* Week One
  + Research business requirements
  + Perform competitor analysis
  + Create personas
  + Stakeholder interviews
* Week Two
  + Detailed wireframe
  + Prototyping
  + User testing
* Week Three
  + Revise wireframe
  + Graphic design
  + Develop HTML
* Week Four
  + User Tests
  + Revise HTML

Michael Randomguy



Age: 34

Bio: Has worked in property management for 8 years. He received a business degree and am currently working on a real estate license. Median income, and enjoys video games, sports, and spending time with his children.

Transportation to island: Flew in to island on small propeller plane.

Motivation: Try new exotic foods, experience local culture.

Island Transportation

Lodging

Entertainment

Shopping

Sightseeing

Restaurants

FAQs

Home

Transportation

Lodging

Entertainment

Restaurants

Shopping

Sightseeing

FAQs

Testing Summary:

User 1: You have to search pretty far for information on transportation and restaurants. Actionable link page in nav bar throughout site, this will make it easy for users to look at these without having to dig so far.

User 2: It doesn’t make sense to have to go into lodging to then find info for transportation. Actionable again nav bar. Ease of use.

User 3: Thought sightseeing could be wrapped into the entertainment page instead of needing another page for itself. I’m choosing not actionable, makes sense to summarize all the entertainment then make separate pages for each thing.

Usability Tasks:

Where would I find information to rent a car during my visit?

What is the legal drinking age on the island?

How many restaurants are there?

Can I find a store open any time of the day?

Is there only one way to get to the island?

Bibliography:

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