C856 - TASK 1

Patricia Ubina

August 16, 2022

Timeline

Timeline

Activity	Time
Review assignment, rubric, and requirements. Define the goal of the project and expectations.	1 days
Carefully review the attachments provided to learn about Taniti and the survey results. Plan out what software and tools will be used to accomplish the project.	2 days
Create a timeline. Outline each activities and the time it will take to accomplish the tasks.	2 days
Gather information from the previous steps and begin work. Use the information learned from step 2 to create a user persona, as well as a data analysis from the data survey.	3 days
Create a flowchart for the suggest flow of the navigation and build wireframe.	7 days
Conduct Guerilla Testing. Gather feedback from user and review results. Update wireframe as needed if required.	7 days
Create an interactive prototype	7 day
Create a powerpoint that has all the requirements and submit.	1 day

User persona

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Data analysis
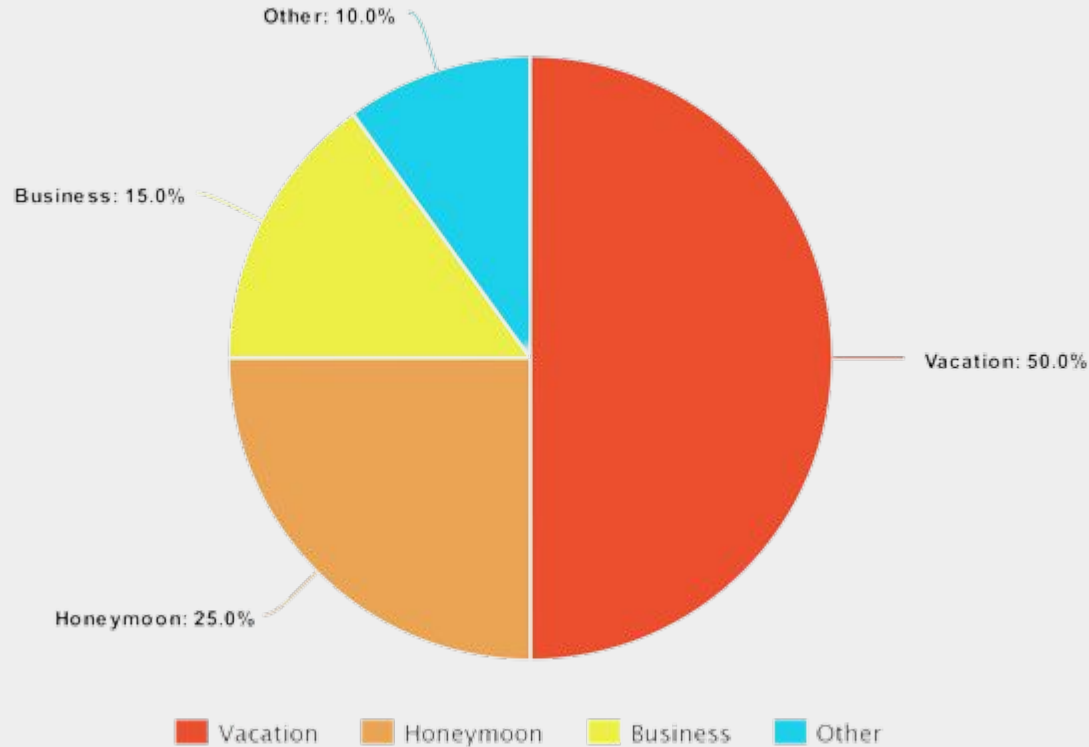
Young travelers

> "I want to experience a new culture and go on adventures"

DEMOGRAPHIC

- Age 25-30
- Annual income 25k
- High tech proficiency
- Travels with group of friends

ABOUT

Recently graduated college, and loves to travel with friends yearly. Wants to be adventorous and make new memories.

NEEDS

-Exploring & going on adventures. Prefers free activities, such as hiking

-Easy access to ride share/public transportations

-Discounts on hotel rates

PAIN POINTS

-Expensive meals

-Expensive lodging and activities

-On a time constraint

...

