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 2nd 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



Name	Feedback Summary	Actionability	Changes
Alex J.	The call-to-action buttons on the homepage are not prominent enough. They should stand out more against the background.	Yes, Actionable.	I will increase the size of the call-to-action buttons and use a more vibrant color to ensure they catch the user's attention. Additionally, I will add a subtle drop shadow to create depth, making the buttons more noticeable.
Maria S.	The logo is repeated too many times across the site, which could be distracting. Consider reducing the redundancy.	Yes, Actionable.	I will remove the repeated logos on the same page, keeping only the primary logo in the header and footer. This will reduce visual clutter and allow users to focus more on the content without unnecessary repetition.
David L.	The copyright text at the bottom of the page is too large/prominent and takes away from the overall design.	Yes, Actionable.	I will decrease the font size of the copyright text and adjust the spacing around it to make it less dominant, ensuring it remains informative but doesn't detract from the page's visual appeal.

E.

https://silveralcid.github.io/D479-UXDesign/

F. Objective Usability Tasks

- 1. What is the size of the island?
- 2. What currency does Taniti use?
- 3. What is the population of the island?
- 4. How many hospitals are located on the island?
- 5. How many restaurants are on the island?

G. References

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