**A. UX Design Timeline**

| **Week** | **Activity** | **Details** |
| --- | --- | --- |
| Week 1 | Research and Planning | - Analyze survey data from current tourists. - Develop user personas. - Define website objectives and requirements. - Conduct competitive analysis of other tourism websites. - Identify target audience needs and pain points. |
| Week 2 | Design and Wireframe Creation | - Sketch low-fidelity wireframes for the website. - Focus on user experience, ease of navigation, and mobile compatibility. - Create a clear structure with separate pages for attractions, accommodations, and contact information. - Design a cohesive and visually appealing layout. |
| Week 3 | Prototyping and Testing | - Develop an interactive prototype. - Conduct guerrilla usability testing. - Gather qualitative feedback on the prototype. - Identify actionable and relevant feedback for design improvement. |
| Week 4 | Refinement and Finalization | - Incorporate feedback into the final design. - Ensure the website is fully responsive and compatible with mobile devices. - Finalize the visual design, including color schemes, typography, and imagery. - Prepare the website for launch by ensuring all booking links and navigation work seamlessly. |

### **B. Persona Profile**

#### **Persona Name:** Emily Johnson

#### **Demographics:**

* Age: 34
* Location: Seattle, Washington, USA
* Occupation: Marketing Manager
* Marital Status: Married, often travels with her partner.
* Income Level: $80,000 - $100,000 per year
* Education: Bachelor's Degree in Marketing

#### **Travel Preferences:**

* Type of Traveler: Leisure traveler who enjoys a mix of relaxation and adventure, prefers boutique hotels or upscale accommodations that offer comfort and unique experiences.
* Travel Frequency: Takes at least two vacations per year, with occasional weekend getaways.
* Preferred Mode of Transport:
* Transportation to Island: Prefers to travel by air due to convenience and time efficiency.
* Island Transportation: Prefers renting a car to explore the island at her own pace.
* Destination Preferences: Prefers tropical and exotic destinations that offer a variety of activities, such as beach outings, hiking, and cultural experiences.

#### **Motivations:**

* Unique Experiences: Emily seeks destinations that offer a blend of natural beauty and cultural richness, wanting to experience the local culture and landscape in a way that feels authentic.
* Relaxation and Adventure: She desires both relaxation and adventure in her travels, such as lounging on a serene beach one day and hiking through a rain forest or snorkeling the next.
* Memorable Getaways: Emily values destinations that allow her to disconnect from her busy work life, offering opportunities to create lasting memories with her partner.

#### **Behaviors:**

* Research-Driven: Emily spends considerable time researching destinations, reading online reviews, and comparing accommodations before making a decision. She values comprehensive and transparent information about the activities, accommodations, and amenities available.
* Detail-Oriented: She pays close attention to the details, such as the quality of the accommodation, the reputation of local guides, and the authenticity of the cultural experiences offered.

#### **Frustrations:**

* Outdated Websites: Emily is frustrated by websites that are difficult to navigate, have outdated information, or lack clear options for booking. She prefers sites that are visually appealing, user-friendly, and optimized for mobile use.
* Limited Booking Information: She gets frustrated when there isn’t enough information to make an informed booking decision.
* Lack of Personalization: She dislikes generic travel experiences and prefers options that feel personalized and unique to her interests.

### **C1. Website Flow**

### **C2. Low-Fidelity Wireframe**

Discover Taniti

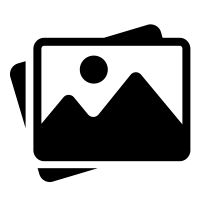
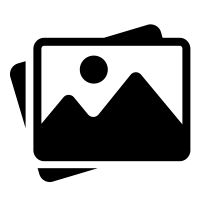
Home

Accommodation

Contact

Welcome to Paradise

Attractions



Restaurants

Transportation

### **D. Guerrilla Usability Testing**

### **D1: Summary of Qualitative Feedback**

During the guerrilla usability testing, three users interacted with the website across different devices (desktop, tablet, and mobile). The following feedback was gathered:

* Navigation:
  + Positive Feedback: Users appreciated the clear and consistent navigation across all pages. The hamburger menu on mobile devices was easy to find and use, making the site accessible on smaller screens.
  + Actionable: None. The current navigation setup works well and meets users' expectations.
* Visual Layout:
  + Positive Feedback: The visual layout was clean and user-friendly.
  + Actionable: None. The design was well-received, and no changes were needed in this area.
* Footer Overlap:
  + Constructive Feedback: One user noted that the last "Book Now" button on the accommodation page was partially hidden by the footer when viewed on a smaller screen.
  + Actionable: Yes. This feedback was actionable and led to adjustments in the CSS to ensure the footer does not overlap with the content.
* Booking Process:
  + Positive Feedback: Users liked the inclusion of "Book Now" buttons for each attraction and accommodation type, as it made it easy to proceed with bookings.
  + Constructive Feedback: One user suggested that the buttons be made slightly larger for better visibility on mobile devices.
  + Actionable: Yes. This feedback was considered relevant, leading to an increase in the size of the "Book Now" buttons on mobile to enhance visibility.

### **D2: Incorporating Feedback into the Design**

Based on the actionable feedback received, the following changes were made to improve the design:

* Footer Overlap Issue: The footer was adjusted from a fixed to a relative position in the CSS. This ensures that the footer no longer overlaps with the last "Book Now" button or any other content on the page. Additionally, padding was added at the bottom of the main content area to ensure sufficient space above the footer.
* Navigation Consistency: Since the navigation received positive feedback, no changes were needed. The consistent and user-friendly navigation was retained, with the hamburger menu remaining a key feature for mobile users.

These changes aimed to enhance the overall user experience, particularly on mobile devices, ensuring that the site is fully responsive and easy to navigate. The adjustments made based on user feedback demonstrate a commitment to improving usability and accessibility across all devices.

### **F: Usability Tasks**

1. Navigate to the Accommodations Page and Book a Stay
   * Objective: Test ease of navigation to the accommodation page and the completion of the booking form.
2. Find and Book an Attraction
   * Objective: Evaluate how easily users can find and book an attraction on the site.
3. Use the Mobile Hamburger Menu to Access the Contact Page
   * Objective: Assess the visibility and functionality of the hamburger menu on mobile devices.
4. Identify the Current Page in the Navigation Menu
   * Objective: Ensure users can easily identify the current page based on the navigation menu’s active page highlighting.
5. Submit a Special Request for a Booking
   * Objective: Test the accessibility and intuitiveness of the special requests section in the booking form.