## 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**

* Someone from the Cornell student body
* Might be new to Cornell / the Ithaca Apple Harvest Festival
* Between the age of 18 and 22
* Possibly doesn’t have a lot of money
* Might want to explore the place quickly (~ 2 h)
* Looking for a convenient mean of transportation to Ithaca Commons
* Active on social media, especially Facebook
* Excited at meeting new people from Cornell and residents
* Expecting good quality, local produce at cheap prices

**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)**

Since our audience is Cornell students, we gathered data through 2 means:

* 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.

* As *Cornell students ourselves*, each of us talked about *how we would describe a typical Cornell student*. We also looked at what our needs for this event would be and what we would hope to accomplish from this event.

* + 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 to our website. *Thus, even discussing this among ourselves led to interesting design choices.*

**Additional design justifications (optional)**

None