A: Timeline

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| **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

A close-up of a person's face

Description automatically generated

(“Generated Portrait of a Person”)

C: Wireframes

Index.htmlA screenshot of a website

Description automatically generated

attractions.html

A screenshot of a web page

Description automatically generated

accommodation.html

A screenshot of a hotel

Description automatically generated

thingstodo.html

A screenshot of a web page

Description automatically generated

getting-there.html

A screenshot of a website

Description automatically generated

contact.htmlA screenshot of a contact us

Description automatically generated

Navigation Flow chartA diagram of a navigation bar

Description automatically generated

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| --- | --- | --- | --- |
| 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. |

D: Guerilla Testing

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](http://www.thispersondoesnotexist.com).