TECHNOLOGY

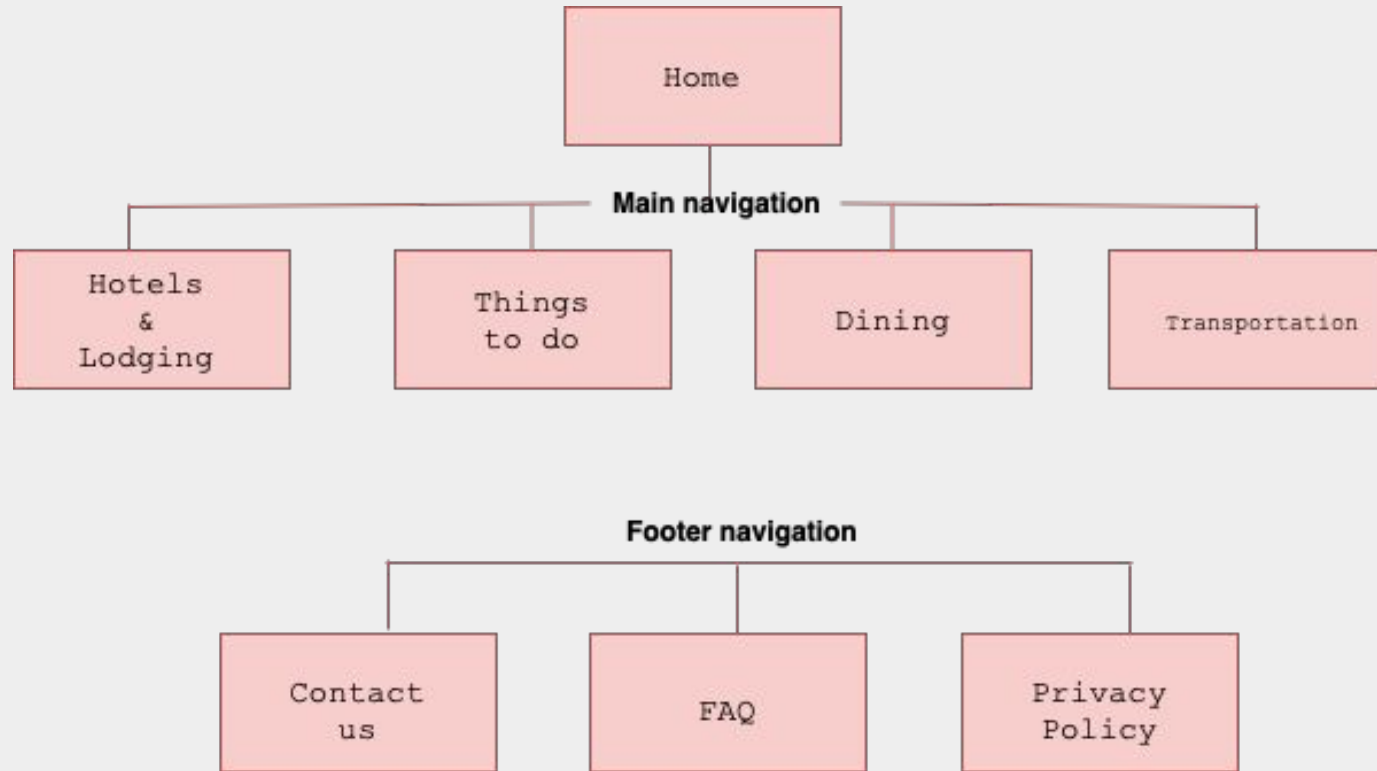Mobile phone
Social media
