C856 - User Experience Design

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UX Design Timeline

Week 1	Week 2	Week 3
Text Book Review - 3 Days	Build Wireframe - 2 Days	Construct Prototype - 4 Days
Review Supporting Documents - 1 Day	Perform Guerilla Testing - 1 Day	Finalize Summary - 2 Days
Construct Timeline - 1 Day	Evaluate User Feedback - 1 Day	
Construct User Personas - 1 Day	Review Project Guidelines - 1 Day	

Javier Valdez

Age: 34

Occupation : Mechanical Engineer

Hometown : Madrid, Spain



BIO

Javier is a recently married engineer from Spain who is visiting the island nation of Taniti for his honeymoon. He has visited the island before while he was in college but this time, he will be seeking relaxation and luxury rather than adventure and exploration.

SKILLS / WEAKNESSES

As an engineer, Javier is reasonably comfortable and even at times delighted to explore the functions of tools and devices.

He can however get distracted with how something works and forget what we wanted it do in the first place.

NEEDS / GOALS

It has been several years since Javier's last visit so he will need to know about what amenities are new or changed.

He will also need to know about hotel options and local restaurants.

Since he is on vacation, he may want to enjoy a trip to one of the famous Tanitian beaches.

BEST SERVED BY

The locations section of the web page can list notable locations on the island. He would be able to quickly see lodging and restaurant locations as well as various historical and nature attractions.

The designer will need to make sure the navigation menu clearly display current location and site is easy to move through.

Emma Jacobs

Age : 25

Occupation : College Student

Hometown: Portland Oregon, USA



BIO

Emma is a 3rd year journalism major at the University of Portland. She is traveling abroad while finishing her degree online. This has allowed her to write about current events and experiences in foreign nations. Emma is more than willing to take the path less traveled in order to experience new things and meet interesting people.

NEEDS / GOALS

Transportation options are important to Emma as she will likely be exploring the island extensively.

She will also need to know about power conversion since she will need to use her laptop and mobile phone during her trip.

SKILLS / WEAKNESSES

Emma has a good sense of direction and is a true people person. She will likely rely on locals to explore the island rather than any technology.

This is not to say she isn't handy with a computer. She spends quite a lot of time navigating web pages for research and is comfortable with multiple types of tech devices.

BEST SERVED BY

A FAQ section would allow her to search for questions commonly asked by tourists.

A 'contact us' form may also be needed for any additional info that isn't immediately available on the government's site.

James Bowen

Age: 50

Occupation : Entrepreneur

Hometown : El Paso Texas, USA



BIO

James is an up and coming businessman from El Paso. He owns a construction company that he would like to bid on some contracts for new projects on the island. His stay will likely be relegated to his hotel room and a few official buildings which he may need to visit to consult legal and economic experts.

NEEDS / GOALS

James will likely need to know about the hours of operation for government buildings.

Also he will need to know about any special regulations or laws regarding business trips.

SKILLS / WEAKNESSES

James is a great negotiator and is skilled in social situations. He has always valued face to face interactions with people both in his personal and private life.

He isn't very interested in technology and can easily be frustrated if a piece of software isn't familiar to him.

BEST SERVED BY

A contact us form will best serve James. This will need to have a phone number available as he would prefer to speak with someone rather than communicate via email.

Since James is strictly visiting for business, he will probably have questions regarding laws and regulations which can be answered in the FAQ section.

Wireframe

Wireframe will consist of 4 separate pages for each purpose of the site. These will be represented by tabbed buttons on the nav bar allowing visitors to easily navigate the site. The highlighted tab will serve as an indicator of which page the visitor is on.

The welcome page will be the landing page for the site. It will feature a gallery of notable landmarks in Taniti as well as captions giving visitors a brief history of the island.

