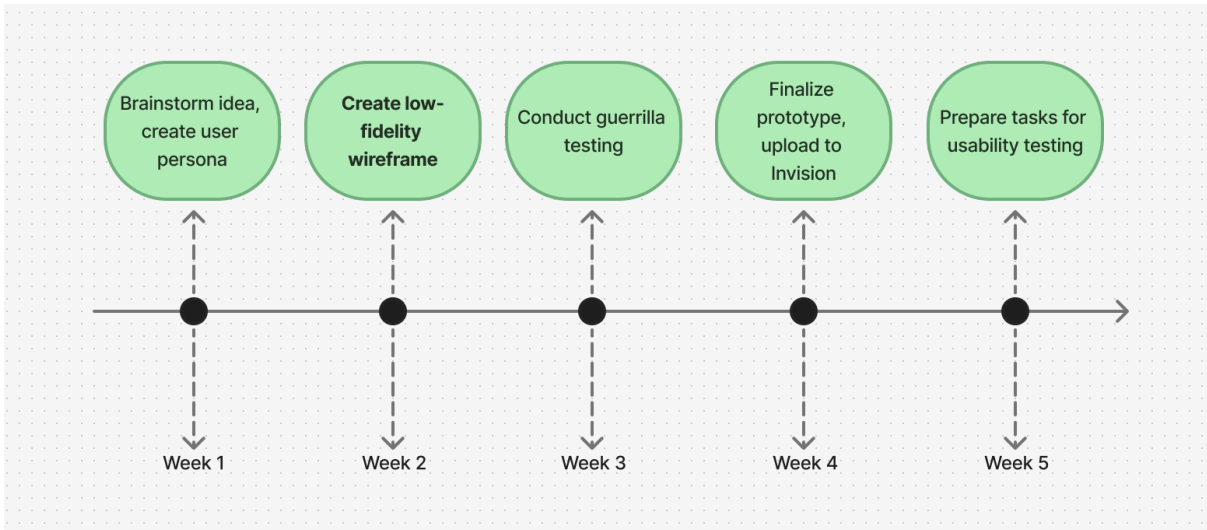


A. Create a timeline of the UX design activities that will take place during this project.



B. Create a [persona profile](#) based on the attached “Survey Results” and “About the Island” supporting documents.

User Persona

Aaliyah Johnson



|            |   |
|------------|---|
| Age        | 28  |
| Location   | Atlanta, Georgia                          |
| Occupation | Content Creator / Nature Travel Blogger   |
| Status     | Single                                    |
| Education  | Bachelor's Degree - Environmental Science |
| Income     | \$80,000                                  |

Aaliyah is a young woman who loves nature and pursues an eco-friendly lifestyle. She has a steady fan base on social media sharing her content about beach travel, nature conservation and sustainable living. Whenever she has free time, she likes to travel to seaside areas to find natural spots that have not been over-exploited and experience the beauty of the untouched nature.

Objective/Goal

- Explore unspoiled beach areas in their natural state
- Find peaceful beaches for meditation and yoga practice
- Support sustainable tourism programs
- Sharing authentic, natural travel experiences with her fans

Sense of values

- Protecting Natural Ecology
- Support multiculturalism and equality
- Honoring authenticity and simplicity of life
- Respect for nature and spiritual freedom

Needs/Desires

What answers is the persona seeking? What information is needed to accomplish the task and when is it needed? What are the persona's necessities, desirables, and value-added?

Pain Point

- Hate over-commercialized, tourist-crowded beaches
- Difficult to find information on environmentally friendly accommodations and activities
- Mixed experience of friendliness of some beachfront areas to black female tourists
- Need detailed, honest and transparent travel guides to avoid stepping on mines