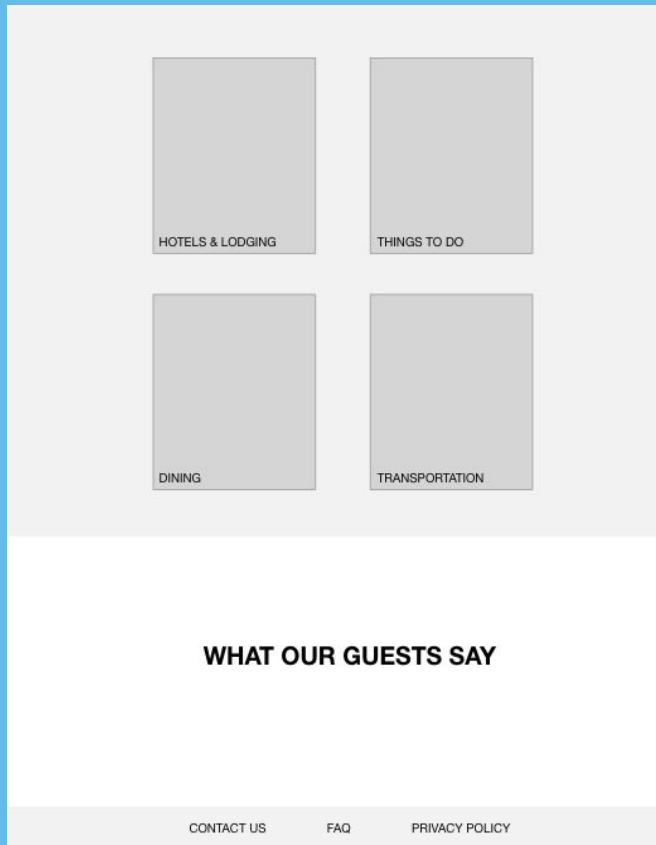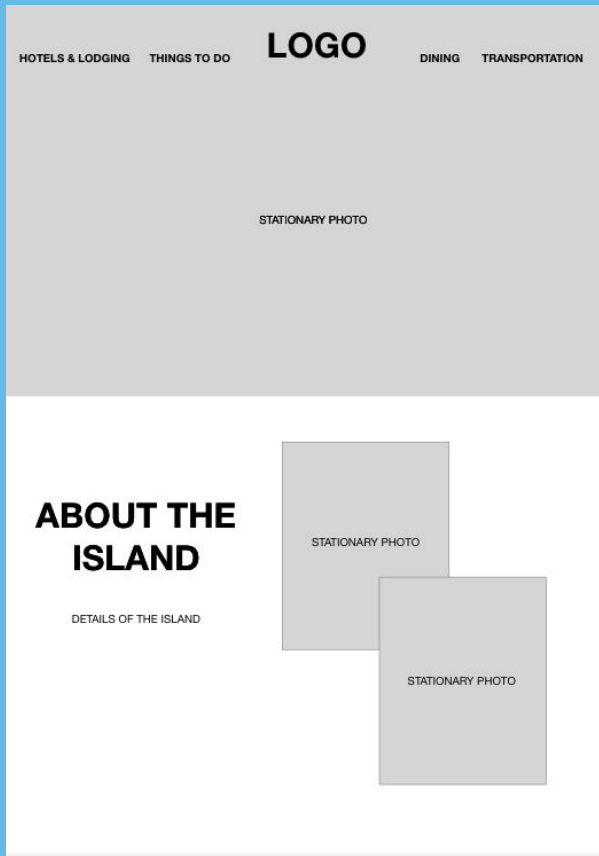Computer

