Christian Cassell
D479 User Experience Design
Performance Assessment - Task I

Part A - Timeline

UX DESIGN TIMELINE

Day 1-5

Research

Review About the Island and Survey Results documents. Define user needs and business goals.

Day 6-10

Information Architecture

Develop a site map to show the relationship between all pages on the site.

Day 11-15

Wireframing

Create a low-fidelity wireframe showing the suggested flow for each page of the Tanitian website.

Day 16-20

Prototyping

Create an interactive prototype for the website that reflects the wireframe design and prepare for testing.

Day 20-25

Testing

Conduct guerrilla usability testing with at least 3 user testers. Collect qualitative feedback.

Day 25-30

Improvement & Refinement

Implement qualitative feedback from the testing phase and handoff the completed website.

Part B - Persona Profile

OLIVIA WILSON

SCENARIO

Olivia is sitting at her desk after work. She opens the current website hoping to quickly browse and compare ideas for her return trip to Taniti. Instead, she scrolls through one long, cluttered page with no filters, unclear booking links, and she cannot save anything to share with her friend. Later from her phone, the site is difficult to read and not mobile-friendly. Frustrated, she closes the website wishing it were easier to plan a trip she knows will be worth taking.

DEMOGRAPHICS

Age : 33
Location : Atlanta, GA, USA
Occupation : Web Developer
Annual Income : $95,000

ABOUT

Olivia Wilson, a 33-year-old web developer from Atlanta, is planning a 10-day vacation to Taniti with her best friend. As a repeat visitor who prioritize stress-free travel, good food, and quiet spaces where they can unwind, she chose to stay in a private beachfront condo versus a crowded hotel. She travels to Taniti for a balance of relaxation and light sightseeing — beaches, rainforest and volcano tours, ziplines, architecture, and nightlife in Merriton Landing.
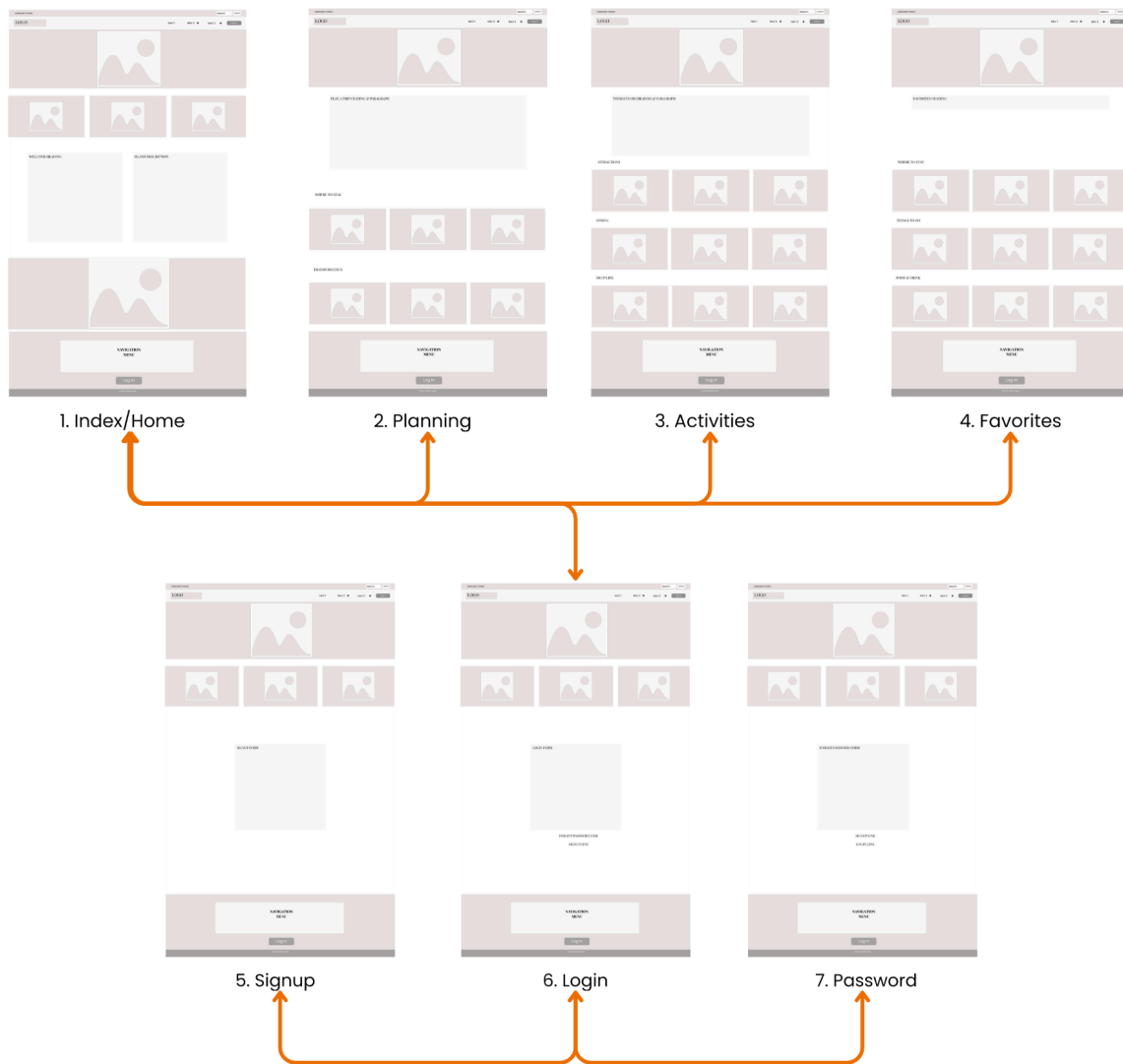
GOALS & NEEDS

