

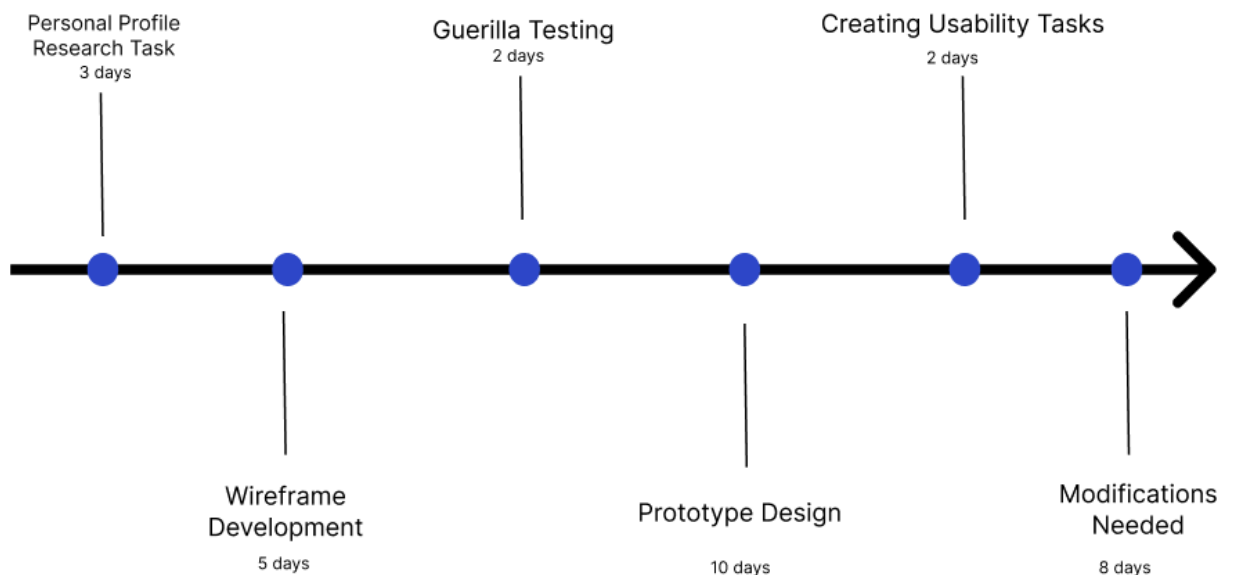
A. Create a timeline of the UX design activities that will take place during this project.
Note: Your timeline does not need to reflect the exact amount of time you will spend on each activity. You may use any tool to create your timeline, including word processing software, a spreadsheet, project management 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.

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

Project Timeline

Total Time: 30 Days



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

UserPersona



Terry

Terry is 60 years old and is planning a trip to Taniti. She is bringing her husband with her for their 40th anniversary. This place is very special to them because forty years ago they got married in Taniti. They are flying there from their home in Salt Lake City Utah, renting a private home near the beach, and using a rental car for transportation. They will be vacationing in Taniti for 14 days. They have already experienced many of the tourist attractions that Taniti has to offer, so they are just planning on engaging in total relaxation and enjoying their time together. She makes approximately 180,000 USD a year as a small business owner.

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

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.

SEE PDF

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.

I conducted guerilla testing with five users for five minutes each. Some of the users liked my designs and some were not impressed. The overall consensus was that I have too many pages and types of layouts that it makes it harder for users to navigate and digest the information on the pages. They would rather see an interesting but more cohesive and standardized layout for each and every page providing more ease of navigation. Three of the five users commented on liking the detailed nav bar – non-actionable feedback. One user also indicated that I do not seem to have enough content to span all of the pages that I created. I agree with all of these comments and do find the first two parts of feedback to be actionable.

2. Explain how you will incorporate the feedback you received to improve your design.

I will simplify and standardize my layouts of my pages and make them a bit more compact.

