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

Personal Profile Research Task

Guerilla Testing

Creating Usability Tasks

Wireframe Development

Prototype Design

Modifications Needed
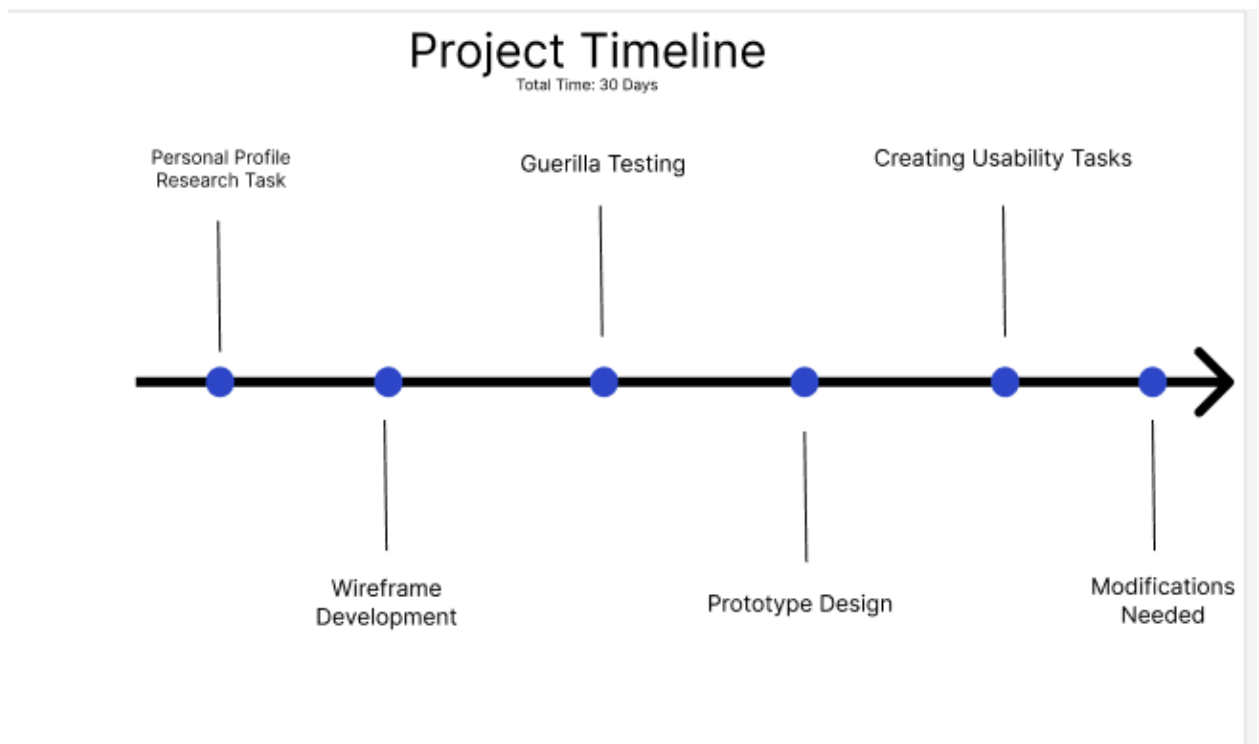
B. Create a persona profile based on the attached "Survey Results" and "About the Island" supporting documents.

UserPersona

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 toursit 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.

Terry

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.

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.

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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