User Experience Design

Cecilia Constantine

# Timeline

|  |  |
| --- | --- |
| UX Activity | Timing in Days |
| Internal Workshop | 1 |
| Personas | 2 |
| Wireframes | 5 |
| Guerilla testing - Wireframe | 3 |
| Summarize findings and feedback to client | 3 |
| Wireframes stakeholder reviews and amendments | 3 |
| Prototype development | 7 |
| Prototype stakeholder reviews and amendments | 5 |
| Handover to design and development | 1 |

# B. Persona

A group of people sitting posing for the camera

Description automatically generated

The Johnson family consists of four adults: James Johnson Sr., his wife Jennifer, and their two adult children, Stephanie and James Jr (Junior). Junior has decided to go on a trip with just his parents and his new wife to relax and get to know each other. He’s technically savvy, and with his wife, has no problem navigating through new cities and towns using just his phone and GPS. They’ve left their young children in the care of relatives for a week. He’ll be acting as the team leader and travel guide for the group. Junior’s wife and mother bicker at times but share a mutual appreciation for local foods and sightseeing. Junior and his dad are more interested in water-based activities.

Hauling from Alabama, they catch a single plane ride to a local major island and have already scheduled the remainder of their trip via small airplane Junior’s best friend owns. Tanini, picking up their rental car from the airport so they can easily view local attractions throughout their stay. They consider themselves “city folk” but are excited to temporarily experience the adventurous rainforest and volcano life Tanini has to offer. (About the Island - C856: Project Approach and Prototype)

# D – Guerilla Testing

|  |  |  |  |
| --- | --- | --- | --- |
| Tester | Tester’s Feedback | Feedback Actionable? | Actions Taken to Change Prototype |
| David Constantine | Social media carousel arrows should be aligned with the images not under them | Yes | Added indicators to carousels |
| Change the heading on the Social media section to be “Life in Tanini” | Yes | Added heading |
| Needs a “Things to Do” section on where to visit, landmarks, attractions | Yes | Added header “Things to Do” |
| Jamir Johnson | Have some text next to each picture of locations to visit to show more information | Yes | Added filler text |
| Kerris Doyle | Needs a COVID-19/Social Distancing message somewhere on the site | Yes | Added generic messaging near top of site |

*\* Wireframe for reference:* [*https://wireframe.cc/L0nni8*](https://wireframe.cc/L0nni8)

*\* Prototype for reference:* [*https://www.southafrica.net/us/en/travel*](https://www.southafrica.net/us/en/travel)

# F – Sources

(About the Island - C856: Project Approach and Prototype)

(Disney, 2020)

(South African Tourism, 2020)