Hello, to start off I am going to list the usability task as to make the referencing of them in this paper easier. The first usability task is “what is the phone number for the island website.” The second usability task is “what is the email for the island website.” The third usability task is “what kind of activities are there on the island.” The fourth usability task is “where is some place you can stay on the island.” The fifth and final usability task is “can you rent a car on the island.”

Firstly, we have Javier’s video of him completing my usability tasks. The first task he was able to complete easily with a single click to the contact us page. The second usability task was also completed easily, and the answer was on the same page. The third task was completed even better than I expected. He clicked on the experiences page and then also clicked on the transportation page. Which added the ATV, car, and scooter rentals could be included as an activity. The reviewer even commented that it was easy to find. The fourth usability task was easily completed once again. He was able to find the answer in one click and even recalled seeing it while completing the previous tasks. Finally, he completed the fifth usability task in one click by going to the hotels page. The reviewer commented and said “good job overall. The links work pretty well as well.”

Secondly, we have Paul’s peer review. The reviewer was able to instantly complete the first usability task by visiting the contact us page. The reviewer commented that he likes the design of the website so far and the logo which navigates to the home page. The second usability task seemed easy for the reviewer he correctly discerned the email would most likely been on the contact us page. The third usability task started out good. He was able to correctly identify where the activities are on the Experiences page. The reviewer tried click on all the different activities to do which do not lead to other pages. The reviewer stated there are only two activities kayaking and sightseeing. This was a mistake on my part. The descriptions of the different activities were described in words that were too broad in what they encompass. The fourth usability task was completed in one click and the user knew where to find the answer immediately. The fifth and final task was also completed in one click by going to the hotels page. He answered Casa Villa which is a place you can stay on the island.

Thirdly, we have Holly’s peer review. Holly was able to finish the first usability task in one click by going to the contact us page. Holly also commented that she likes the way it all looks while clicking through the website. She also said the phone number was very easy to find under the contact page and she is a fan of the clean layout. Holly was able to find the email easily as well which is the second usability task. Holly was able to complete the third usability task easily by going to the Experiences page. While on the page she made several comments on the website. She appreciated the fact that the activities were laid out and you can see the different of genres or types of activities on the island. She thinks it gives a broad overview of different activity types. On the fourth usability task she was able to find out if you can rent a car on the island fairly easy. While on the transportation page she commented on how she liked the layout of the page and how simple and not hectic. The final usability task was completed almost immediately. She was quickly able to find different places to stay on the island. She appreciated the three different hotels seemed to offer different experiences. She visited the business services page and liked that the website accommodates travelling businessmen. Holly comments the website design is clean and easy to access.

In summary, almost all the feedback I received was positive. Javier made a comment that I did a “good job overall.” Paul commented that he likes the design of the website and the logo which navigates to the home page. Overall, they were able to complete the usability tasks in one click or less. They expressed they appreciated the simplicity and intuitiveness of the website layout. Holly was the only one who gave feedback about the usability tasks. She commented that the phone number was very easy to find under the contact page. Holly admired the fact that the activities were laid out on the Experiences page, and you can see the different of genres or types of activities on the island. She thinks it gives a broad overview of different activity types. Holly commented that the website is laid out to where everything is easy to find, and the design is clean and easy to use. However, there was one mishap during the peer review with Paul. On the third usability task he was able to find the page where the activities are but he was having trouble finding out specific activities. I agree with what he said and believe it is actionable. My different types of activities were too broad and did not list specific activities that can be performed on the island. If I were to change anything on the website, it would be to have the same types of activities but list specific activities below each type of header.

My design changed drastically throughout the whole UX design process. I did not have a very clear picture of the website I was going to create until I read the survey results and About the Island document. This painted a clearer picture of how the website was going to appear and flow. The only thing that did not change throughout the whole process was the desire to create a simplistic and easily accessible website. I believe we must appeal to the lowest common denominator. I acted on this belief with my simplistic design and flow. After creating the user persona and seeing the world through their eyes I was able to create a wireframe. The wireframe was definitely rough around the edges. The guerilla user testing brought that to my attention immediately. For example, Kallie did not like the positioning of the words on the home page. I agreed it was actionable and helped to keep the home page more organized. My friend Zach also had grievances with the home page layout. He did not like that the main photo was not centered in the middle of the page. I believed this was actionable, so I implemented the change into my prototype. All the feedback I have received throughout the project has been insightful and helped me to create a better project and learn from my mistakes.