INFO/CS 1300: Project 2 Requirements and Milestones

Design Ithaca Apple Harvest Festival Website

Overview

Project 2 is a chance for you to redesign an existing website (http://downtownithaca.com/ithaca-events/2017%20Apple%20Harvest%20Festival%20Applications), focusing on how the users, uses, and context affect its design. We'll do this by creating a new site for the Ithaca Apple Harvest Festival (IAHF), which takes place September 30-October 2 in and around the Ithaca Commons.

For this assignment we have several goals:

- Explicitly think about possible different audiences and goals for a website. For example, a design that convinces an out of town family to come and helps them have a good time might be quite different from a design that would work for a Cornell student.

- Learn about the value of experiencing a context that you're designing for. You should go to the Festival in order to get a feel for it, to talk to people about why they go and what they need, and to capture pictures, quotes, and stories you might use in designing the site.

- Think about designing a site that works well in both desktop and mobile contexts and that is well-suited to each. The information and organization your users need two weeks in advance to decide whether to come may be very different from what they'd use walking around the festival.

- Get experience with redesign. Designing new things is sexy, but most real work involves redesigning existing sites. This is a chance to practice that before you do it with a real client on the final project.

- Learn more about working and testing with users than you were able to do with Project 1. Designing for yourself is fun, but most real work involves designing for other people.

Project 2 is divided into three milestones (120 points):

- **Milestone 1 (10 points): due Tuesday, September 26th at 17:00**
- **Milestone 2 (10 points): due Tuesday, October 3rd at 17:00**
- **Final milestone (100 points): due Tuesday, October 17th at 17:00**

Requirements

You'll need to design a code a website for a specific audience.

Website

For your website you should follow the standards set forth in class, labs, and Project 1. As a professional web developer, your boss will not give you a rubric telling you that you need to call the main page index.html. It is expected that you know the standards, conventions, and expectations of your field. I expect the same in this class. **This write-up may not explicitly state these expectations and we will deduct significant points if you fail to follow them.** As a reference, here are some of these expectations that you have learned so far in this class:

- **All code is your own work**, unless the assignment states otherwise.
- Place your website in a folder called p#m#-NetID (example: **p2m1-kjh235**).
- Main page is named **index.html**.
- A multi-page site should be **well organized and include proper navigation**.
- The **HTML is well structured** for your site's content (i.e. use of <header>, <main>, <section>, <footer>, <p>, <ul>, <em>, <strong> tags)
- **External styling via CSS**. No inline or internal styling (i.e. <style> tag or style="" attribute).
- Multiple CSS files are okay as long it's for **legitimate structural reasons**.
- Your code (HTML, CSS) is **well written, formatted, and properly indented**.
- **No broken or dead links**. Remember that some computers use case sensitive file and folder names!
- **Validated HTML5 and CSS3**. You must have 0 errors; warnings are permitted.
- Images are located in an **images** directory.
- Your CSS files are located in the **styles** directory.
- You have tested your website in **Firefox** and **Chrome**.
- **External content is cited**. Please considering leaving a note if it's your own work too.

Audience

As a web designer, not only do you need to be familiar with web programming, but you also need to understand your target users. Identifying their needs is the first and the most important thing. For Project 2 you'll need to identify a particular target audience and redesign the IAHF website to meet their needs. Your target audience might be Cornell or Ithaca college students, travelers from around New York, local Ithaca residents, or festival vendors.

After selecting your target audience, here are three things you need to think about before designing the site:

- The site must be a multiple-page site, at least 4 pages without any dead ends. A single-page website is not acceptable for Project 2.

- The site must have at least <mark>10 images</mark> to showcase the Apple Harvest Festival, either from the past events or the current one. You are encouraged to go to do a field trip to the coming Ithaca Apple Harvest Festival and take your own pictures and use them in your site.

NOTE: If you cannot make it to the coming Festival, you can use the photos, user stories, or other information collected online in existing sites about the IAHF. Make sure that you put the references/credits to those resources in your site. **When citing external sources, your citations should be visible in the browser; HTML comment citations are not acceptable!**

Here are some useful links for Ithaca Apple Harvest Festival to provide existing content:

- http://downtownithaca.com/ithaca-events/2017%20Apple%20Harvest%20Festival%20Applications
- http://downtownithaca.com/ithaca-events/2017%20Apple%20Harvest%20Festival%20Craft%20Application
- https://taste.ny.gov/event/ithaca-apple-harvest-festival
- http://www.ciderweekflx.com/event/35th-annual-great-downtown-ithaca-apple-harvest-festival/

Some older information:

- http://www.ithaca.com/special_sections/apple_harvest_festival/
- http://downtownithaca.com/ithaca-events/Apple%20Harvest%20Festival%20Presented%20by%20Tompkins%20Trust
- https://www.facebook.com/events/985779458123403/
- https://www.facebook.com/events/225436367584174/

You may also share stories, photos, and other materials with people in your section (it might be a nice bonding experience to go to the festival together, if you are in town; plus, getting to know other people might be useful before we make final project groups). But remember, this is an individual assignment: you can share materials and discuss design ideas with other students but your work is your own for this project.

