Button

Button

Button

Button

Logo

Footer

Content Place holder

|  |  |  |  |
| --- | --- | --- | --- |
| Week 1 | Week 2 | Week 3 | Week 4 |
| Research: Who do the stake holders want to target. What kind of customer wants to visit the island? What do they want from their vacations. | Design: Start building a design that works for stake holders and users | Build: Build a functional website. Make sure all aspects wanted are in the prototype. | Deploy: Launch the website. |

Usability tests:

User 1: “The pictures I thought would be links but when I tried to click on them, they didn’t do anything. I clicked on them a lot. Also the pictures didn’t line up and that was confusing. Then the taxi picture looked like it was a taxi driving in the snow in New York. I live in the snow, I want this to be an island vacation, don’t show me snow taxi in the city for island vacation. Show me an old bus with the roof chopped off and a tiki hut put in place of it for the taxi information. Also the taxi picture didn’t take me to information about transportation on the island and I think it should.”

“User 2: when I clicked through the different tabs the logo would change sizes and move around in a weird way. I thought that the logo and the island title should be in line with each other and they seem to be one and then the next. The navigation bar worked well and was responsive.”

“User 3: I think it should be more island. The blue and grey wasn’t giving me the island vibs. It should be more colorful like an island. I think that should be the first thing you see on the page is a big island picture. As a traveler its seeing the destination that sells it for me. The words aren’t important. More big pictures. Less blue background. I want to see the sand and the sun. I want to be able to dream about this place if I’m going to want to go there.”

Incorporating feedback:

For user 1, he had a good point about the taxi being in the wrong season. I will change out the picture of the taxi. This will give visitors to the sight a feeling of an island vacation and not being stuck in a frozen tundra.

For user 2, it is expected now days that the pictures be clickable, I will transform those into links. This will improve the site be being a 3 way of navigating around the site making accessibility easier and the site more user friendly.

For user 3, she pointed out the color scheme doesn’t match. I will fix the color scheme of the website. I believe words are important as well I will keep the pictures and words as they are. This will make the site more appealing to potential customers, increasing their screen time, and their probability of visiting the island.

Usability tasks:

1. Make sure the lings on the navigational bar work.
2. Make sure the navigation in the footer works.
3. Make sure the picture links on the home page work.
4. Make sure the pictures show up on all the pages.
5. If pictures are not working, make sure the alt text is present.