## INFO/CS 1300

## Final Project Design Journey Map: Milestone 2

### Designing for a Hypothetical Audience

**Group Information**Section #213: 9:05 – 9:55 Carpenter Blue  
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**Describe the Target Audience**

Our target audience is *Cornell students who are looking for a break from academics*. They are all between the *ages of 18 and 22* and possibly *don’t have a lot of money*. This mainly includes students who *may not possess a means of transportation* and have difficulty in conveniently accessing the Commons.

Thus, our audience would prefer an *easy, cheap way* to go from campus to the Commons, and spend *as little money as possible* at the Festival, while interacting with the locals and enjoying the local produce.

**Persona**

Bob is an undergraduate freshman at Cornell University, thus he has never been to the Ithaca Apple Harvest Festival. Since he is without a job and has a high work load, he would prefer to get there relatively quickly and easily, and explore it in relatively less time. Active on social media, he likes being updated with the latest news on Facebook or Twitter. Bob is excited at meeting new people and residents and discovering local produce.

**Audience Needs**

|  |  |  |
| --- | --- | --- |
| **Needs**  Latest updates related to event from social media. | **Design choices**  Footer contains links to social media sites (Facebook, Twitter). | **Memo** Icons are displayed in *high contrast* on the footer so these links are easy to find.  Footer is *sticky* so content is always available. |
| Attracted by cheap food and local vendors. | Separate page for events and booths, listing out different food vendors, and those might offer free food and coupon. | A *“quick must see” section*, detailing what one must see if one only has limited time.  *Special emphasis* on local produce. |
| Mobile accessibility ie see the site properly on mobile devices. | Make the site responsive using media queries. |  |
| Easy and relatively cheap (or free) transportation. | Separate easy to find page for directions, including TCAT route, possible walking routes from nearby places, and parking space availability.  *Include a map* to access this information visually. | Include *free shuttle timings* sponsored by event to attract the audience. |
| Ability to review past incarnations of same event. | Include a photo gallery featuring pictures from last year’s event. |  |

**Additional design justifications (optional)**

We want to make sure that the theme of the site matches the *Fall weather, apples and conveys a sense of warm and invitation* – to achieve this, we have carefully chosen colors to convey the same

**Target Devices**

Because our target audience is *Cornell students* who are between the ages of 18 and 22, we have chosen to make our site responsive to the following devices: laptop and phone.  
  
Today’s generation lives and breathes through their technology. *Every student has a laptop* to work and watch movies, besides surfing the Internet. The laptop is thus a good device to target.  
  
*Phones are also constantly being used to connect* with people, especially through social media. Given how more young people are using their mobile phones over their laptop to do nearly everything, we thought it would be a good idea to use this fact to our advantage and make our site responsive to mobile devices.

**User Contacts (3-5 paragraphs)**

Citations on last page

* After during some research on device usage, we found that college students between the ages of **18 and 24** “**are the most active on social media**,” with **88%** using some form of social media (Smith et al, 2011, para. 6). “**College students are much more likely than the overall cell owner population to use the internet on their mobile phones**,” with nearly about **60% usage** compared to only 40% for adults. (Smith et al, 2011, para. 8). These facts coupled together **agree** with our **choice of providing a responsive, mobile friendly site** and making sure the **site is well connected to social media.**
* After doing research on **spending habits** of college students, we found that for students, “**price of products is the most important factor**” and thus we have tried to come up **with free rides to and from the Apple Festival venue** and **offer great money-saving deals** such as the **10% discount** on the “Attractions” page (NACS, 2011, para 1).
* Since our audience is **Cornell students**, to gather more information about our audience, we used 2 means of interviews:
  + Since most of our friends are Cornell students, *each of us interviewed our respective friends* (1 to 2 per person in the group).
    - We decided to get *unbiased data* by trying to interview approximately equal number of male and female students.
    - Though we interviewed all classes, we tried to *interview relatively more freshmen*, as they were most likely to have not experienced the event and would have more concerns regarding unfamiliarly of location or event, with very few having their own mode of transport. This once again **ties with the fact** that we **list times and places of free bus rides** during the Apple Harvest Festival.
* As *Cornell students ourselves*, each of us talked about *how we would describe a typical Cornell student*. We also looked at what **our needs as students would be** for this event would be and what we would hope to accomplish from this event. We all agreed **sites with clunky design and a multitude of color drives users away**, and thus **we decided to go with a modern looking website that is user friendly and has fewer theme colors.** For user friendliness, we decide to make everything clear and accessible. For the color scheme, we choose a mix of colors related to the Fall and apples.
  + Interestingly, while we have listed the similarities in Persona and Audience Needs, we did have a **difference of opinions in certain matters** such as **time availability**. For example, I would only be able to spare 2 hours, while my groupmate would want to enjoy the whole day. This in turn led us to **include a “quick must see”** **section** on the “Attractions” page of our website. *Thus, even discussing this among ourselves led to interesting design choices.*

**Citations:**1. Smith, A., Rainie, L., & Zickuhr, K. (2011). College students and technology. Retrieved December 07, 2016, from <http://www.pewinternet.org/2011/07/19/college-students-and-technology/>

2. National Association for College Bookstores (NACS) (2011). Student Watch™ Behavior and Trends of Student Consumers. Retrieved December 07, 2016, from <http://www.nacs.org/email/html/OnCampusResearch/SPR-080-03-12_Client%20Newsletter.pdf>

**Additional design justifications (optional)**

None