**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, from Seattle, USA, employed as a marketing manager, often travels with her partner.  
Motivations: Emily is seeking a unique and relaxing experience, enjoys nature, and wants a mix of adventure and leisure activities.  
Behaviors: Spends considerable time researching destinations online, reads reviews, and values ease of booking and clear, informative websites.  
Frustrations: Difficult navigation on outdated websites and lack of clear booking options.  
Goals: Emily wants to explore beaches, enjoy local cuisine, and partake in adventurous activities like snorkeling and hiking.

### **C. Low-Fidelity Wireframe**

Discover Taniti

Home

Accommodation

Contact

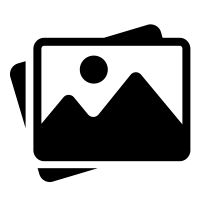
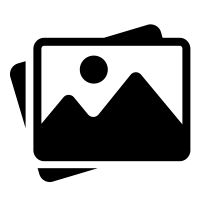
Welcome to Paradise

Attractions

Rainforest Adventures

Active Volcano

Sandy Beaches



### **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.