

Skylar Chapman

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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

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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