

Andre-Silver Alcid - #011933973

D479 Task 1 Timeline & Persona

**A. Timeline**

| ACTIVITY               | DURATION |
|------------------------|----------|
| REVIEW DOCUMENTATION   | .5 Day   |
| RESEARCH               | .5 Day   |
| CREATE PERSONA         | .5 Day   |
| CREATE WIREFRAME       | 1 Day    |
| GUERILLA TESTING       | 1 Day    |
| USABILITY TESTING      | 1 Day    |
| UPDATE PROTOTYPE       | 2 Days   |
| COMPLETED PRESENTATION | 1 Day    |

**[Persona Profile on 2<sup>nd</sup> Page]**

## B. Persona Profile



**Name:** Mia Thompson

**Age:** 34

**Traveling with:** Partner and 2 Children

**Lives:** Vancouver, Canada

**Occupation:** Graphic Designer

**Salary:** \$68,000

### **Attitude to Technology:**

She enjoys using various devices, such as tablets, laptops, and smartphones, to stay connected and capture family moments. She is tech-savvy and loves integrating new technology into her daily life.

### **Context of Use:**

She primarily uses her tablet and smartphone for travel planning and staying connected while on the go.

**Key Driver(s):** Discovering new cultural experiences, engaging in outdoor activities with her family, and creating lasting memories.

### **Key Goals and Needs:**

- Finding family-friendly hiking trails and nature spots
- Locating cultural sites and local markets
- Identifying kid-friendly restaurants with healthy options
- Securing cozy and convenient accommodations

### **Pain Points:**

- Difficulty in finding real-time information about local events
- Limited availability of child-friendly dining options in some areas
- Concerns about safety and accessibility for children at certain attractions

### **Biography:**

Mia is passionate about art and nature and loves to blend these passions during her travels. As a graphic designer from Vancouver, she often seeks inspiration in the places she visits. She and her partner enjoy exploring different cultures and the great outdoors with their children. Mia meticulously plans trips, using various apps and online resources to ensure her family's experiences are enriching and enjoyable. When they visit new locations, she prioritizes safe, engaging activities that are also educational for her kids.

**Sources:**

Unsplash. (n.d.). Woman photos. Unsplash. Retrieved August 18, 2024, from <https://unsplash.com/s/photos/woman?license=free&orientation=portrait>