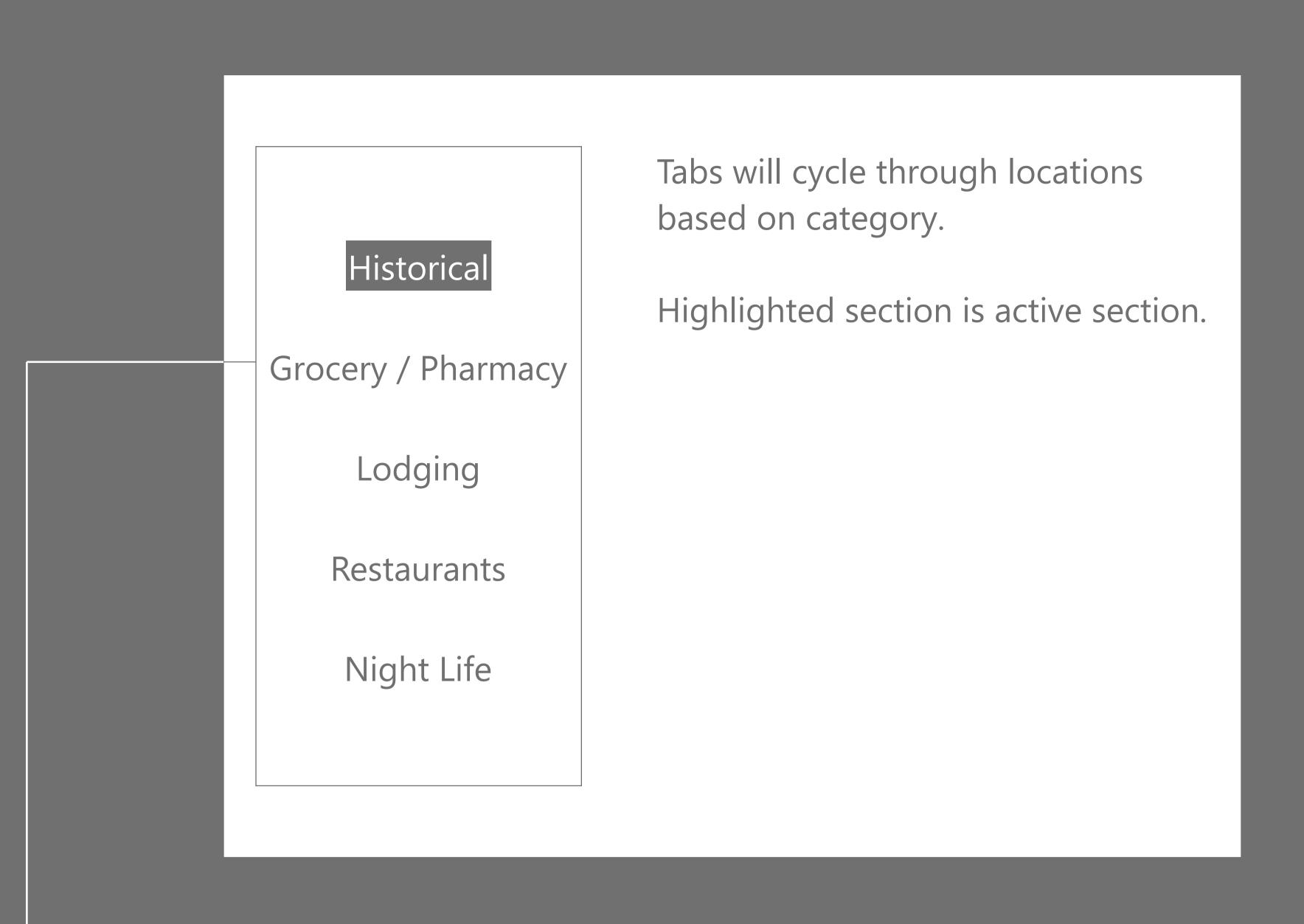
The locations page will go into more detail with regards to the landmarks as well as Tanitian businesses. It will serve as a comprehensive list of noteworthy places on the island.

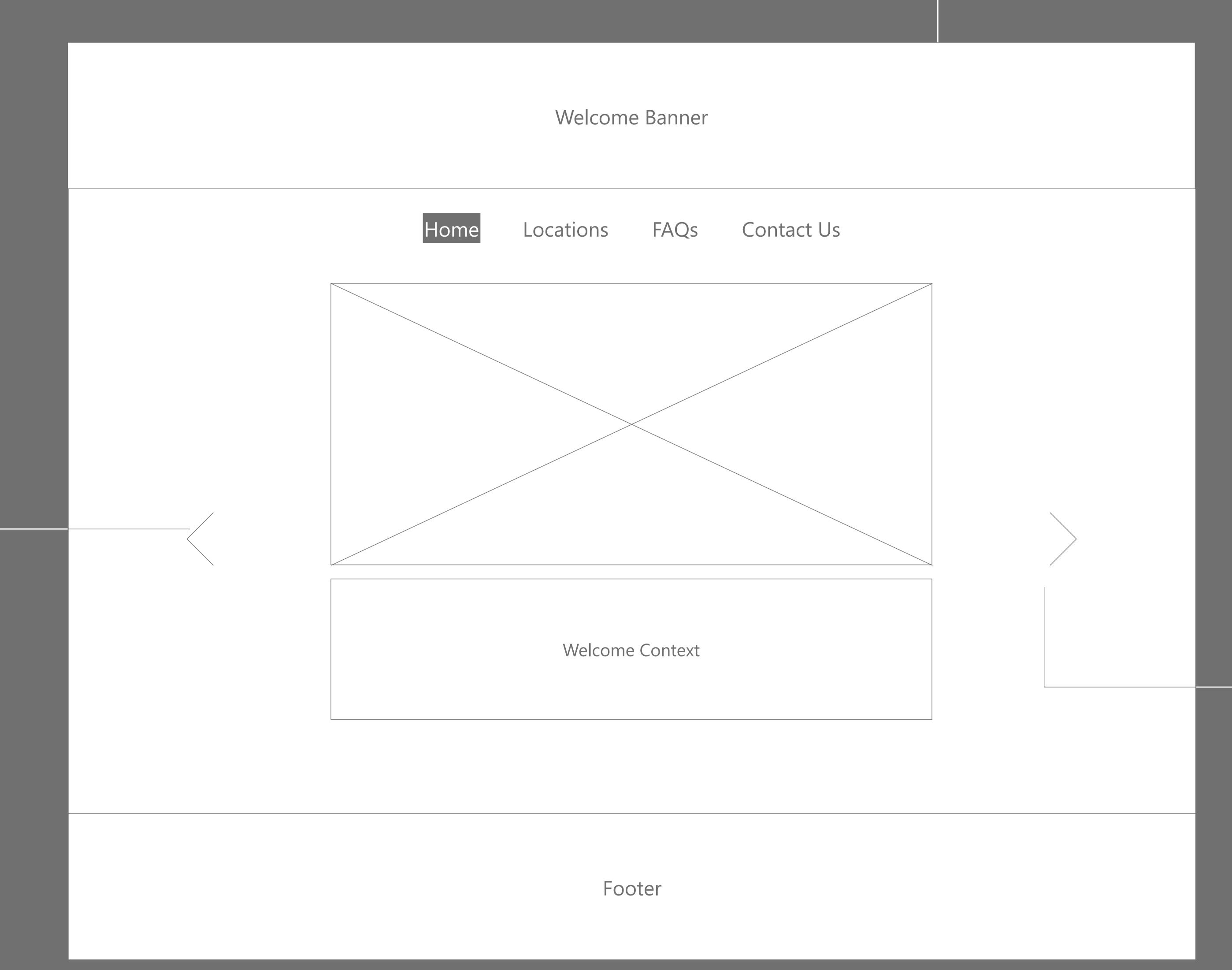
The frequently asked questions (FAQ) section will be a repository for common questions that can serve to enlighten tourists or provide a quick answer to common questions.