Milestone 1: Understand target users, start design journey map, and draft an appropriate design.

Due: 9/26 at 17:00

Milestone 1 Overview

1. Define a target audience and define their needs. You might talk to your friends at Cornell, local residents of Ithaca, or your friends who have never been to Ithaca before. It depends on who you target audience is. Pick a target audience and talk to them to find out what they are interested in, what they want to know about Ithaca Apple Harvest Festival, what drives them to go to the event, what prevents them from going there, what they want to see in the site, etc. Remember, your job is to design a site that meets your target audience's needs.

    Note: You may not consider yourself as the major or the only target audience in this project.

2. Fill out the design journey map Part 1. Please fill out the map by following the instructions inside the map. If you aren't sure how to complete the design journey map, take a look at the example posted on CMS. For Part 1, you are required to complete the following:

    - Your target audience.
    - Your target audience's characteristics; their persona. e.g. your target audience is tourists coming from China who only speak Chinese, or local artists who love apples.
    - Your target audience's needs and wants around the apple festival site.
    - Your design ideas that speak to their needs and wants.
    - Your sketches/storyboards of the site.

    Note: Sketches/storyboards of your website are your drawings of ideas that show the content, navigation, and look and feel of the planned site.

    Tip: The sketches/storyboards should be as detailed as possible to facilitate your final implementation of the site. It's better to start early thinking about your design. Think about the functions, user interface, information architectures, color scheme, and font while sketching.

    Note: There is a section called "additional design justifications." If you feel like you haven't fully explained your design choices in the journey map Part 1, or you want to explain some functions in your site (e.g., if you feel like you make a special design choice which might not meet P2M1 requirement), you can use the additional design justifications to justify your design choices. Remember, this is the place for you to justify design choices which you haven't covered in the previous design journey. **You do NOT need to fill out this section if you think all design choices have been explained in the design journey map.**

    The design journey map is an ODT file. You can open ODT files in Microsoft Word or LibreOffice.

3. Design an engaging Ithaca Apple Harvest Festival site for your target audience, using content from the existing site and from your discussions with your target audience.

   Make sure you think about the choices you make as you're designing: is the structure, content, and look and feel well-suited to your target audience? Can you give a good rationale for decisions you made, in terms of your data, course concepts, personal experiences, examples from similar sites, and other info you can bring to bear on the design process?

   Your design should be responsive, that is, your design should work for both mobile and desktop users. You can do this by creating one design that works for both mobile and desktop browsers. Or you can do this by creating more than one design: one for mobile browsers and one for desktop browsers.

   As always, design on paper first, then code the HTML and CSS to match your sketches.

   You may want to look at some examples of how other festivals design their sites to get ideas:

   ◦ Indian Creek Farm in Ithaca: http://indiancreekithaca.com
   ◦ Ithaca Festival: http://www.ithacafestival.org/fest-information/
   ◦ Bloomington Gallery Walk: http://gallerywalkbloomington.com
   ◦ Jazz Music Fest: http://www.btownjazz.org/

   Note: You're welcome to design a new logo for the Ithaca Apple Harvest Festival, and use it in your website. You're also welcome to use the old one. You must cite the logo if you use the old one.

4. Code a **draft** version of your design in HTML and CSS. **Your draft version does not need to be complete, but the teaching staff should be able to at least see your website taking shape based on your designs.** The draft site doesn't have to be fully functioning, but it should meet the following requirements:

   ◦ A multiple-page website (minimum 4 pages), with a clear navigation structure and planned content on each page. You have to show a structure/outline of your site in HTML/CSS. For each page, you need to put some content on it. Or, you can put an explanation of what is going to be in this page if you don't have anything to show on the page. Your CSS does not yet need to be responsive, that's for Milestone 2.

   ◦ The entire size of your website (MB) is a reasonable download size for mobile users. Think about how you would feel if visiting a webpage used 1/10 of your monthly cell phone data plan! Plus, consider that cell phone service in Ithaca isn't the best. Do you want to stand around on the Commons waiting for a webpage to download because it's ridiculously huge (i.e. 50MB)?

   ◦ External content is cited. **Citation are visible in the browser.**

   ◦ **All code is your own work.**

Submission

1. Submit your design journey map as a **PDF** to CMS separate from your website.

2. Place your website in a folder called **p2m1-NetID** (example: p2m1-kjh235).

3. Zip up your website's folder and submit the zip file to CMS. **Only include your website's files in the zip.**

4. Max file size for your website is 5MB. It should be much less. If it's more, you may need to explain why your design requires such large content in "additional design justifications."

