A. Timeline

Activity Summary	Duration (days)
Review Documentation	2
Strategize	1.5
Research	1
Create Persona	.5
Create Wireframe	2.5
Guerrilla Usability testing	2
Create Interactive Prototype	3
Prototype Usability Tasks/Testing	2
Apply Suggestions to Prototype	2
Project Completion	1

B. User Persona

Emily Thompson

"Give the laziest person the hardest job and they will find the easiest way to complete it."

Age: **25**
Work: **Software Developer**
Family: **Husband**
Location: **Silicon Valley, CA**
Income: **$80,000/year**

Bio

Emily Thompson is a talented 24-year-old software developer based in the vibrant tech hub of Silicon Valley.

Emily is an avid traveler with a passion for exploring new cultures and landscapes. From hiking in the Swiss Alps to diving in the Great Barrier Reef, she loves to immerse herself in unique experiences around the globe.

Currently, Emily is traveling by air to enjoy a blissful honeymoon with her husband, David, whom she met during a tech conference in San Francisco. They are visiting the Island of Taniti for the first time and intend to stay at a bed & breakfast for 7 days.

Key Driver(s)
- Local attractions and culture.
- Enjoying a romantic time with her new Husband

Goals & Needs
- Car share suggestions.
- Restaurants for dinners.
- Sightseeing.

Dislikes
- Crowded attractions.
- Rowdy Kids.
- Lack of privacy

Website Use
- Laptop
- Smartphone