

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

Timeline: *This section is based on everything that you need to complete for the task,*

The list below is all part of this project. Feel free to copy for your task,

- *Personal profile research task*
- *Wireframe development*
- *Guerrilla testing*
- *Prototype design*
- *Creating usability tasks*
- *Modifications needed.*

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

Persona: *This section is based on the column heading listed in the “Survey Results” MS Excel Spreadsheet attached to the task,*

The list below is all part of this project. Feel free to copy for your task,

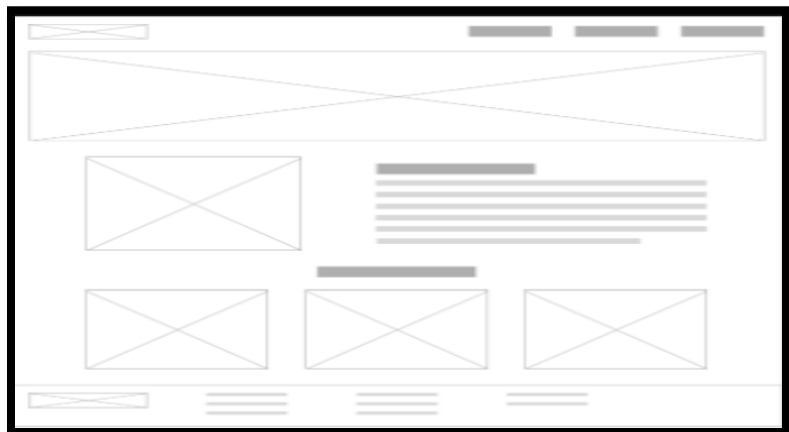
- *Transportation to the Island:*
- *# of People in Party:*
- *Accommodations:*
- *Interested in local Attractions:*
- *Annual Income:*
- *Purpose of Trip:*
- *Country of Origin:*
- *Length of Stay (in days):*
- *Visit Status:*
- *Island Transportation:*
- *Age:*

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

Wireframe

- Make sure your wireframe is a digital version/sketch of what your actual Prototype will look like. Only the Home Page is needed.

Note: You can use any tool to create the wireframe, such as graphic creation/manipulation software, presentation software, word processing software, or another tool of your choice. **If you are not going to use PPT, which is my first**



option, then you use what is comfortable for you. **Figma** is the industry standard software used for the UX/UI Google Certification.

Software You Select: Please make sure you select free versions and please don't even think about registering for software until you are committed to start and complete your Prototype. If you surpass the free subscription period, you will not be refunded.

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

- 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.

Guerrilla Testing

<i>Reviewer's Name:</i>	
<i>Feedback</i>	
<i>Actionable?</i>	
<i>Reasoning</i>	
<i>How Feedback will be Incorporated to improve design</i>	
<i>Reviewer's Name:</i>	
<i>Feedback</i>	
<i>Actionable?</i>	
<i>Reasoning</i>	
<i>How Feedback will be Incorporated to improve design</i>	
<i>Reviewer's Name:</i>	
<i>Feedback</i>	
<i>Actionable?</i>	
<i>Reasoning</i>	
<i>How Feedback will be Incorporated to improve design</i>	

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. Please see the directions below on how to COPY the LINK.

Note: You can use any tool to create your prototype, such as webpage creation software, GUI editors, or other web development API (e.g., InVision). **If you are not going to use PPT**, which is my first option, then you use what is comfortable for you. **Figma** is the industry standard software used for the UX/UI Google Certification.

Software You Select: Please make sure you select free versions and please don't even think about registering for software until you are committed to start and complete your Prototype. If you surpass the free subscription period, you will not be refunded.

File Restrictions

- File name may contain only letters, numbers, spaces, and these symbols: ! ~ _ . * ' ()
File size limit: 400 MB
File types allowed: doc, docx, rtf, xls,xlsx, ppt, pptx, odt, pdf, txt, qt, mov, mpg, avi, mp3, wav, mp4, wma, flv, asf, mpeg, wmv, m4v, svg, tif, tiff, jpeg, jpg, gif, png, zip, rar, tar, 7z

Creating an Interactive PowerPoint Prototype:

Making PPT Interactive

Use this method if you might be challenged using the other methods.

