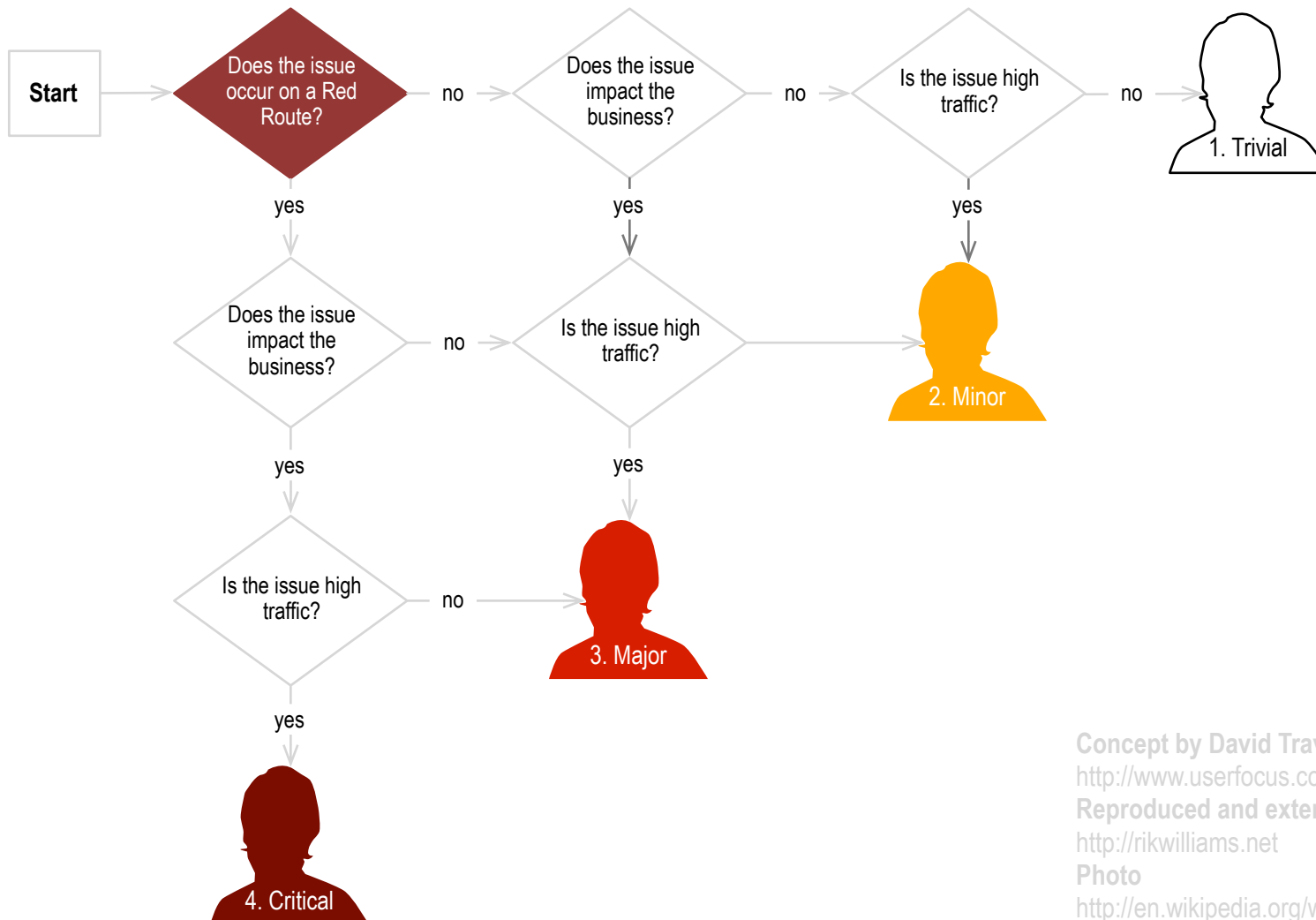


# Red route usability: prioritising key user journeys

"Important roads in London are known as **red routes** and Transport for London do everything in their power to make sure passenger journeys on these routes are completed as smoothly and quickly as possible. Define the red routes for your web site and you'll be able to identify and eliminate any usability obstacles on the key user journeys." - **David Travis**



This flowchart can help you consistently prioritise user tasks, usability feedback in an objective manner.



Concept by David Travis of User Focus  
<http://www.userfocus.co.uk/articles/redroutes.html>  
Reproduced and extended by Rik Williams  
<http://rikwilliams.net>  
Photo  
[http://en.wikipedia.org/wiki/Red\\_route](http://en.wikipedia.org/wiki/Red_route)