The contact page will offer an additional way to propose a question. An email form will allow a secure way to reach out to a representative of Taniti and get the information you need.

Top navigation bar will cycle through available pages containing site content. It will be divided up into 4 pages including a welcome page, a page for popular locations, an FAQ page, and a contact page to submit questions.

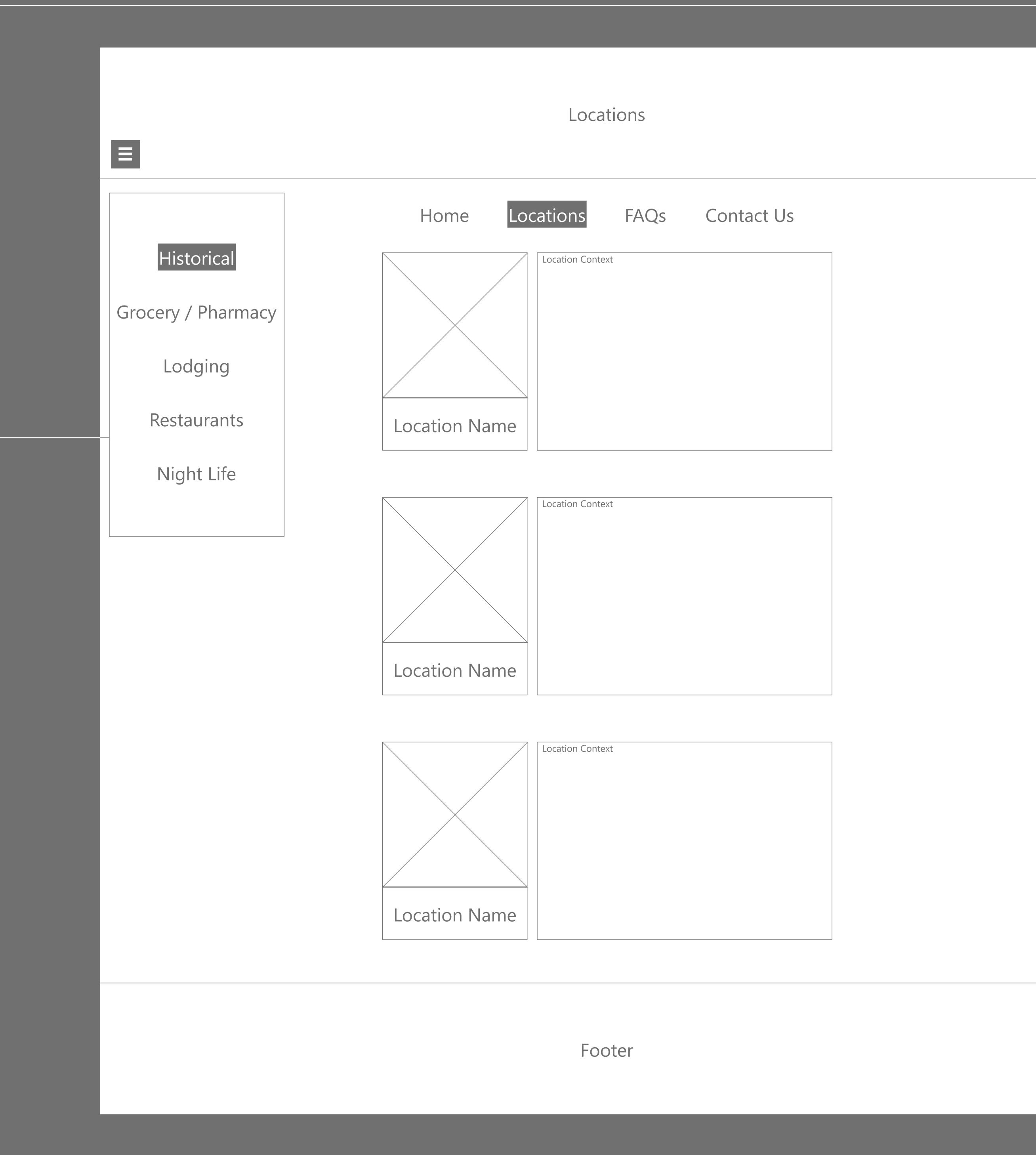
Home Locations FAQs Contact Us