FAVORITE APPS
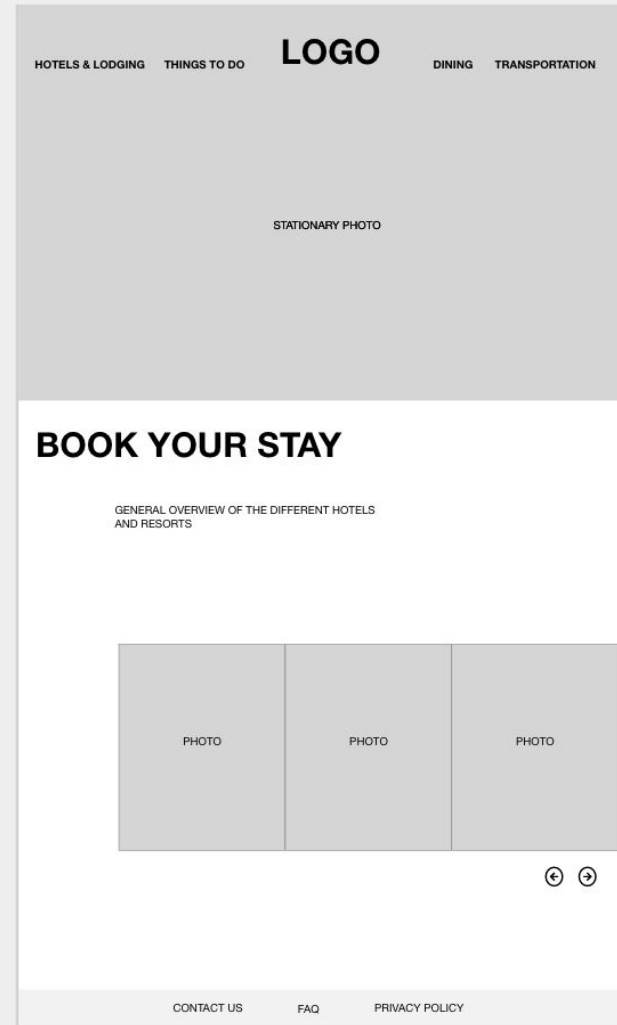
User persona

Wireframe

Sitemap

Homepage

- ➔ Persistent top navigation and footer navigation.
- ➔ Logo that directly leads to the homepage.
- ➔ Footer navigation will consist of contact us, FAQ, and privacy policy.
- ➔ A section about guests review.
- ➔ About us section will have details on the island and what it offers.
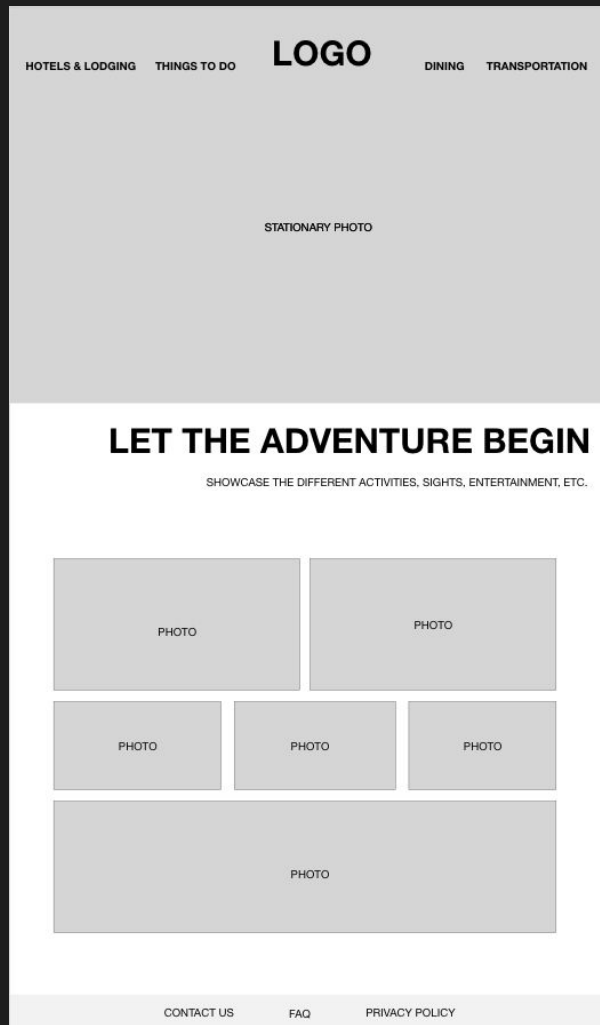
Hotels & Lodging

➔ Persistent top navigation and footer navigation.
➔ Lists of different hotels with an arrow function to move left to right.
➔ Large photo to showcase the topic of the page.
➔ Logo that links back to homepage.
➔ Footer navigation will consist of contact us, FAQ, and privacy policy.

Things to do

- ➔ Persistent top navigation and footer navigation.
- ➔ Large photo on top of page to showcase the topic.
- ➔ Clickable photos that showcases each activities, entertainment, sights, etc.
- ➔ Logo that links back to homepage.
- ➔ Footer navigation will consists of contact us, FAQ, privacy policy.