- Relaxing, low-stress vacation with light adventure
- Quick, easy booking for tours, restaurants, and activities
- Save and share itinerary options with her travel companion
- Clear navigation and categorized information
- Mobile-friendly planning while on the island
- Up-to-date pricing and availability details

PAIN POINTS

- Current website layout is cluttered - no clear categories or filters
- Difficulty finding booking info or transparent pricing
- No feature to save or share plans with travel companions
- Not mobile-friendly — inconvenient during travel days

Part C - Wireframes & Flow Diagram

1. Index/Home

2. Planning

3. Activities

4. Favorites

5. Signup

6. Login

7. Password

Part D - Guerrilla Usability Testing

User 1 - Sister *(29, mobile user, moderately tech-savvy)*

She quickly understood the overall structure of the website from the wireframes and said it "felt clean and simple," though she noted that the navigation looked like it might be confusing on smaller screens. She expected that the "Plan A Trip" and "Things To Do" items would expand to show subpages but wasn't sure if it would be a hover or click interaction. She also noticed that the login button seemed somewhat tucked in and might be easy to miss at first glance. Overall, she liked the layout but wondered how interactive elements like favorites or the search bar would function.

User 2 - Sister's Coworker *(24, male, moderately tech-savvy)*

He quickly scanned the wireframes and commented that the overall layout and headings made sense, though he noted that dropdown content wasn't visually indicated and might be missed by some users. He suggested making the call-to-action buttons have more contrast so they stand out on the page.

User 3 - Mom *(55, not tech-savvy)*

She thought that the pages were uncluttered but admitted she wasn't entirely sure where to click to access specific information. For example, she was unsure whether "Plan A Trip" or "Things To Do" were clickable or just labels. She liked that the pages had a consistent layout but struggled a little with understanding which elements were interactive or not. She also wanted to know if the webpages would be in the grayscale and thought it needed more color.

Actionable Feedback

- Navigation needs clear cues for dropdown menus and subpages
- Login CTA should be more prominent
- Indicate interactive elements so users know they are clickable

Non-Actionable Feedback

- Color/aesthetic preferences that don't affect functionality

Incorporation of Feedback

The feedback from these wireframe tests directly informed how I built the website. Dropdown menus were implemented and also included both hover (desktop) and click (touchscreen) functionality to match user expectations. I restyled the login CTA button to be more prominent. Sections like favorites and planning were clearly grouped with spacing and visual cues. Interactive elements like favorites and search were given visual feedback on hover or click so users could easily recognize them.

Part E - Interactive Prototype

Link included in task submission

Part F - Objective Usability Tasks

1 - Where would you go on the website to find information about restaurant options on Taniti Island?

2 - How would you create an account on this website?

3 - What would you do if you couldn't remember your account password for this website?

4 - Where would you locate information for getting around the island?

5 - How would you know if an item has been saved to your favorites? How would you remove an item from your favorites?