**INTRODUCTION**

The user experience (UX) design process revolves around multiple rounds or iterative cycles of design creation, testing, and modification. As you progress through this process, your design models will increase in fidelity until you have a mockup or prototype that is ready to be handed off to a software developer. It is important to remember that while managing project timelines, expectations, and deliverables helps you meet business needs, it is your application of UX design tools and principles that will enable you to create an intuitive, accessible design that will please and engage your users.

As you work through the UX design process in this task, you will create a wireframe and prototype that can be added to your professional portfolio. Understanding the UX design process will help you as a software developer to build applications that will delight the user.

Refer to the scenario and the “Survey Results” and “About the Island” supporting documents to create a timeline, persona, wireframe, and prototype for the project in the scenario. Your wireframe and prototypes will be evaluated based on your application of UX design principles rather than on their visual merits. This means that your designs do not need to appear professional or finalized, nor do you need to use specialized tools to create them. If you choose to use a template to aid you in creating your design artifacts, you will likely need to modify your template to meet the requirements of this assessment. Refer to the requirements and rubric to ensure your submission will reflect your competency in UX design.

**SCENARIO**

You have been contacted by the local government of the small island of Taniti. Since the island’s economy relies heavily on tourism, the Tanitian government has developed a plan to increase the number of tourists who visit the island and its attractions. As part of this plan, they have hired you to design a tourism website.

The Tanitian government has conducted a survey to gather information about current tourists. Their findings from this survey are shown in the “Survey Results” supporting document. The government has also provided you with the attached “About the Island” document to better inform you about Taniti and its visitors.

Taniti’s current website has an outdated look and feel. The page navigation is unclear. All the tourist information is jumbled together on a single page, and the site lacks booking information and links to each activity or option. The site is also not compatible with mobile devices.

The Tanitian government would like you to spend no more than one month designing a new website that will increase tourism on the island of Taniti and provide a welcoming experience for prospective tourists.

**REQUIREMENTS**

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

*Note: Your timeline does not need to reflect the exact amount of time you will spend on each activity. You may use any tool to create your timeline, including word processing software, a spreadsheet, project management software, presentation software, or another tool of your choice.*

*Note: The file size limit for your timeline cannot be more than 16 MB. Files larger than 16 MB will not be accepted.*

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

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

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.

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.

*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).*

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

G. Acknowledge sources, using APA-formatted in-text citations and references, for content that is quoted, paraphrased, or summarized.

H. Demonstrate professional communication in the content and presentation of your submission.

**RUBRIC**

* A: TIMELINE
  + The project timeline includes *each* of the UX design activities for the project and outlines the estimated time frames for *each* step in the process. The project timeline fits within the project time frame given in the scenario.
* B: PERSONA PROFILE
  + The persona profile outlines the biographical information that is relevant to the UX design for a potential user, based on the “Survey Results” and “About the Island” supporting documents.
* C: WIREFRAME
  + The low-fidelity wireframe demonstrates the suggested flow of the application, shows a design solution for the Tanitian website, and aligns to the persona profile from part B and the scenario.
* D1: GUERRILLA TESTING FEEDBACK EVALUATION
  + The summary of the qualitative feedback correctly specifies which feedback is or is not actionable and relevant to the design.
* D2: GUERRILLA TESTING FEEDBACK INCORPORATION
  + The explanation addresses how qualitative feedback will be implemented into the design and how the implementation will improve the design. The explanation also justifies why the feedback was chosen for implementation. If no feedback will be used, the explanation provides logical reasons why the feedback received will not be implemented.
* E: PROTOTYPE
  + The prototype is interactive, intuitively builds upon the wireframe from part C, and incorporates the actionable and relevant feedback as explained in part D. The prototype is submitted as a URL link.
* F: USABILITY
  + The list contains 5 usability tasks that are objective and test the usability of the prototype.
* G: SOURCES
  + The submission includes in-text citations for sources that are properly quoted, paraphrased, or summarized and a reference list that accurately identifies the author, date, title, and source location as available.
* H: PROFESSIONAL COMMUNICATION
  + Content reflects attention to detail, is organized, and focuses on the main ideas as prescribed in the task or chosen by the candidate. Terminology is pertinent, is used correctly, and effectively conveys the intended meaning. Mechanics, usage, and grammar promote accurate interpretation and understanding.