Brandon Egbert

C856 Task 1

# Timeline

|  |  |
| --- | --- |
| **Activity** | **Time** |
| Persona | 1 hour |
| Wireframe | 1 hour |
| Guerilla testing | 1 hour |
| Prototype | 4 hours |
| Objectives | 0.5 hours |
| Sources | 0.25 hours |

# Persona

Graphical user interface, website

Description automatically generated

# Wireframes

Diagram

Description automatically generated

# Guerilla Testing

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Feedback** | **Actionable?** | **Response** |
| Stacey | Not understanding what Taniti is; unfamiliar with wireframe purpose | Sort of | As this is a wireframe, it doesn’t have very much detail on it and is very crude. Feedback can be applied to the prototype though |
| Paul | Questions about details of the site, such as airfare, and being able to access contact us and FAQ from any page | Sort of | As this is a wireframe, it doesn’t have very much detail on it and is very crude. Feedback can be applied to the prototype though |
| Rosa | Wireframe doesn’t have much information | No | As this is a wireframe, it doesn’t have very much detail on it and is very crude |

# Guerilla Testing Changes

Since a lot of the feedback was related to lack of understanding about the purpose of the wireframe (which is absolutely something I am responsible for), a lot of the feedback is focused on increasing the details. Some of it, such as the contact us and feedback being available on every page, is relevant but doesn’t really impact the prototype because it was already part of my “to do” list

# Prototype

Note that the pricing page from the wireframe is missing. This is intentional, with the idea that customers would need to use the “Contact Us” page to find the price. It’s bad for the user experience, but I think it would make customers more committed to booking than if they could get an easy trip cost

# Useability Tasks

1. Navigation is easy to use and understand where you are
2. Navigation tabs are linked to the proper pages
3. Elements are relatively consistent (menu in the same place on all pages, etc)
4. All images have alternate text for the visually impaired
5. All text is legible

# Sources

Persona template - <https://app.xtensio.com/try/user-persona-template-and-examples>

Persona Image - <https://pixabay.com/images/id-1209494/>

Website photos - <https://unsplash.com/> (Unsplash has open source photos, and does not require attributions for content used)

Bootstrap - <https://getbootstrap.com/> (Bootstrap framework used to help build the website)

Lipsum - <https://www.lipsum.com/> (Lipsum used to generate most of the text)