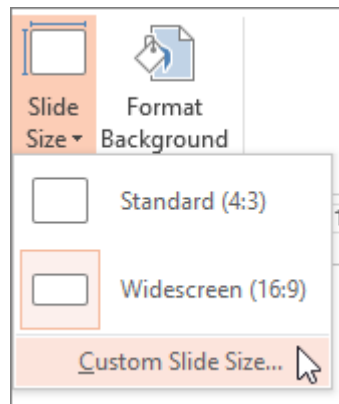
✓ **NEW:** Changing PPT Orientation from Horizontal to Vertical

Change the page orientation in PowerPoint between landscape and portrait. PowerPoint slides are automatically set up in a landscape (horizontal) layout, but you can change the slide orientation to a portrait (**vertical**) layout.

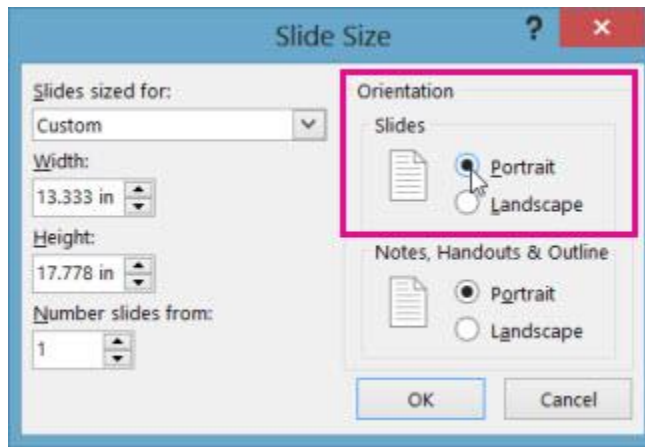
1. Select the Design tab:



Near the right end, select Slide Size, and then click Custom Slide Size.



2. In the Slide Size dialog box, select Portrait, then select OK.



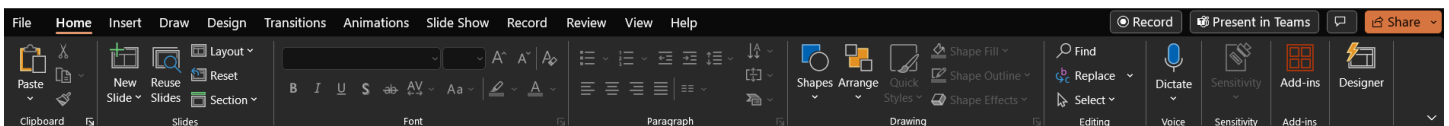
3. In the next dialog box, you can select Maximize to take full advantage of the space available, or you can select Ensure Fit to make sure that your content fits on the vertical page.

NEW Sharing the Link for your Interactive PowerPoint (Prototype)

Share your PowerPoint Presentation with others:

PowerPoint can be shared as a link. This comes in handy and eliminates sharing large files.

1. Click the dropdown arrow on the Share tab:
 - a. Located at the top-right side of the screen.



- Click the copy link option.
 1. It automatically copies the link.
- Click Settings.
- Select **Anyone** for the assignment.

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

Form your **Usability Tasks** in short questions.

- *Example: What transportation is available on the island?*

Usability Tasks

- 1
- 2
- 3
- 4
- 5

Prototyping with a GUI Editor

Many developers use GUI or advanced editors to build web prototypes, here are some examples:

- *Adobe Dreamweaver:* <https://www.adobe.com/dreamweaver>
an advanced GUI authoring tool (trial version available)
- *Just in Mind:* <https://www.justinmind.com>
a Design and Prototyping tool
- *WebFlow:* <https://www.webflow.com>
an online Design and Prototyping tool

Prototyping in an Authoring Environment

Authoring environments provide a variety of features but with restricted coding options.

- *Weebly:* <https://www.weebly.com>
- *Figma:* <https://www.figma.com>
- *Wix:* <https://www.wix.com>