Last, First

Student ID: 0123456789

D479 – User Experience Design

Performance Assessment

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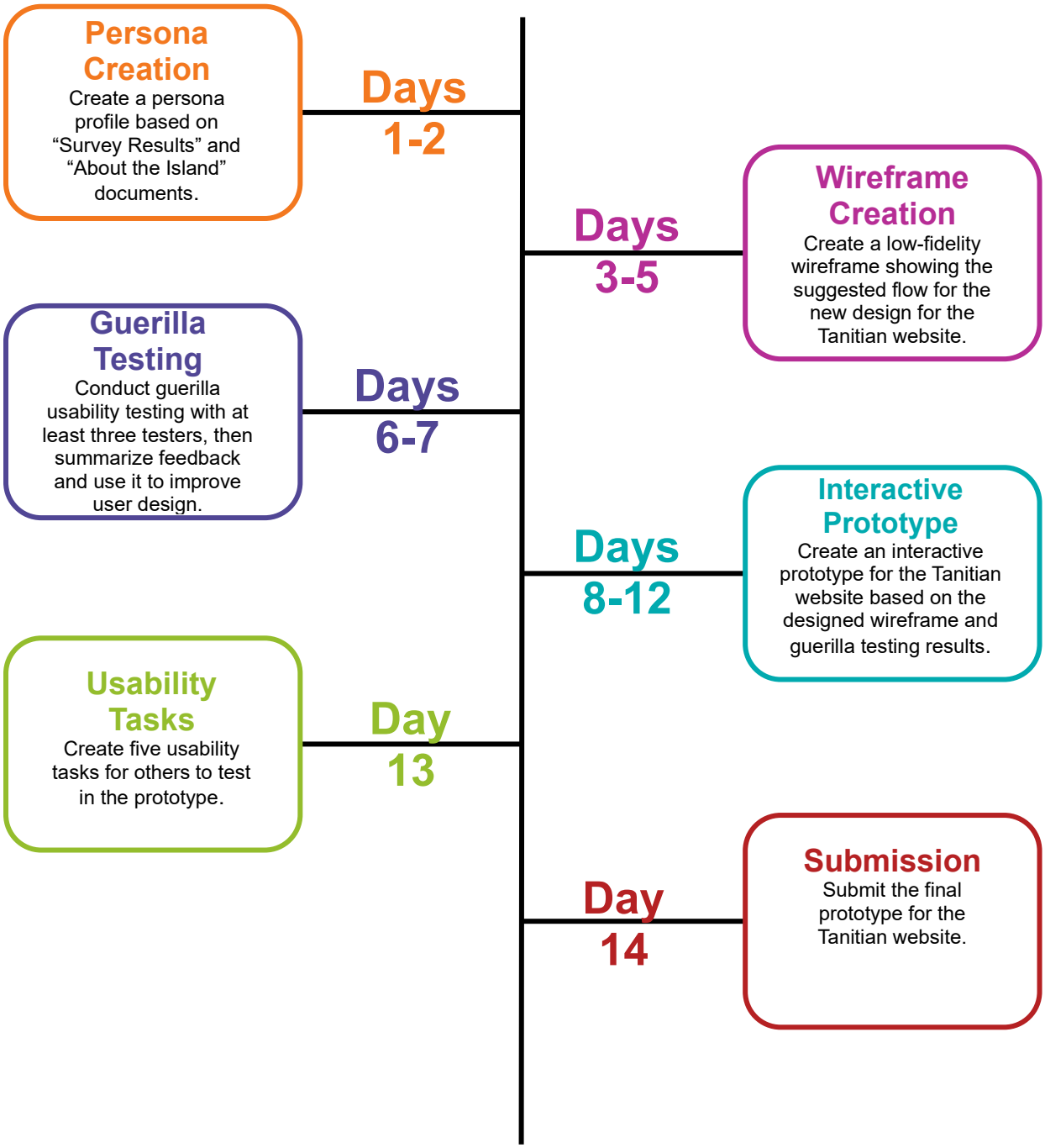
Timeline


Persona Creation
Create a persona profile based on "Survey Results" and "About the Island" documents.
Days 1-2
Guerilla Testing
Conduct guerilla usability testing with at least three testers, then summarize feedback and use it to improve user design.
Days 6-7
Usability Tasks
Create five usability tasks for others to test in the prototype.
Day 13
Days 3-5
Wireframe Creation
Create a low-fidelity wireframe showing the suggested flow for the new design for the Tanitian website.
Days 8-12
Interactive Prototype
Create an interactive prototype for the Tanitian website based on the designed wireframe and guerilla testing results.
Day 14
Submission
Submit the final prototype for the Tanitian website.

Sal Smith

Persona

StockPhoto:_https://unsplash.com/photos/person-wearing-blue-top-smiling-j3lf-Jn6deo

Overview

- Age: 31
- Country of Origin: USA
- # of People in Party: 2
- Purpose of Trip: Honeymoon
- Annual Income: $100,000
- Visit Status: Repeat
- Length of Stay: 4 days
- Transportation to Island: Cruise Ship
- Island Transportation: Rental Car
- Accommodations: Hotel
- Interested in Local Attractions: Yes

PERSONALITY

Sal is a "do-it-yourself" kind of guy, where he takes on small projects at home constantly. He values being a problem solver. Sal prefers to lead and be in control of the environment around him. As a financial analyst, Sal often plans his trips meticulously.

