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| Taniti Tourism |
| Website Project Approach and Prototype |
| User Experience Design — C856 |

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| Stephan Ward  5-25-2021  [Version 1.0] |

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# A. UX design Activity Timeline

Graphical user interface, application

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Figure:1 Timeline of the UX design activities that will take place during this project.

# **B.** persona profile

Family Vacation Tourist Persona

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| --- | --- |
| **Name** | Jane Doe |
| **Gender** | Female |
| **Age** | 40 |
| **Purpose of Trip** | Family Vacation Tourist |
| **Annual Income** | $60,000-$75,000 |

Graphical user interface, website

Description automatically generated

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| **ATTRIBUTES** |
| **Biography** |
| Jane Doe likes being a tourist and takes exotic island vacations with her family. She enjoys beautiful scenery of beaches, volcanos, tropical rainforests, and mountains. She enjoys local, cultural, and historic entertainment activities. These entertainment activities include restaurant dining, lodging, fishing, zip-lining, snorkeling, museums, tours, dancing, movies, arcades, bowling, and helicopter rides. |
| **Long Distance Transportation Preference(s)** |
| Cruise Ship (50%) and Air (50%) |
| **Average Party Size** |
| 5 People |
| **Typical Accommodations** |
| Hotel |
| Local Interests |
| Yes. Local interests play an important role for Jane Doe. She enjoys the local culture and entertainment of exotic islands. The exotic island of Taniti offers a tropical paradise that includes beaches, volcanoes, tropical rainforests, and mountains. Emersion into local cultural and entertainment activities include restaurant dining, lodging, fishing, zip-lining, snorkeling, museums, tours, dancing, movies, arcades, bowling, and helicopter rides. |
| **Average Length of Stay** |
| 4 Days |
| **Visiting Status** |
| First Time Visitors |
| **Island Transportation Preference** |
| * Public Transportation * Hotel Shuttle * Rental * None |
| **Persona Age Ranges** |
| 1. 35-45 years old 2. 55-60 years old |

# C. low-fidelity wireframe

Graphical user interface, diagram, application, Word

Description automatically generated

**Figure 1:** Low-Fidelity Flow Diagram. Notice that the homepage intends to draw the user into either a tourist centric or business centric model.

Graphical user interface, application, PowerPoint

Description automatically generated

**Figure 2:** Taniti Island low-fidelity wireframe *homepage*. Notice that the tourist and business link is a high priority that allows quick navigation to it. Business is a second priority to the Tahitan government. Also note that the dark-theme from Figure: 1 does not look as good as a light-theme, as shown in Figure: 2 below. A light theme has been determined more beneficial for the tourist and business user.

Graphical user interface, application

Description automatically generated

**Figure 3:** Taniti Island low-fidelity wireframe *tourist* page. Notice that the fun eye-capturing graphics are used to entice users to travel here. From this webpage, we would like to see the user navigate to the *Book Now* webpage.

Graphical user interface, application

Description automatically generated

**Figure 4:** Taniti Island low-fidelity wireframe *business* page. Notice that the graphics focus on the business aspects of Tahitan Island. From this webpage, we would like to see the user navigate to the *Book Now* webpage.

Graphical user interface, application

Description automatically generated

**Figure 5:** Taniti Island low-fidelity wireframe *FAQS* page. This webpage focuses on tourist common questions and answers.

Graphical user interface, application

Description automatically generated

**Figure 6:** Taniti Island low-fidelity wireframe *Book Now* page. Notice the recommended best deal dates, upcoming event dates, and user reservation forms.

# D. guerrilla usability testing

A Guerilla usability test was performed on three users as shown in Table 1 below. All users recommended a light theme design. This is an actionable item and will improve the website design by having a continuous light theme in appearance, accented by positive vibrant graphics related to the Tahitan Island. James recommended a Tahitan Island map. Adding a Taniti Island map will provide a tourist a better sense of location of key island item locations and allow them to get a better feel for their transportation needs. The Tahitan Island map will be downloadable on the *homepage*. Rachel recommended to add a coupon section. This is an actionable item. It can be added to the *book now* page. This will improve marketing for Tahitan Island and offer guest local deals. Lastly, in the wireframe design, Tahitan was used instead of Taniti. This is actionable item and must be fixed. This will be fixed in the prototype design. Incorrect spelling of the island is very unprofessional and will be corrected.

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| User | Feedback | Actionable/Not Actionable | Response |
| Erika | Use light theme on all webpages and add FAQS navigation link. | Actionable, Actionable | This is actionable because a light background can be applied to all webpages. This will improve the design by making the light theme continuous throughout the website and create a positive vibrant appearance. Adding a FAQS link to common questions and answers will make the website flow and function more proper. Users of the website will be able to find common questions easier. |
| James | Provide detail map of Tahiti Island map to download on *FAQS*. Recommended light theme. | Actionable, Actionable | This is an actionable item because a map can be included on the *FAQS* page to download. This will improve the design by allowing users to get a general feel for their location on the island. See previous light theme response to Erika. |
| Rachel | Recommended light theme.  Spelling of Tahitan to Taniti  Change Tourist to Tourism | Actionable, Actionable, Actionable | This is an actionable item because some tourists use grocery stores to access food. This will improve the design by allowing guests to access local couple deals and provide local marketing for business on the *Book Now* page. See previous light theme response to Erika. Spelling must be corrected in prototype. If not spelled correctly, this would be a major problem for overall project. Tourism will be used instead of Tourist to more reflect the topic of Tanitan tourism. |

Table 1: Summary of the guerrilla usability test of the Taniti website. Please notice that all users recommended a light theme.