Feedback discussions are observed. This prompt requires three components for each 'actionable' feedback item in the response:

1. how the feedback will be implemented
2. how the implementation will improve the design
3. a justification describing why the feedback was chosen.

If the feedback is 'not actionable', an explanation providing a reason why the feedback received will not be implemented is required.

- For the feedback regarding me having too many pages, I will condense my page count and combine several topics under larger umbrella topics. For example, I will only have pages labeled "home", "hospitality", "Attractions", and "FAQ" to be able to cover the information required. This will simplify and streamline the website while more effectively delivering vital information. This feedback was chosen because all of the testers said it and after careful consideration, I agree with the testers.
- For the feedback regarding the mass amounts of layouts, I will choose 2-3 general designs/layouts. One for the FAQ page, one for the attractions and hospitality pages, and one for the home page. I will also make sure to keep several elements on each page the same to add cohesion (ie. header, navbar, footer, title). This will allow users to focus more on the content than the design and trying to navigate the site. This simplifies and streamlines the site further. I chose this feedback because once again, all of the users mentioned this particular point, and I agree with them now that it is brought to my attention.

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.


1. Learn about the island
2. Learn how to travel to the island

3. Learn where to stay on the island
4. Learn where to eat on the island
5. Learn what there is to do on the island

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

All content is original and was composed by myself.

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

<div>WESTERN GOVERNORS UNIVERSITY</div>																						
Data Survey Results																						
HJN1: Project Approach and Prototype																						
Response	Transportation to Island	# of people in party	Accommodations	Interested in local attractions	Annual income	Purpose of trip	Response	Country of origin	Length of stay (in days)	Visit status	Island transportation	Age										
1	Cruise Ship	4	Hotel	yes	60,000	family vacation		1 USA	3	First time	none	40-45										
2	Air	2	Bed & Breakfast	yes	80,000	honeymoon		2 USA	7	First time	car share	20-25										
3	Air	12	Hotel	no	30,000	championship game		3 Japan	2	repeat	bus	15-20										
4	Cruise Ship	2	Hotel	yes	100,000	honeymoon		4 USA	5	repeat	rental car	30-35										
5	Air	1	Hotel	no	45,000	business		5 Mexico	3	repeat	hotel shuttle	55-60										
6	Cruise Ship	2	Beach House	no	150,000	second honeymoon		6 USA	5	repeat	none	50-55										
7	Air	2	Private Condo	yes	250,000	vacation		7 USA	7	repeat	rental car	45-50										
8	Cruise Ship	6	Hotel	yes	75,000	family vacation		8 Canada	5	First time	public transportation	40-45										
9	Air	2	Private Condo	no	55,000	vacation		9 USA	7	repeat	rental car	60-75										
10	Cruise Ship	3	Hotel	yes	65,000	family vacation		10 USA	6	First time	hotel shuttle	55-60										
11	Cruise Ship	2	Hotel	yes	60,000	honeymoon		11 USA	4	First time	none	20-25										
12	Air	8	Beach House	yes	80,000	wedding		12 USA	4	First time	rental car	40-45										
13	Air	5	Hotel	yes	75,000	family vacation		13 Canada	6	First time	rental car	35-40										
14	Air	2	Hotel	yes	100,000	honeymoon		14 Spain	5	repeat	car share	30-35										
15	Air	1	Hotel	no	85,000	business		15 USA	2	repeat	car share	45-50										
16	Cruise Ship	5	Hotel	yes	70,000	family vacation		16 USA	2	First time	none	40-45										
17	Air	2	Private Home	no	180,000	vacation		17 USA	14	repeat	rental car	55-60										
18	Air	7	Private Home	no	25,000	vacation		18 USA	14	First time	none	25-30										
19	Air	4	Private Condo	yes	175,000	vacation		19 Canada	10	repeat	rental car	55-60										
20	Air	3	Hotel	no	150,000	business		20 USA	4	First time	rental cart	35-40										