NEEDS & DESIRES

Sal would prefer to have every activity possible laid out for him so he can budget his and his wife's time accordingly. This includes…

- Rental car
- Detailed calendar of island events
- Highlights for popular visiting spots
- Affordable restaurants for two
- Quiet hotel

PAIN POINTS

As Sal prefers to budget his time, most of his requirements revolve around keeping track of time. Some pain points might include…

- Crowded restaurants
- Hotel near heavy traffic
- Unplanned events
- Public transportation

Guerrilla Testing & Usability Tasks

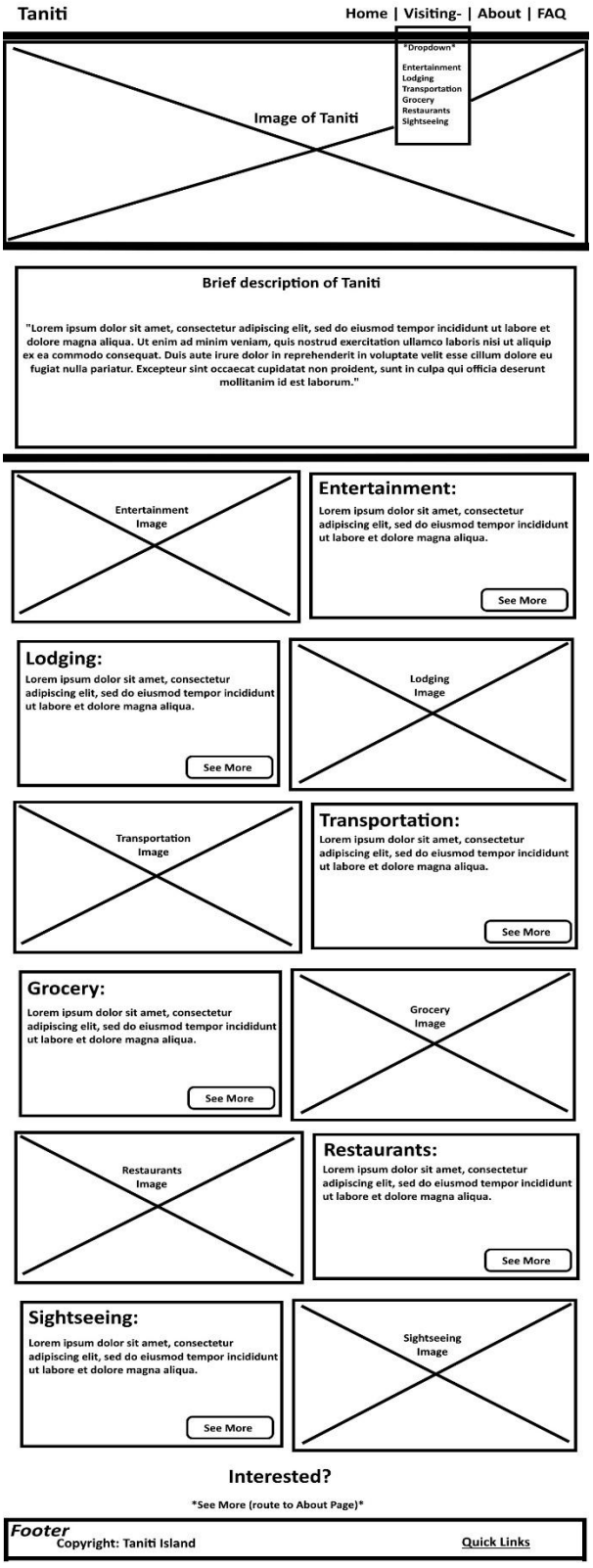
Participant 1: Feedback: Overall good. It's a little hard to tell that there is more content on the main page. Maybe try adding a "V" at the bottom of the page to indicate there is more content. Actionable: Yes Incorporation into design: Added a "Scroll for more content" message under the picture on the homepage that pops up if the user hasn't scrolled for 3 seconds.
Participant 2: Feedback: Flows well. It's hard to tell if I submitted my contact us form, my information just disappears. Actionable: Yes Incorporation into design: Added a popup after submitting your contact us form to verify to the user that they have submitted their question.
Participant 3: Feedback: Some of the text is a little bland and hard to read. Actionable: Yes Incorporation into design: Used bootstrap's "lead" class to make the text stand out more, and feel more modern.

Prototype Link: https://jtnoble.github.io/d479-user-experience-design/

Usability Tasks:

1. What currency does Taniti accept?
2. How do you contact a Taniti representative?
3. Try to submit a question via the "Contact Us" form in the "About" page.
4. How many different forms of entertainment does Taniti offer?
5. How many small grocery stores does Taniti have?

Wireframes



Main Page

Taniti Home | Visiting- | About | FAQ

About Page

Image of Taniti

About Us

Quick info relative to Taniti: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Wanna Learn More?

Image

Contact Us

Name

Email

Question

Footer

Copyright: Taniti Island Quick Links

Taniti Home | Visiting- | About | FAQ

FAQ Page

FAQ

Text relevant to the FAQ

- Bulletted list of FAQ info
-
-
-
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Footer

Copyright: Taniti Island Quick Links

Taniti Home | Visiting- | About | FAQ

Heading (Page Name)

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Sub Page Style 1

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Image caption

Footer

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Taniti Home | Visiting- | About | FAQ

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Sub Page Style 2

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Scrolling to reveal more cards if necessary

Footer

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