## INFO/CS 1300

## Final Project Design Journey Map: Milestone 2

### Designing for a Hypothetical Audience

**Group Information**

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section # 202

**Describe the Target Audience**

Based on the fact that Ithaca College and Cornell University have a lot of students, we wish to choose students as our main target audience. Some are from local areas, some are from other states of US, and some are even from Other countries. Besides that, local people and their family members will be the main participants of this festival. Our target audience will mainly focus on students, but we also will consider other people groups.

**Persona**

Create a persona that can represent your target audience, and describe him or her in detail below, e.g., demographics, characteristics, hobbies, shopping habits, etc.)

Most of our audience are students who may visit Apple Festival for the very first time. Students may have different backgrounds and are from different countries. Their ages range from 18 to 30 and they love shopping, food and new things in general. Some other audience may be the families including children, so they may love to see any shows or toys.

**Audience Needs**

In the table below, collect your target audience’s needs and wants for the site, justify each design choice, and write down any additional comment you have in the memo. Add rows as needed. Note that the memo is optional.

|  |  |  |
| --- | --- | --- |
| **Needs**  (List your target audience’s needs and wants one by one) | **Design choices**  (Justify your design choices correspond to their needs) | **Memo**  (Any additional comments you have to justify your design choices or things you want TAs to know) |
| Event details including agenda, location, contents and other information. | Our audience should be familiar with the events and make their choices based on their interests. |  |
| Transportation including bus schedules, map and other information. | Our audience need those information for the events. |  |

**Target Devices**

Explain, in 1-2 paragraphs, what devices you intend to target (desktop, phone, etc.). Explain how this selection matches the needs of your audience.

The main devices of our audience may be phone and laptop. Based on the fact that almost all college students have phones and like to use their phones, we definitely should include phones to be our target device. Besides phones, laptops are also a traditional way to view web pages. Thus, our target devices are phones and laptops.

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

Describe how you gathered information about the specific audience you have chosen. For example, you might interview a small number of people (2-5) who are part of the audience, or who are similar to the audience. If that is not feasible, you could also find more detailed demographic and consumer information about the audience. For example, you might find consumer research on entertainment options popular with the audience you have in mind. Provide a brief summary of what you found.

In order to gather information about the audience, we designed a questionnaire using Qualtrics Web Survey Tool. We posted the survey link on WeChat and Facebook and received 13 responses as of November 28, 2016. We designed the following questions in our questionnaire. First, is this the first time you hear about Ithaca Apple Harvest Festival? Only 2 out of 13 students answered “yes”, and 9 of them answered “no”. 2 of them answered “not sure”. This indicates that majority of student population does not already know or know little about Ithaca Apple Harvest Festival. Therefore, we are going to include a brief introduction or overview webpage about this event.

Second, we asked about the gender of the student. 10 out of 13 students are male, and 3 of them are female. No one chose “prefer not to disclose”. This indicates male students show greater interests in the event. Thus, we should target out website more on male students.

Third, we ask which grade the student is in. 1 of 13 is students is freshman, and 11 of 13 are graduate students. 1 of them did not give response. This shows graduate students will be the major portion of the target audience.

The fourth question is “which of the following are you interested in purchasing”. This questions allows multiple selections. Out of 13 students, 8 of them selected “apples”, 2 selected “apple cider”, 3 selected “donuts”, 0 selected “kettle corn”, 2 selected “souvenirs”, and 4 selected “beverages”. Students who participated in this survey exhibited variety of interests in purchasing various types of products during this event. We should include introduction to these products in our website. The fifth question is “which of the entertainment activities will you go to”. This questions also allows multiple selections. Out of 12 students who gave responses to this question, 4 of them selected “juggling”, 3 selected “The Strong Woman Show”, 2 selected “IC Circus”, 3 selected “Polynesian Dance”, 6 selected “Learn how fiber is made”, and 4 selected “Fall craft show”. We expect that a lot of students will be interested in how fiber is made, since students are more likely to be fascinated about science and technology, which is consistent with the response to this question.

The last question is “additional comments or suggestions”. No student gave response to this question. We will design our website in accordance with the survey we conducted to best serve the target audience tailored to their taste and interests.

**Additional design justifications (optional)**