Transportation

HOTELS & LODGING   THINGS TO DO   **LOGO**   DINING   TRANSPORTATION

STATIONARY PHOTO

GETTING AROUND THE ISLAND

PHOTO

PUBLIC AND PRIVATE BUS INFORMATION

CAR RENTAL AND TAXI INFORMATION

PHOTO

PHOTO

BIKE RENTAL INFORMATION

CONTACT US   FAQ   PRIVACY POLICY

➔ Persistent top navigation and footer navigation.
➔ Large photo on top of page to showcase the topic of the page.
➔ Clickable photos of the different transportations
➔ Logo that links back to homepage.
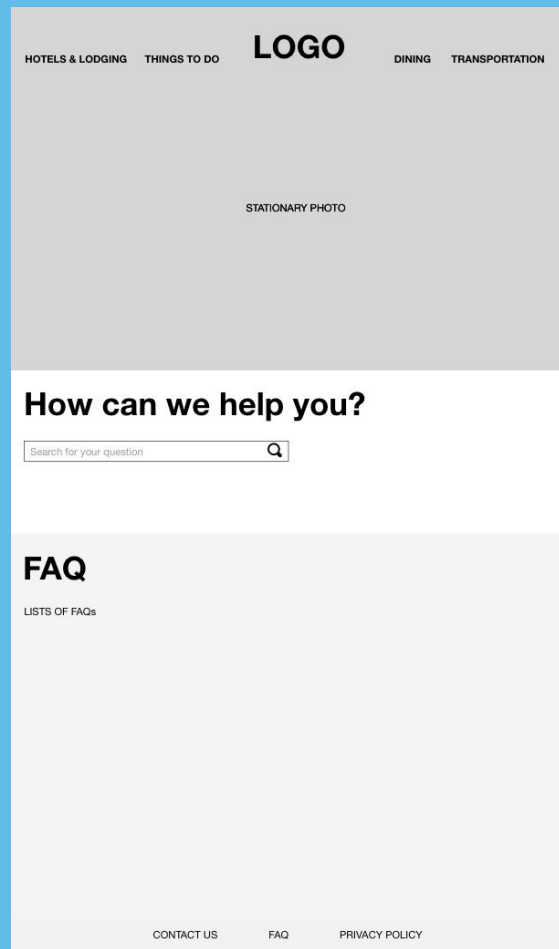➔ Footer navigation will consist of contact us, FAQ, and privacy policy.

Dining

➔ Persistent top navigation and footer navigation.
➔ Large photo on top of page to showcase the topic of the page.
➔ Photo of the restaurant with a link to their menu and booking.
➔ Logo that links back to homepage.
➔ Footer navigation will consist of contact us, FAQ, and privacy policy.

FAQ

➔ Persistent top navigation and footer navigation.
➔ List of the FAQs
➔ Search bar to search for users questions.
➔ Logo that links back to homepage.
➔ Footer navigation will consists of contact us, FAQ, privacy policy.

HOTELS & LODGING   THINGS TO DO   **LOGO**   DINING   TRANSPORTATION

STATIONARY PHOTO

How can we help you?

Search for your question

FAQ

LISTS OF FAQs

CONTACT US   FAQ   PRIVACY POLICY

Contact us

- ➔ Persistent top navigation and footer navigation.
- ➔ Large photo on top of page.
- ➔ Information on how to contact Taniti.
- ➔ A form section where guests are able to send in questions or concerns.
- ➔ Logo that links back to homepage.
- ➔ Footer navigation will consists of contact us, FAQ, privacy policy.

Guerilla Testing

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Guerilla Testing

Users	Feedback	Actionable?	Action/changes
User 1	Thinks the about us section on the homepage should include a "contact us" button.	Yes	I will be implementing a small "contact us" button on the about us section, to allow users to navigate easier to the contact page in case they have questions about the island.
User 2	Loves the layout, did not have any comments on changes.	No action required	No action required
User 3	Wants to incorporate the social media on the footer navigation.	Yes	I will be incorporating the social media logos on the footer page. This will allow users to click on the icon to direct users to the social media page. Adding this feature will increase traffic, and allow users to connect with Taniti.