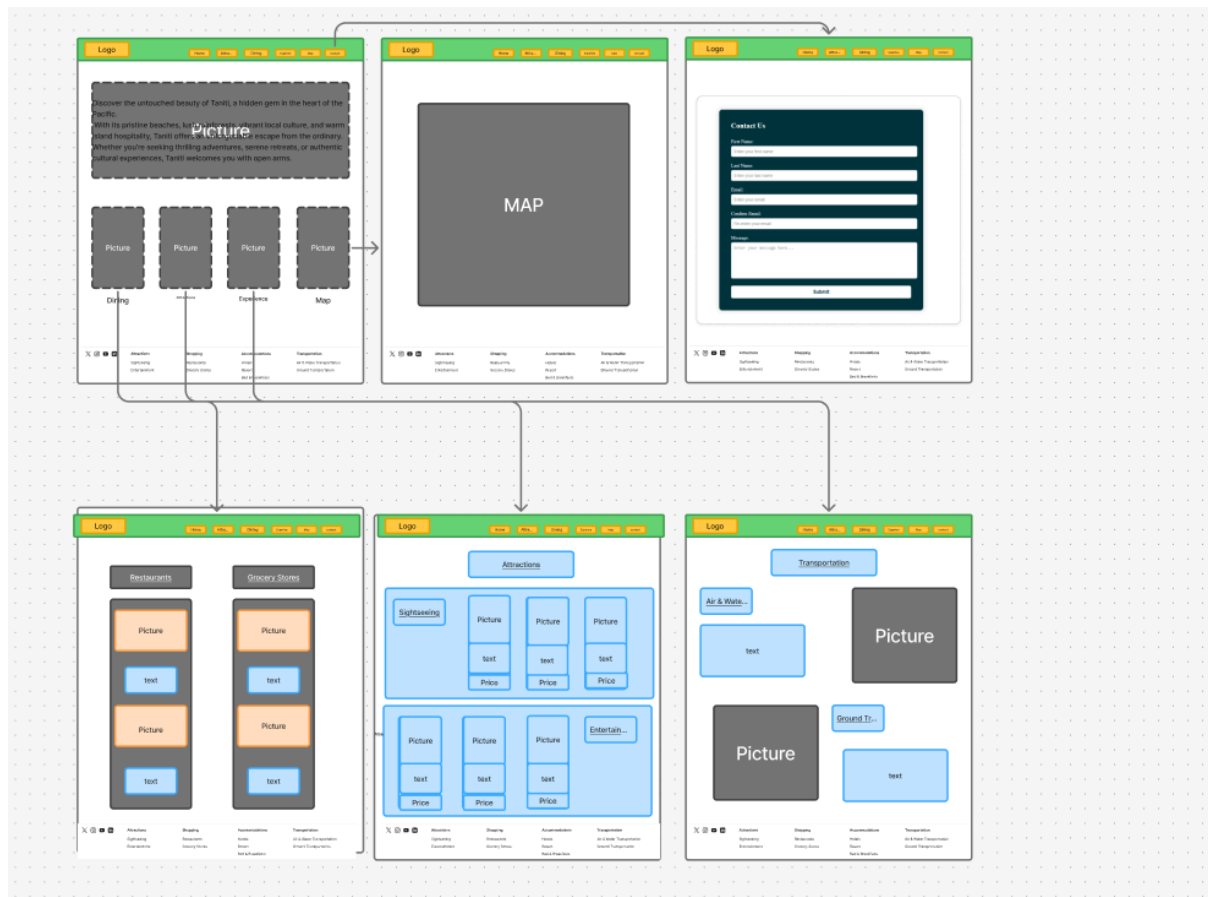
Expectation

- The website/app provides authentic, transparent and environmentally relevant information.
- Simple and intuitive booking process
- Provide friendly tips and safety information for culturally diverse travelers.

Backstory and Quotes

Growing up in the city, Aaliyah had a deep yearning for nature. During college, she majored in environmental science and participated in many environmental programs. After graduation, she decided to incorporate environmental concepts into her career as a content creator focusing on nature travel.

C. Create a low-fidelity wireframe showing the suggested flow of your new design for the Tanitian website. Low fidelity wireframe && flow diagram



D. Conduct guerrilla usability testing with at least three user testers

Friend 1: It's not quite clear if you can interact when the map is loading

Actionable: Yes

Explanation: Suggestion to add "you can zoom in/out" hints

Friend 2: "The "Experience" button is vague, not quite sure what it is."

Actionable: Yes

Explanation: Replace with "Things to Do" or a more specific name.

Friend 3: The overall layout is clear, but the color of the form page is too dark

Actionable: Yes

Explanation: Add a light background to make the input box more visible

Summary

Users like: clear categorization, simple interface, logical navigation.

Problems: Some naming is not intuitive enough (e.g. "Experience"), lack of guidelines on the map page, slightly low contrast of forms.

Optimization direction: Enhance the interactive tips of the map, optimize the page naming, improve the visibility of the form.

E. Create an interactive prototype for the Tanitian website that reflects your wireframe design and incorporates the feedback you received during guerrilla testing. Your prototype must be submitted as a URL link.

<https://jing0728.github.io/D479/>

F. List five objective usability tasks you want users to test in Task 2 for your prototype.

1. Navigate from the home page to the Experiences page and select the activity you are interested in.
  - a. Goal: Test the clarity of navigation and category naming.
2. Locate the Map page and determine where Tanithi is located on the map.
  - a. Goal: Test that users can find and interpret geographic information.
3. Locate the catering section and view at least two available catering options.
  - a. Goal: Evaluate the discoverability and layout of the dining content.
4. Complete and submit the Contact Us form.
  - a. Goal: Test the usability of the form, clarity of input fields, and button functionality.
5. Return to the home page to find information about local cultural events or activities.
  - a. Goal :Assess the ease with which users can return to the main navigation path and find specific content.

G. Acknowledge sources, using APA-formatted in-text citations and references, for content that is quoted, paraphrased, or summarized.

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