


A: Timeline

| Activity | Duration | Description |
|-----------------------|----------|--|
| Review Documentation | 1.5 days | Review the "Survey Results" and "About the Island" documents to understand the requirements and context for the project. |
| Research | 1 day | Conduct additional research if needed to gather more insights for creating the persona and wireframe. |
| Create Persona | 0.5 day | Develop a detailed persona profile based on the gathered information. |
| Create Wireframe | 2 days | Design a low-fidelity wireframe that outlines the flow and structure of the new Tanitian website, including placeholders and flow lines. |
| Guerrilla Testing | 2 days | Conduct informal usability testing with three users, gathering and categorizing feedback as actionable or non-actionable. |
| Create Prototype | 3 days | Develop an interactive prototype based on the wireframe, incorporating the feedback received during guerrilla testing. |
| Usability Testing | 3 days | Define and conduct five objective usability tasks to test the usability and intuitiveness of the prototype. |
| Update Prototype | 2 days | Make revisions and updates to the prototype based on the usability testing feedback and ensure it meets the project requirements. |
| Complete Presentation | 1 day | Compile and finalize all project documents (timeline, persona, wireframe, prototype, usability tasks) for submission. |

B: Persona



Name: Lisa Thompson
Age: 47
Occupation: Senior Executive
Income Level: \$250,000/year
Transportation to Taniti: Air
On-Island Transportation: Rental Car
Accommodation: Private Condo
of People in Party: 2
Length of Stay: 7 days
Country of Origin: USA
Goals: Enjoy a luxurious and relaxing vacation, explore local attractions such as beaches and cultural sites, and experience the island at her own pace.
Pain Points: Ensuring transportation options are readily available, preferring a seamless booking process, and desiring clear and updated information on local attractions and events.
Technology Usage: Frequently uses a smartphone and tablet for travel planning and navigation, prefers user-friendly, mobile-compatible websites with easy access to booking and information.

("Generated Portrait of a Person")

Taniti Tourism

Home

Attractions

Accommodation

Things to Do

Getting There

Contact Us

1200 x 300

Welcome to Taniti

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Explore Our Attractions

600 x 150

[Placeholder Text for Attractions Overview]

[Footer Content: Contact Information, Social Media Links, etc.]

Taniti Tourism - Attractions

Home

Attractions

Accommodation

Things to Do

Getting There

Contact Us

1200 x 200

Attraction Name

1200 x 300

[Placeholder Text for Attraction Description]

Repeat element for each attraction

[Footer Content: Contact Information, Social Media Links, etc.]

Taniti Tourism - Accommodation

[Home](#)[Attractions](#)[Accommodation](#)[Things to Do](#)[Getting There](#)[Contact Us](#)

1200 x 200

Hotel

1200 x 300

[Placeholder Text for Hotel Description]

This section will be repeated for each accommodation type (e.g., Bed & Breakfast, Private Condo)

[Footer Content: Contact Information, Social Media Links, etc.]

Taniti Tourism - Things to Do

[Home](#) [Attractions](#) [Accommodation](#) [Things to Do](#) [Getting There](#) [Contact Us](#)

1200 x 200

Activity 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

600 x 300

600 x 300

Activity 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

These sections will be repeated for additional activities.

[Footer Content: Contact Information, Social Media Links, etc.]

Taniti Tourism - Getting There

[Home](#)[Attractions](#)[Accommodation](#)[Things to Do](#)[Getting There](#)[Contact Us](#)

1200 x 200

Travel to Taniti by Air

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

600 x 300

600 x 300

Travel to Taniti by Cruise

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Island Transportation

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

600 x 300

Travel Tips

- Best Times to Visit
- Travel Documents
- Packing Tips

Maps and Directions

1200 x 300

- Interactive Map
- Directions from Airport to Major Hotels

[Footer Content: Contact Information, Social Media Links, etc.]

contact.html

Taniti Tourism - Contact Us

Home

Attractions

Accommodation

Things to Do

Getting There

Contact Us

1200 x 200

Contact Information

Phone: [Placeholder for Phone Number]

