

Skylar Chapman

03/08/2025

Timeline

Day 1 – Review Documents

Day 2 – Create User Persona





Day 3-10 – Create Wireframe

Day 11-13 – Guerilla Testing

Day 13-25 – Create prototype

Day 25-30 – Deploy website

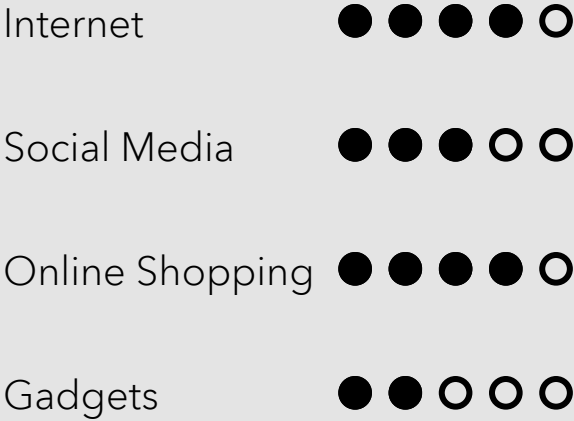
Richard Whitten

-  45
-  USA
-  \$80,000
-  Married with one child



<https://unsplash.com/photos/man-smiling-inside-building-WtJtC0KCqdg>

Tech Knowledge/ Experience



Spending Habits



Goals and Needs

- > Suggestions for extracurricular activities
- > Easy, understandable website
- > Convenience and guidance on transportation and groceries to make a smooth trip

About

Richard is a 45-year-old marketing manager from the U.S. who loves traveling with his family. He and his wife prioritize quality time with their child and enjoy destinations that offer a balance of relaxation and activities. They prefer structured vacations with well-planned itineraries but also appreciate a bit of flexibility. Since Richard works a busy job, he wants a seamless travel experience where everything is easy to find, book, and navigate. He relies on online research and travel websites to plan her trips and wants clear, detailed information before making decisions.

FLOW CHART

HOME/ LANDING PAGE

ABOUT

TOURIST INFO

FAQs

RESTUARANTS

POWER OUTLETS

GROCERY STORES

ALCOHOL

LODGING

LANGUAGE

ENTERTAINMENT

HOSPITAL

SIGHTSEEING

CRIME RATES

TRANSPORTATION

HOLIDAYS

CURRENCY

Welcome to TANITI

Taniti is a small, tropical island in the Pacific. While the island has an area of less than 500 square miles, the terrain is varied and includes both sandy and rocky beaches, a small but safe harbor, lush tropical rainforests, and a mountainous interior that includes a small, active volcano.

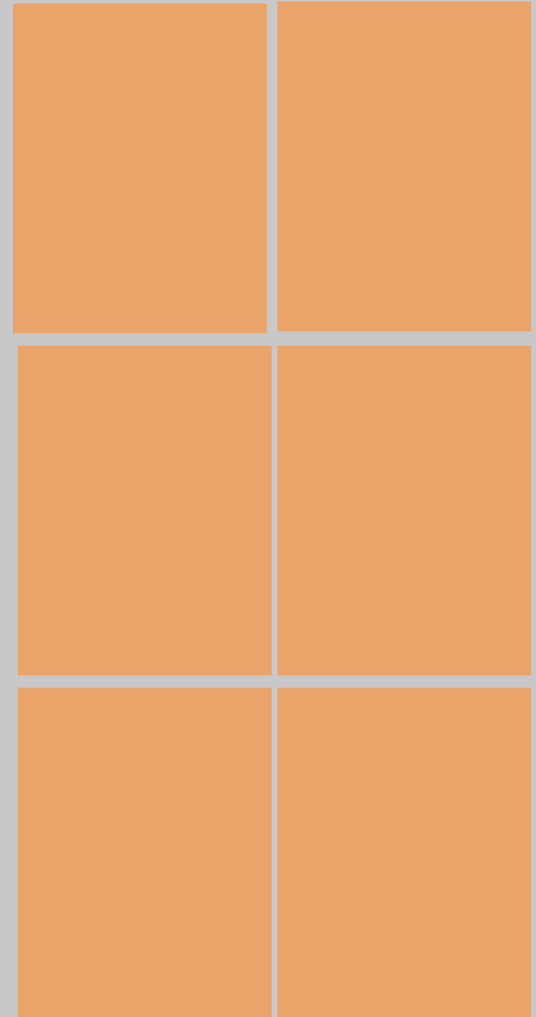
Taniti has an indigenous population of about 20,000. Until a recent increase in tourism, most the Tanitian economy was dominated by fishing or agriculture.

TOURISTS INFORMATION

[Restaurants](#)
[Grocery Stores](#)
[Lodging](#)
[Entertainment](#)
[Sightseeing](#)
[Transportation](#)

Lodging

Taniti has a wide variety of lodging that ranges from an inexpensive hostel to one large, four-star resort. There are many small, family-owned hotels and a growing number of bed and breakfasts. All types of lodging are strictly regulated and regularly inspected by the Tanitian government.



Test Objective

Evaluate the usability of the Taniti tourism website's **navigation and tourist information page**. Focus areas:

1. Can users find Transportation information easily?
2. Can users understand how to navigate between sections?
3. Are there any confusing elements in the design?

Nita Trammell (Female - age: 55)

Task - Can users find Transportation information easily?

Response – “Yes, I could find the transportation information easily, but the page name tourists could be misconstrued as having a negative connotation.”

Nita’s response is actionable feedback. Instead of the page being “Tourists” I will change it to “Visitor Information.”

Austin Chapman (Male – age: 28)

Task - Can users understand how to navigate between sections?

Response – “I understand how to navigate between sections, but can you give out the restaurant names and pictures and etc. about each section?”

Austin’s response is actionable. Each section will include a header, introduction paragraph, and the descriptions of a few related locations instead of just including header and introduction paragraphs.

Wynn Whitlock (Female – age: 33)

Task - Are there any confusing elements in the design?

Response – “Where do I go next from the homepage? If I’m visiting without any real questions and I’m looking for my next vacation, there should be something on the home page telling me what to do or where to go.”

Wynn’s response is actionable feedback. I will add a call-to-action button sending users where to go next. I will add a plan your trip button sending to the visitors’ hub and add a card section showing users what they can plan for their trip.

Dean Trammell (Male – age: 62)

Task – Is it easy to navigate or confusing?

Response – “Looks good to me.”

Dean’s response is not actionable. I will leave the main navigation in the header and leave the sitemap in the footer.

In conclusion, my next steps to optimize user experience, will be to change Tourist to Visitors, add more detailed information in each visitor section, such as Restaurant type descriptions and pictures, and add a call-to-action button on the home page. The last tester agreed with the navigation elements, so I will keep the main header navigation bar along with the sitemap in the footer.

5 objectives to test on my interactive prototype of Taniti:

1. Test if users can easily locate lodging details and understand the options available.
2. Check if users can quickly find details about ground transportation (buses, taxis, rental cars, walking, and biking)
3. Determine if users can easily find what currency Taniti uses.
4. Assess whether users can find details about what excursions are available on the island for their trip.
5. Test if users can find a grocery store that will be open for 24 hours.

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