Task 1

1. **Timeline:**

This timeline shows the steps in the UX design activities that would take place from beginning to completion of this project with the projected timeframe that each step would take.

1. **User Persona:**

Name: Kya Bailey

Transportation to Island: Airplane

Number of people in party: 2

Interested in local attractions: Yes

Annual Income: $80,000

Purpose of trip: Yearly getaway

Country of Origin: USA

Length of stay: 6 days

Visit Status: First time

Island transportation: Rental car

Age: 29

1. **Low Fidelity Wireframe:**
2. **Guerilla Usability Testing:**

Feedback:

Aaron’s Feedback:

* Took a second to figure out what the “Nav #” were doing.
* “Booking” on the page is a little vague – Split up based on category to really get more into depth as to what each “Booking” link does.
* Having the booking page cover everything can be overwhelming because the visitor wouldn’t know what to book first.
* Provide recommendations on booking order (recommend booking lodging first and then going from there).
* Provide a “See what is near here” section based on where someone is staying.
* Provide more pictures to engage the visitors since it is a website targeting tourists.

Kylie’s Feedback:

* Can you make ‘Nav1’ ‘Nav2’ and ‘Nav3’ have the same titles as the page it leads to?
* Does the home page need a title?
* Can you spread out the contact information across the bottom instead of stacking it?
* Provide reviews with each bookings as well as images? They could click on an image that leads to booking info- unless that’s too complicated?
* Make the layout on each page grouped with images. Even on menus at restaurants, people tend to look at the images first, then read the information
* Is there a way to get back to the home page? Or do you just click the back button?

Troy’s Feedback: