

Timeline and Persona PDF

A.

Create a timeline of the UX design activities that will take place during this project.

Activity	Time Estimation
Personal Profile (Persona) Research Task	2 Days
Wireframe Development	3 Days
Guerrilla Testing	2 Days
Prototype Design	2 Weeks
Creating Usability Tasks	2 Days
Modifications Needed	5 Days

Total Time: 4 Weeks

B.

Create a persona profile based on the attached “Survey Results” and “About the Island” supporting documents.

Name: Sam

Age: 25-30

Country of Origin: USA

Annual Income: \$60,000 USD

Transportation to Island: Air

Accommodations: Private Home

Visit Status: First Time

Purpose of Trip: Vacation

Length of Stay: 14 Days

Island Transportation: Rental car

Interested in Local Attractions: Yes

Number of people in the party: 6

About Sam:

Sam is a male from the USA in his mid-twenties and early thirties. He makes an annual income of \$60,000 USD and works remotely and refers to himself as a digital nomad. He will be flying to the island by air and looking to rent out an Airbnb as cheaply as possible. The purpose of his trip is a work vacation and he will spend two weeks on the island with a rental car.

Sam's Wants:

The primary purpose of his visit is to explore the rainforests, go hiking, zip-lining, and of course, see the volcano. He is a first-time visitor and has come along with a group of five other individuals, making him the sixth.

Sam loves adventure and his main focus is on the nature and culture of the island, however, some of the other activities that seem appealing to him and his group are the arcade and the new dance club and pub.

Sam's Needs:

For Sam, being a digital nomad, and tech-savvy, knowing about the power outlets is important. Sam should also be aware that people his age in the city speak fluent English, however, older generations and people in rural areas do not speak much, if any, English, which he may want to be aware of considering he wants to rent out Airbnb cheaply and may choose to rent outside the city.

Sam should also be aware that the island uses the U.S. dollar as standard which is a bonus as Sam is a US citizen. He should be aware

of the bank locations for cash withdrawals.

Lastly, Sam should know the island is mostly safe and should be aware of the local clinics and hospitals in the event he needs to visit a prescriber or physician during his stay.

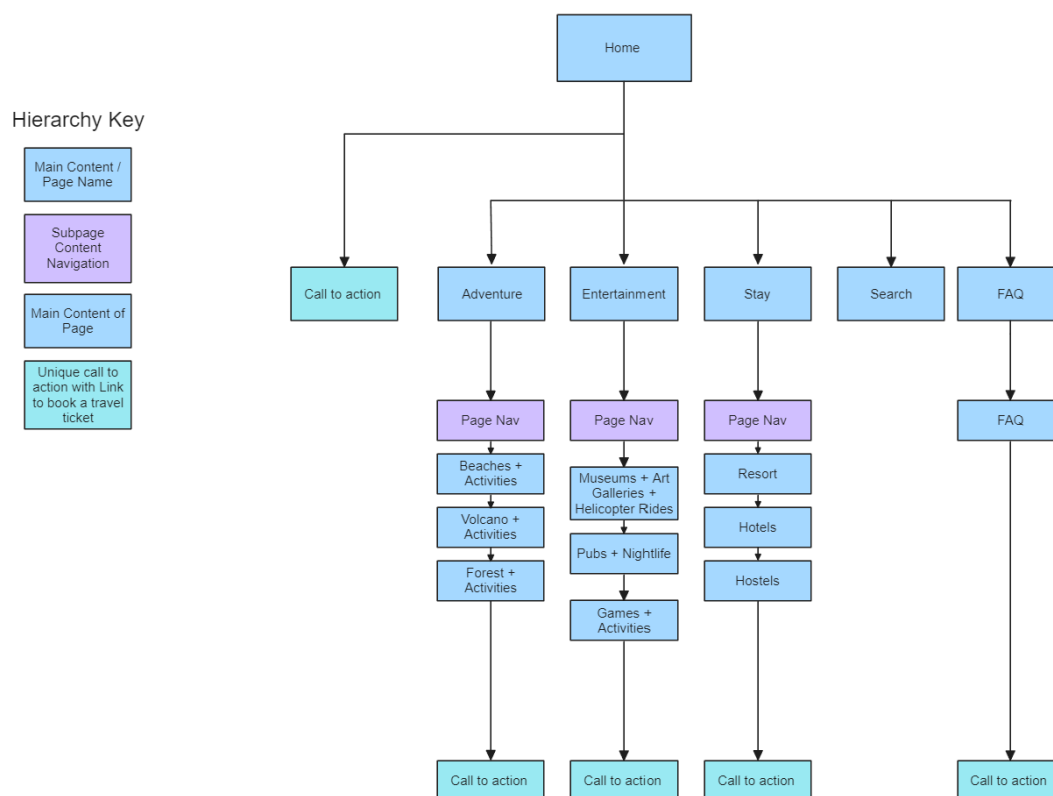
i C.

Create a low-fidelity wireframe showing the suggested flow of your new design for the Tanitian website.

Wireframes have been provided in the provided UX folder.

Below is an image of the website hierarchy

2



i D.

Conduct guerrilla usability testing with at least three user testers and then do the following:

1. Summarize the qualitative feedback you received, specifying which feedback is or is not actionable and relevant to your design.
2. Explain how you will incorporate the feedback you received to improve your design.

Feedback Summary	Actionable	Response
"The landing page has only one left-sided title card, you should add a right-sided card to make it even."	Actionable	<ul style="list-style-type: none">• I have decided to add a right-sided card with relevant information on dining and places to stay.• I did this because previously I had one left-sided title card with two buttons related to the nature-related page of the island and the city-related page. Adding another title card with two more buttons helps to categorize the content further into lodging and dining.• This way the main index page has the most pertinent information related to vacationing or visiting the island emphasized and on full display in an easily accessible and easy-to-digest format.
"The ending of the pages should have a call to action so the user doesn't have to click back to previous web	Actionable	<ul style="list-style-type: none">• I decided to add a call to action at the end of every page.• Adding a call to action at the end of every page will significantly increase the

Feedback Summary	Actionable	Response
pages if they want to get a plane or cruise ticket."		<p>likelihood that users investigate travel ticket prices and learn more about the travel and arrival process.</p> <ul style="list-style-type: none"> Also, adding a free offer for a map with recommendations of the island in exchange for a user email at the end of the home page will also increase the likelihood of turning leads into conversions later down the road, considering the user already read or at least skimmed the entire index page before approaching the email offer, which signifies at least some interest.
"The icons on the tops of the three main images for the adventure and entertainment pages are a little overkill."	Actionable	<ul style="list-style-type: none"> I removed the icons on the tops of the image pages and just left the headers. I followed through with this because I'm using icons for two major reasons: <ol style="list-style-type: none"> To give a small snapshot of what textual content will be about before reading. To slow down users who are quickly glancing over the webpages and get them to pause and read when their eyes

Feedback Summary	Actionable	Response
		<p>come across a visual icon that sticks out to them.</p> <ul style="list-style-type: none"> • Having icons above large headers which are already underneath images clutters the pages and would reduce the impact that the other, more important icons have.

E

Create an interactive prototype for the Tanitian website that reflects your wireframe design and incorporates the feedback you received during guerrilla testing. Your prototype must be submitted as a URL link.

The website can be found at:

<https://the-captain-william.github.io/taniti/build/index.html>

F

List **five** objective usability tasks you want users to test in Task 2 for your prototype.

1. Identify three things you could do on the island.
2. Determine transportation options available to get to the island.
3. Find two ways to buy food while on the island.
4. Find out if Tanitians speak English in the city.
5. Identify two lodging options while on the island.