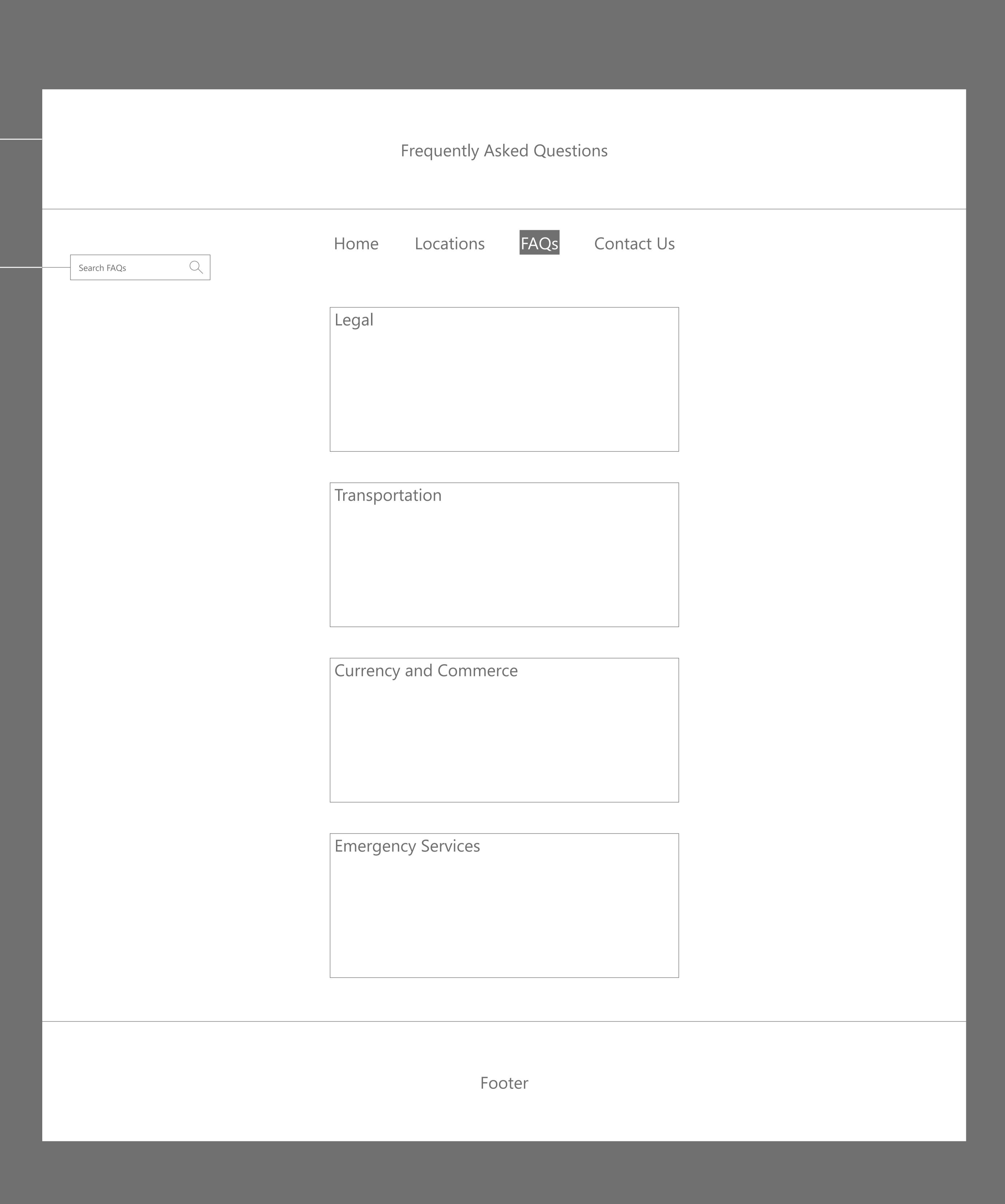


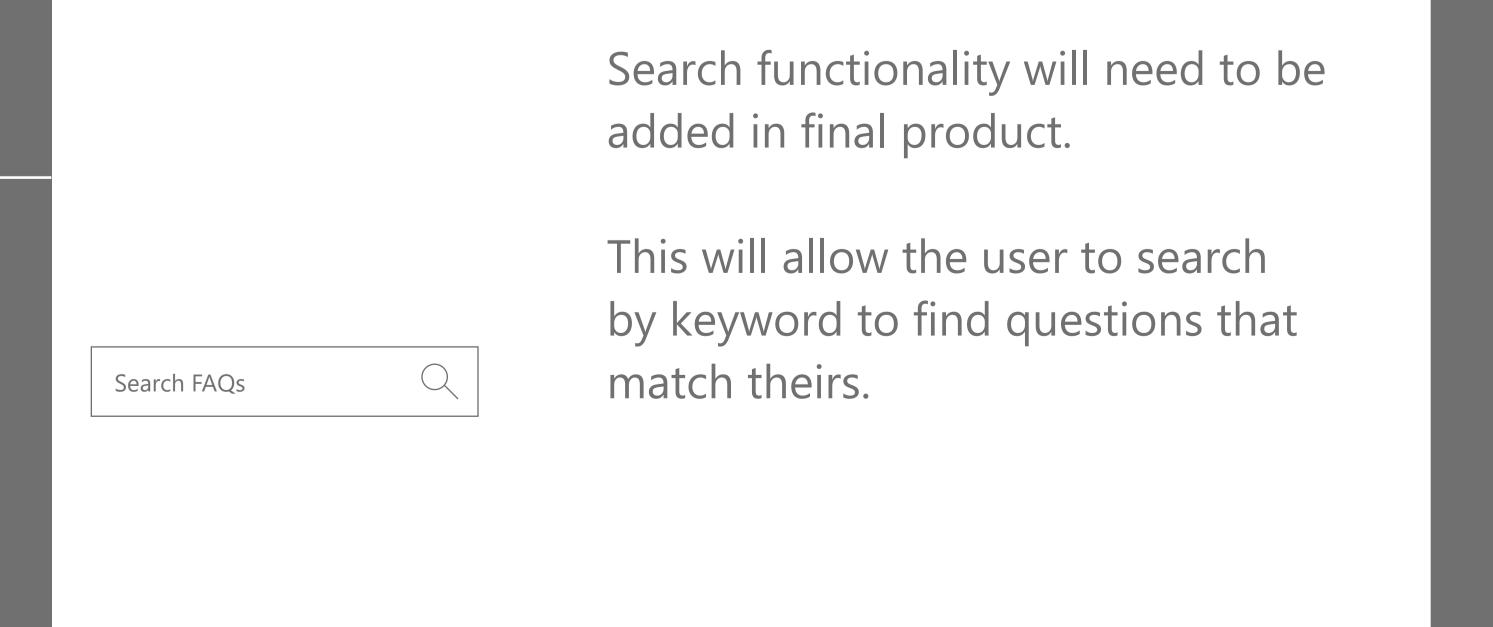


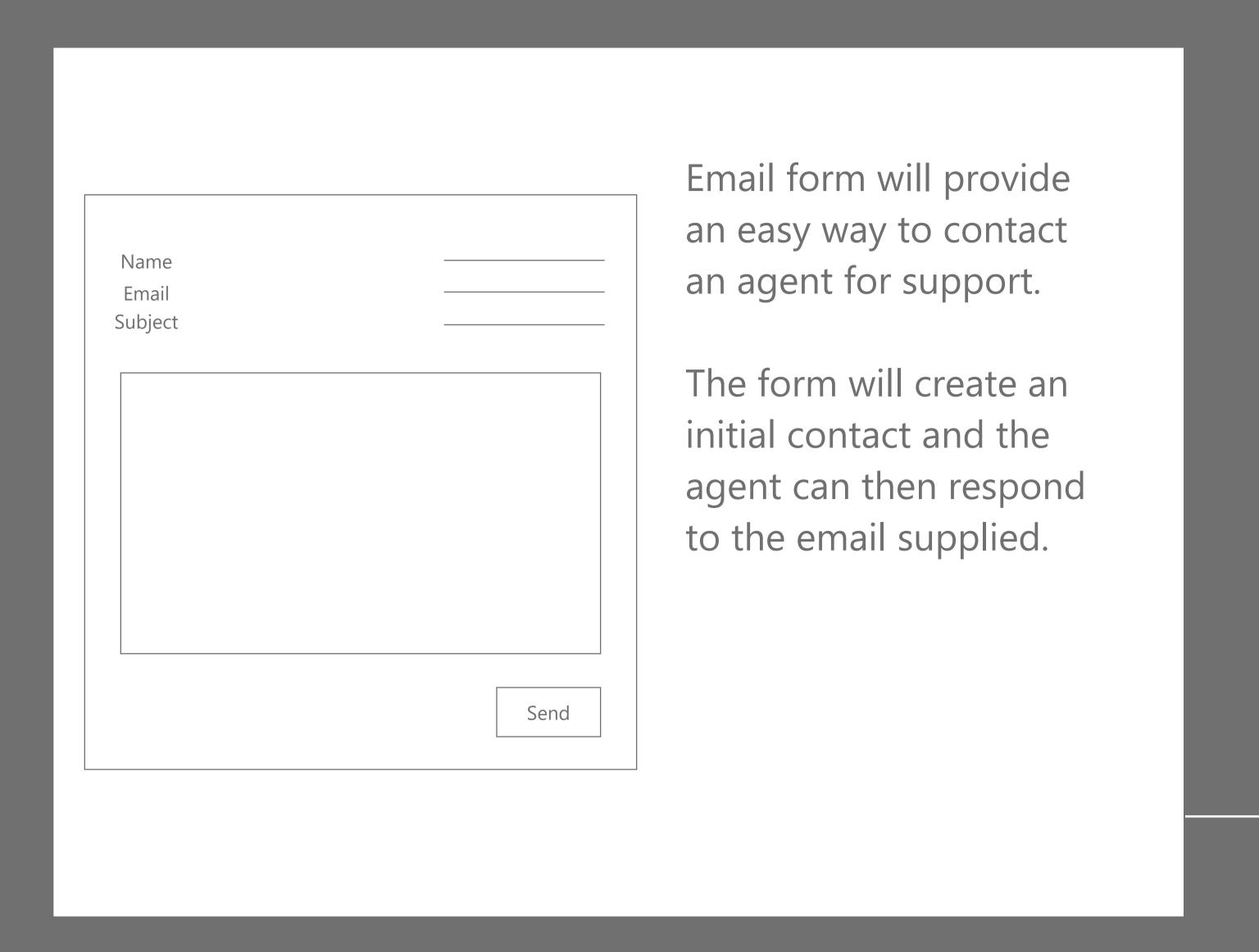
Will use carousel to display a gallery of images showcasing the island's main selling features

