## INFO/CS 1300

## Final Project Design Journey Map

### Designing for a Hypothetical Audience

**Group Information**

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**Describe the Target Audience**

Cornell student body who might find difficulty access to the Commons. Someone between the age 18-22 and possibly don’t have a lot money and a convenient mean of transportation.

**Persona**

A college freshman who just turned 18, and has no car and is relatively broke. He is excited for the event, expecting the possibility of cheap foods and interaction with other Ithaca residences. He is active on social media.

**Audience Needs**

Attracted by discount and free food, the individual also might need help to navigate to the Commons — details about map and transportation are needed on the site. The site should be mobile (responsive) since the young audience often access the site on mobile devices.

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| **Needs**  Links to social media | **Design choices**  Linking the url for Apple Fest’ twitter, youtube, and Facebook | **Memo** |
| Attracted by cheap food | Listing out different food vendors, and those might offer free food and coupon. |  |
| Mobile accessibility | Make the site responsive |  |
| Easy to navigate transportation direction | TCAT route, possible walking route, and parking space | Using images from the existing website |

**Additional design justifications (optional)**

We might need to do some adjustment to the color pairing of the site (more red, warm tone to make the site seems more “tasty”).