

## A. Timeline

Activity	Duration
Review Documentation	1.5 days
Research	1 day
Create Persona	.5 day
Create Wireframe	2 days
Guerilla Testing	2 days
Create Prototype	3 days
Usability Testing	3 days
Update Prototype	2 days
Completed Presentation	1 day

## B. Persona

*"The memories we make with our family is everything." - Candace Cameron Bure*



**Name:** Ashley Parker

**Age:** 37

**Traveling with:** Husband and 3 kids

**Lives:** Toronto, Canada

**Occupation:** Software Developer

**Salary:** \$75,000

**Attitude To Technology:** She uses numerous devices, such as desktops, laptops, and smartphones, and constantly likes to be on the cutting edge of technology.

**Context of Use:** Multi-device

**Key Driver(s):** Local attraction destinations

Bonding time with her family

**Key Goals and Needs:** Rental Car Company Suggestions

Local Attraction Highlights

Variety of restaurants for the kids

Nice hotels

**Pain Points:** Long lines and crowded restaurants

Attractions that start late

Lack of availability of rental vehicles

**Biography:** Ashley is an avid technology fan and loves to travel and explore local tourist destinations with her family and three children when not working as a software developer in Toronto, CA. She and her family are traveling to the island by air and plan to stay for six days. While on the island, she wants to have their rental car so they can come and go as they please with a flat expense. Ashley and her husband want to build memories with their kids and provide them exposure to new areas.