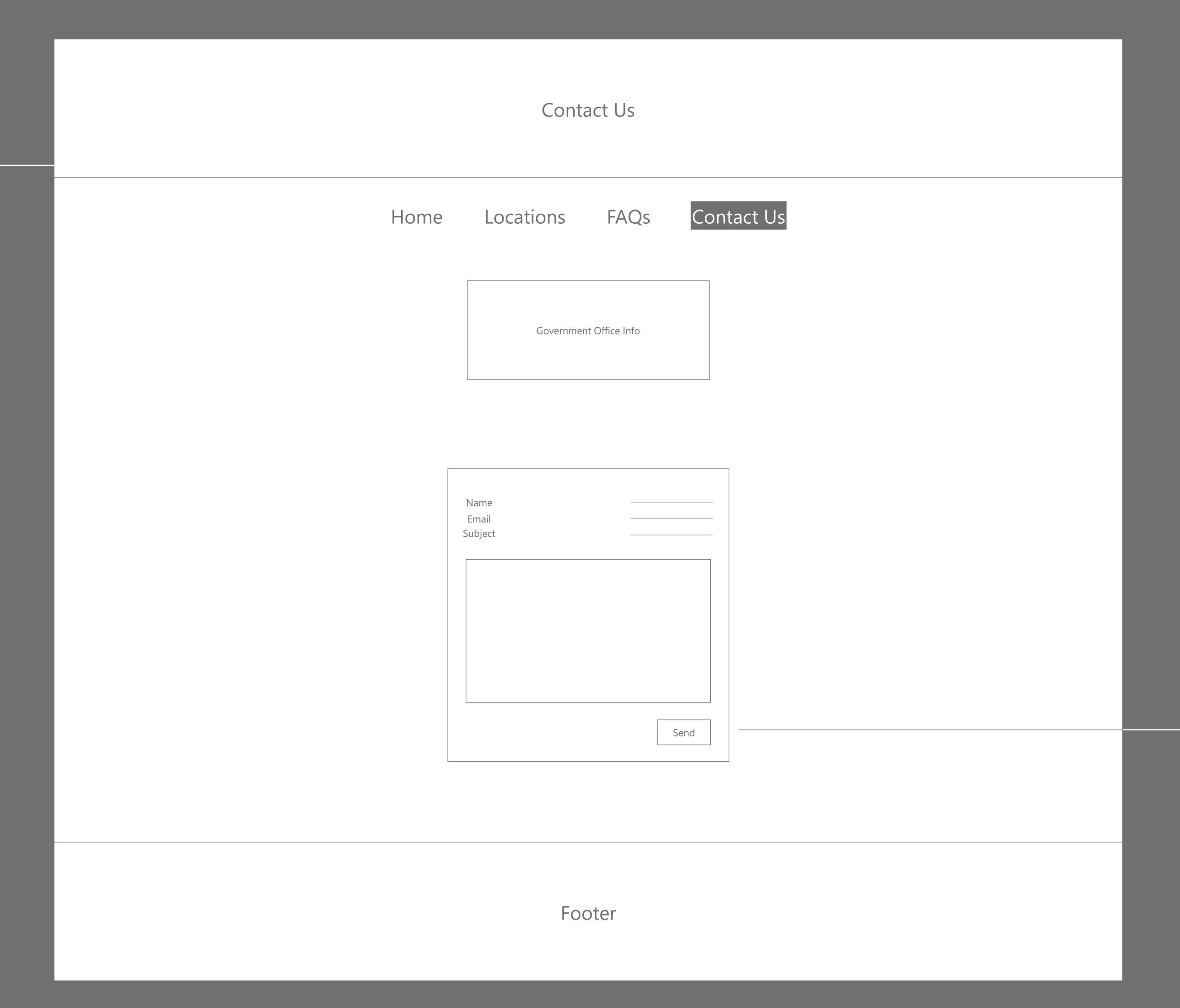
Arrows will cycle through gallery with caption at the bottom to describe the island.



