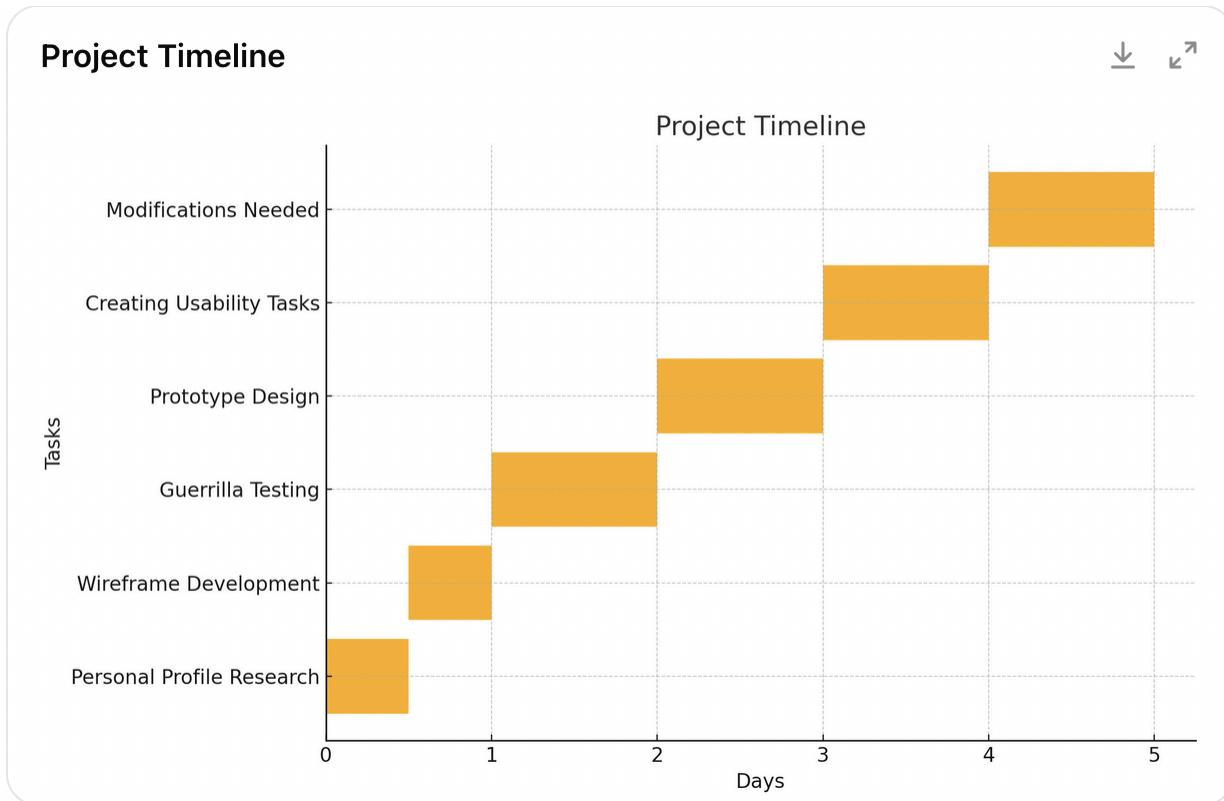


A – Timeline:



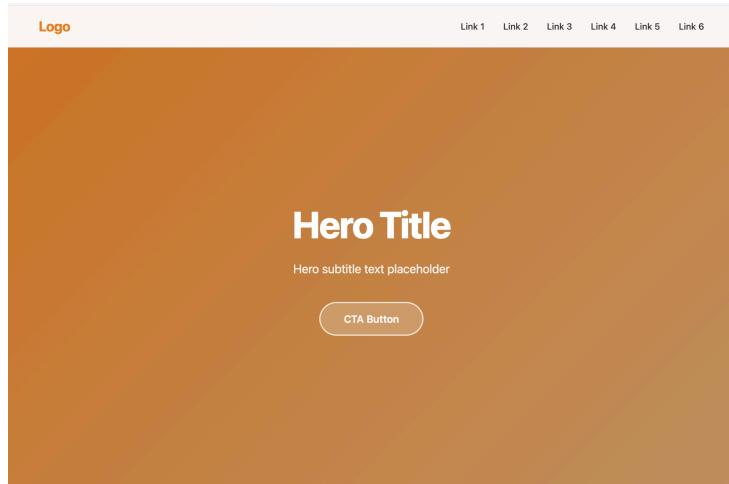
- Personal profile research task: 0.5 days
- Wireframe development: 0.5 days
- Guerrilla testing: 1 day
- Prototype design: 1 day
- Creating usability tasks: 1 day
- Modifications needed: 1 day

B – Personal Profile Persona:



- **Transportation to the Island:** Air
- **# of People in Party:** 3
- **Accommodation:** Hotel
- **Interested in local Attractions:** No
- **Annual Income:** 150,000
- **Purpose of Trip:** Business
- **Country of Origin:** USA
- **Length of Stay (in days):** 4
- **Visit Status:** First Time
- **Island Transportation:** Rental Car
- **Age:** 35-40

C – Wireframe

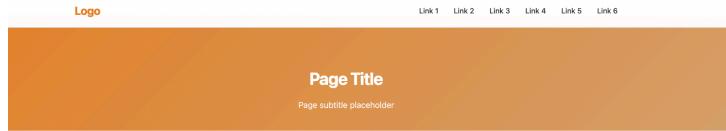


Home:

A wireframe for a form titled "Form Title". The form is contained within a white rounded rectangle. It includes two input fields: one labeled "Name Label" with placeholder text "Name placeholder" and another labeled "Email Label" with placeholder text "Email placeholder". Below these fields is a white button labeled "Submit Button".

Contact:

Footer text placeholder

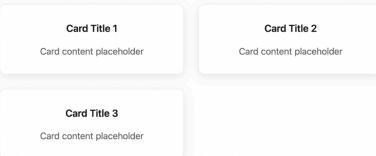


Section Heading

Content paragraph placeholder text goes here.

Subsection Title

More placeholder content text.



Content:

Footer text placeholder

D – Guerrilla Testing

Participant 1: 62 year old female

Feedback: The colors are bright and hurt my eyes.

Actionable? Yes

Reasoning: Subjective, but does provide input on usability for everyone and a clear improvement can be made.

Incorporated to improve design: Incorporate dark mode into the website for the vacation island to appease a higher collection of users.

Participant 2: 32 year old female

Feedback: The links could be easier to discern

Actionable? Yes

Reasoning: Subjective a little, but could be improved so users know which texts are links to navigate throughout the website.

Incorporated to improve design: Change styling in links to make them stand apart from normal content text, include hover to bring users eyes to them when they hover over them.

Participant 3: 25 year old male

Feedback: The website looks dull, could be more modern and vibrant, aka fun to view and browse

Actionable? No

Reasoning: Personal preference of the user tested. Everyone has different views of design so can not please everyone in this aspect, as a website for a business vacation island, straight forward content without too much extra fluff should be prioritized.

Incorporated to improve design: Could re-work design aspects but feedback not implemented due to generic personal preference.

E – Interactive Prototype Link:

<http://jjeweles.gitlab.io/d479>

F – Usability Tasks

1. How many restaurants are on the island?
2. What are the hours alcohol is allowed to be purchased?
3. What types of transportation are available on the island?
4. What time do public buses run in Taniti City?
5. What currencies are accepted on the island?

G – Citations

Persona Image (n.d.). Website. Retrieved 6/7/2025 from unsplash.com