Updated design

HOTELS & LODGING   THINGS TO DO   **LOGO**   DINING   TRANSPORTATION

STATIONARY PHOTO

ABOUT THE ISLAND

DETAILS OF THE ISLAND

STATIONARY PHOTO

STATIONARY PHOTO
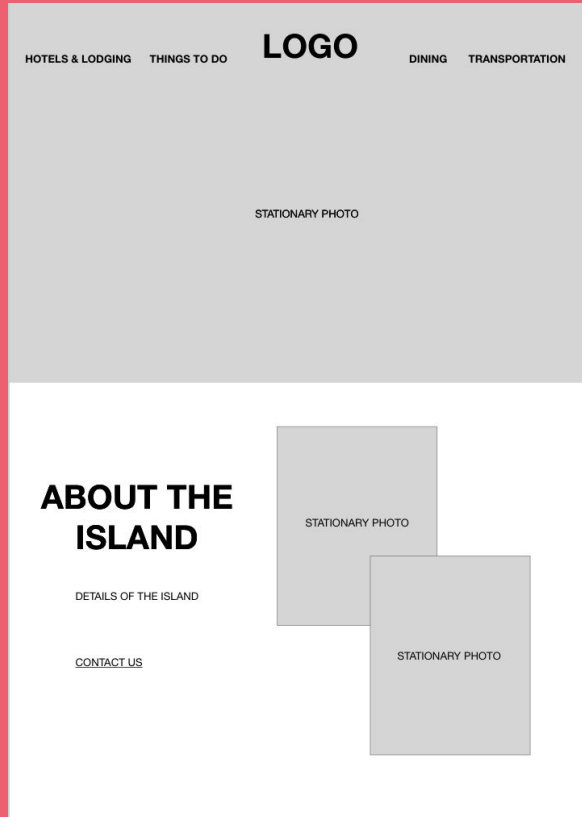
CONTACT US

User 1: Suggested adding a "contact us" on the about use section. Photo on the left demonstrates the newly added functionality

BOOK YOUR STAY

GENERAL OVERVIEW OF THE DIFFERENT HOTELS AND RESORTS

PHOTO   PHOTO   PHOTO

CONTACT US   FAQ   PRIVACY POLICY
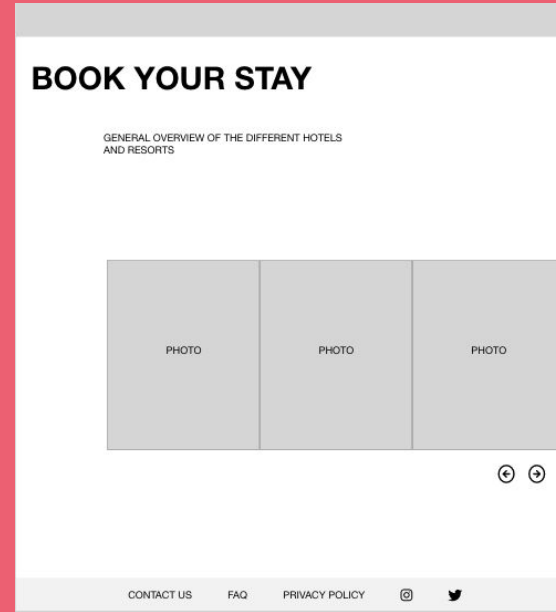
User 3: Suggested adding social media pages on the footer navigation. The photo above demonstrates the newly added footer navigation that will be implemented throughout each page.

Interactive prototype

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Link to prototype

https://patriciaubina38231.invisionapp.com/console/share/5C2HBVPJ9KR/943536470

Usability tasks

Tasks:

1. What are 3 things you can do on the island?
2. What language do Tanitians speak?
3. Locate the contact information.
4. Identify 3 restaurants.
5. What are the 2 ways of getting into the island?

Citation

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