Email: [Placeholder for Email Address]

Address: [Placeholder for Physical Address]

Social Media: [Links to Social Media Profiles]

Get in Touch

Name:

Your Name

Email:

Your Email

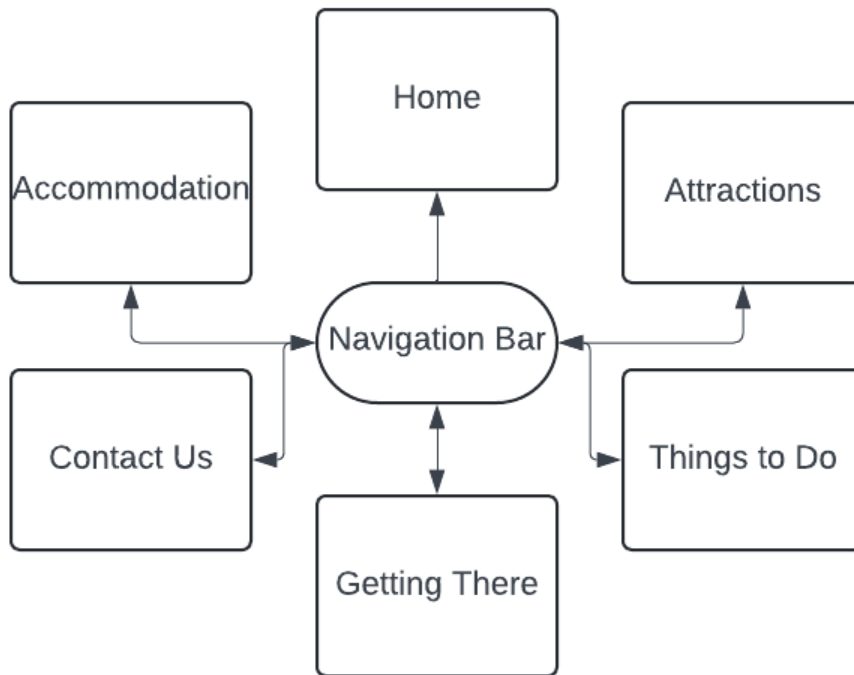
Message:

Your Message

Submit

[Footer Content: Contact Information, Social Media Links, etc.]

Navigation Flow chart



D: Guerilla Testing

| Name | Feedback | Actionable | Response |
|----------|---|------------|--|
| Sarah M. | The navigation is clear and easy to use, but it would be great if the site had a sticky navigation bar that remains visible as you scroll down the page. This would make it easier to access different sections without having to scroll back up. | Yes | We will consider implementing a sticky navigation bar that stays at the top of the screen as users scroll down. This will enhance usability by allowing quick access to other sections of the site at any time. |
| John D. | The overall design is clean, but some sections feel visually similar, making it a bit challenging to quickly find key information. Adding more contrast or visual cues like icons or varying text sizes might help. | Yes | We will enhance the visual hierarchy by introducing more contrast between sections and using icons or varying text sizes to highlight key information. This will help users scan the content more easily and find what they need faster. |
| Emily R. | While the content is well-organized, I noticed there aren't many clear calls to action on pages like Attractions and Accommodation. Adding buttons like 'Learn More' or 'Book Now' could guide users to take the next step. | Yes | We will add more prominent call-to-action buttons on key pages such as Attractions and Accommodation. This will guide users to take the next step, whether it's learning more about an attraction or booking their stay. |

E: Prototype

- <https://j-rutherford.github.io/D479-UX-Design>

F: Usability Tests

- Find Information on Local Cultural Etiquette
- Discover Traditional Foods to Try During Your Visit
- Identify One Transportation option to the island
- Locate Safety Guidelines for Visiting the Island's Volcano
- Find Information on Island Accommodations

Works Cited

- *"Generated Portrait of a Person." This Person Does Not Exist*, generated by AI, 15 Aug. 2024, www.thispersondoesnotexist.com.