A close up of a blackboard

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Professor Gradecki

SWDV 691 – Summer 2020

**Week 3 User Interface Design**

**User Personas:** Each of the images below explains a persona that may use our website. They each represent different types of travelers and their preferences that may impact their travel desires. Additionally, Tomi and Greta may also be users who would submit their favorite picks for their home city and neighborhood.

A screenshot of a social media post

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A screenshot of a cell phone

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A close up of a person

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**Wireframes**: These wireframes display the home page and the four main subpages that will be used for this web application. These are updated wireframes from when I took SWDV 640 and did an earlier version of this sort of travel website. At the time, it was just a St. Louis based website, but I am expanding it here to include login functionality and using St. Louis as the pilot, but allowing other cities to be included in a future expansion. I created these in Balsamiq and am copying them as images below.

Home Page:

A screenshot of a cell phone

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Plan Your Visit Subpage:

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Top 10 Subpage:

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Submit Your Top Picks:

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Free Info Packet:

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**Storyboard and User Flows:**

These are the two user flows that I anticipate for our web application. These two types of users would flow through the site differently, which is explained in slides 2 and 3.

A screenshot of a cell phone

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User Flow 1:

A screenshot of a social media post

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User Flow 2:

A screenshot of a social media post

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