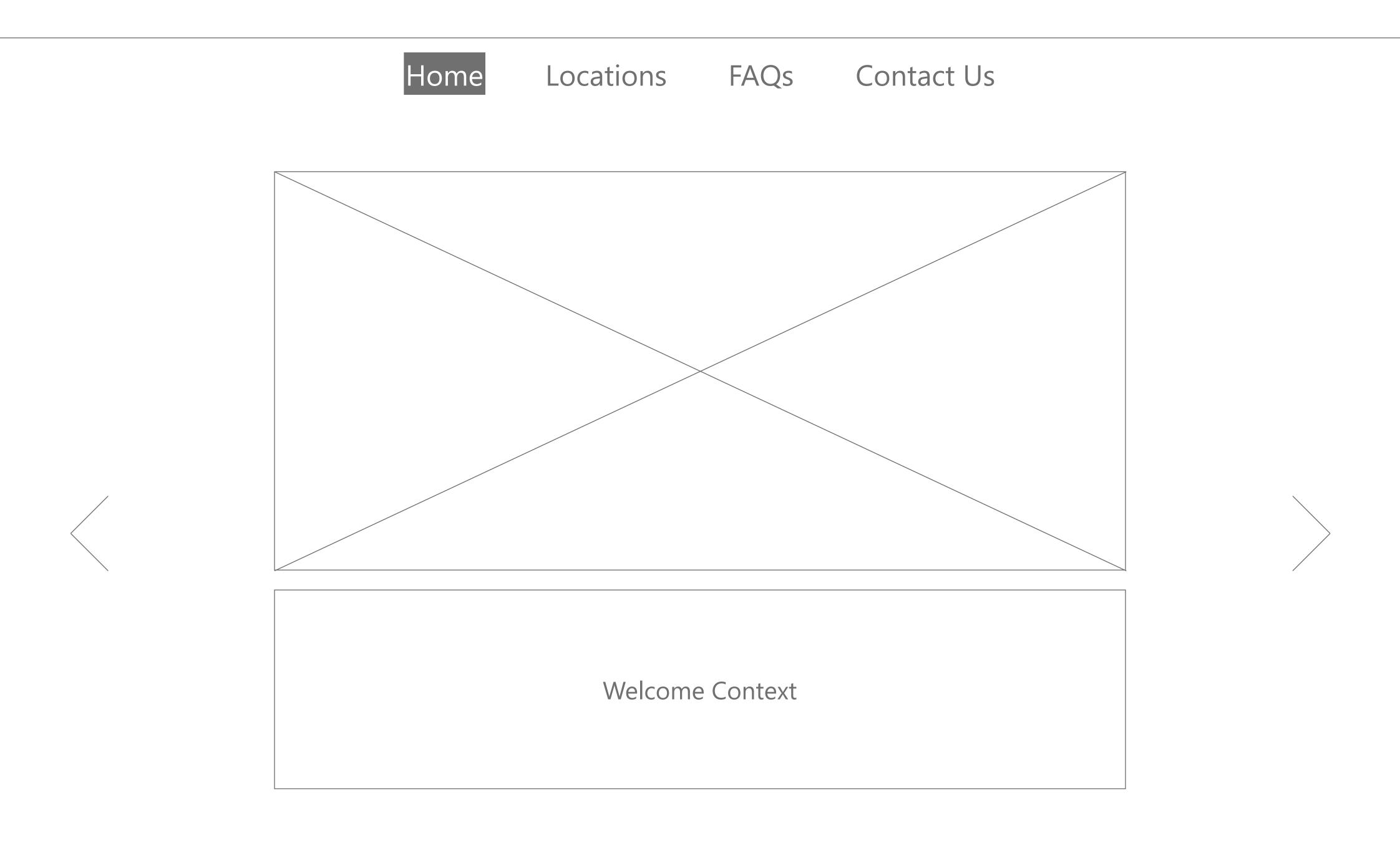


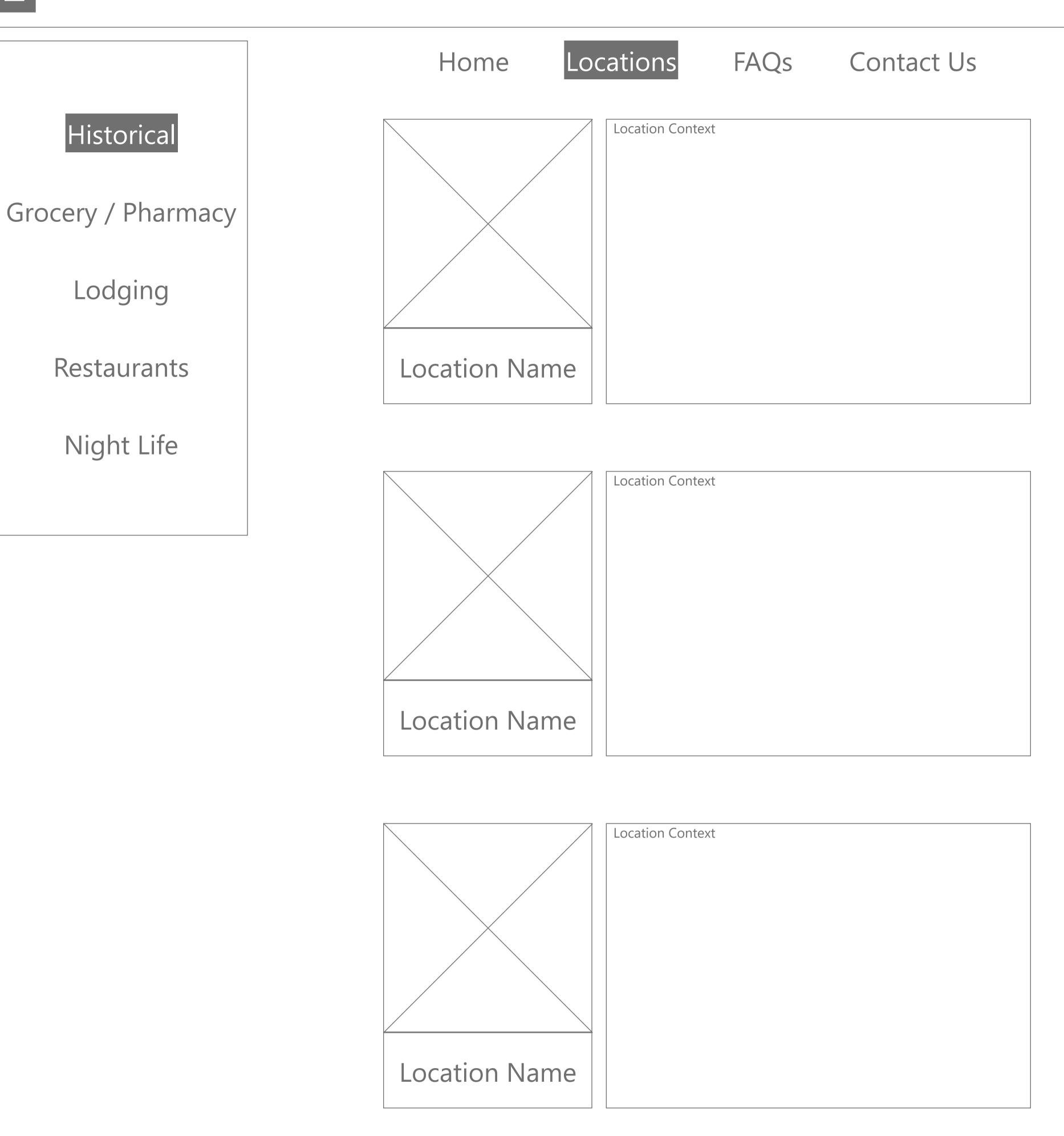






Welcome Banner





Frequently Asked Questions

Search FAQs	Home Locations FAQs	Contact Us
	Legal	
	Transportation	
	Currency and Commerce	
	Emergency Services	

Contact Us

Home	Locations	FAQs	Contact Us
	Governmen	nt Office Info	

Send Us An Email				
Name	-			
Email	-			
Subject	-			
		Send		

Guerilla User Testing

Name: Wanda

Age: 42

Occupation: Restaurant Manager

Feedback:

Wants to add contact numbers for locations as that would be a quick easy way to contact businesses and services on the island.

Actionable: Yes

Name: Mark

Age: 50

Occupation: HR Recruiter

Feedback:

FAQ locations would be difficult to sort through. Smaller tiles with option to expand would be easier to navigate.

Actionable: Yes

Name : Ashley

Age: 31

Occupation: Customer Service Rep

Feedback:

Add phone contact info to Contact Us tab. This may be needed in case of inability to use email.

Actionable: Yes

User Testing - Summary

Most of the feedback had to do with context and what content would be used.

One user said that the FAQ cards would be difficult to search through if the cards were so big.

The context suggested can be added to the final prototype and I can shrink the size of the FAQ cards to add more to the screen. The final product would have a search bar which will help with specific FAQ lookups.

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Prototype Photos - Continued

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