If you submit late, do **not** send info1300-prof@cornell.edu an email stating that you are using a slip day.

We grade on Tuesdays. If you submit late you should not expect that you will get a grade or feedback before the next Tuesday. **Not receiving a grade or feedback quickly is a consequence of submitting late.**

Milestone 2: User testing and iteration.

Due: 10/3 at 17:00

Milestone 2 Overview

This milestone focuses on user testing and iteration. In this milestone, you are going to do two user tests to see how your design of P2M1 works out. Based on the user test results, you are going to iterate the site design and implement the iterated version in HTML/CSS. The website should be close to complete at the end of this milestone.

1. User test your sketches / mockups / draft website from P2M1. You will need to present a test plan with 5 tasks for the users and ask them to do the tasks during the test.

2. Your first step is to find appropriate test users. It is best to invite users that belong to your target audience, otherwise, it is difficult to say you testing is valid for your audience.
   Once you have found your testers, you should begin doing user testing with them focusing on:

   ○ The functionality of the site: whether or not it is useful or effective for the users (can they understand the website elements, can they find information and your complete your tasks, etc.)

   ○ The things they gravitate toward on the site when they aren't given specific tasks or requests: what stands out and what isn't noticed?

   ○ The users' satisfaction with the site: what they like or dislike about the site, what are their attitudes about the site, and how they experience after interacting with the site.

   Note that you can test using the paper sketches and mockups of the site, using a more fleshed out draft of the site in HTML/CSS, or some of each depending on which aspects you're testing. In a full design process you would do both: get some feedback on the paper version, iterate on the way into an HTML version, test again on the HTML version, and tweak again. We suggest that you pick the one representing most of your ideas and functionality, so that you can decide what should be modified, what needs to be added, and what should be taken away. It is most likely that you will be testing using paper prototypes / sketches / mockups at this point.

   Remember, your end goal is to attract your target audience to the festival or to the site, so your testing and data gathering should address how well the site helps do that (things that attract them, important information for them, location of the festival, any parking information/tips, time spent on the site, etc.). However, do forget that your audience may need to use your website once at the festival too. So your tasks may need to represent two contexts: before the festival and during the festival.

3. Fill out the design journey map Part 2. Please fill out the map by following the instructions inside the map.

   Note: only fill out additional design justification at the end of Part 2 if you feel like you need to.

4. Iterate the Ithaca Apple Festival site for your target audience based on the user tests. This should be a mostly fleshed out draft at this point. It's okay if it's not polished and the responsive CSS isn't yet fully there. You should have most the pieces there and the pieces should be mostly done.

   ◦ A multiple-page iterated website with a clear navigation and appropriate content on each page. Each page should have at least one paragraph of words, some images, video(s), or a block of information (e.g., contact information). A page without any content or simply "under construction" is not acceptable.

   ◦ Your CSS should be *mostly* responsive to mobile and desktop browsers.

   ◦ HTML and CSS should be displayed properly on site, and should look good in multiple browsers (including mobile Firefox and Chrome).

   ◦ The entire size of your website (MB) is a reasonable download size for mobile users.

   ◦ External content is cited. **Citation are visible in the browser.**

   ◦ All code is your own work.

Submission

1. Submit your design journey map as a PDF to CMS separate from your website.

2. Place your website in a folder called p2m2-NetID (example: p2m2-kjh235).

3. Zip up your website's folder and submit the zip file to CMS. Only include your website's files in the zip.

4. Max file size for your website is 10MB. It should be much less. If it's more, you may need to explain why your design requires such large content in "additional design justifications."

If you submit late, do **not** send info1300-prof@cornell.edu an email stating that you are using a slip day.

We grade on Tuesdays. If you submit late you should not expect that you will get a grade or feedback before the next Tuesday. **Not receiving a grade or feedback quickly is a consequence of submitting late.**

Final Version: A fully functioning and tested Ithaca Apple Harvest Festival website.

Due: 10/17 at 17:00

Final Version Overview

The website should be fully functional at the end of this milestone. No dead ends, no broken links or images, and everything should work fine in your site. For the final version you are required to:

1. User test your fully functional site. If your P2M2 site was essentially complete you can start from that. If not, you should finish it completely enough to test.

   You will need to present a test plan with 5 tasks for 2 users and ask them to do the tasks during the test. Discuss the results from testing the design with two users; and adjust the design, with explanations for the changes.

2. Fill out the design journey map Part 3.

   Note: only fill out additional design justification at the end of Part 3 if you feel like you need to.

3. Iterate and improve the Ithaca Apple harvest Festival site for your target audience based on the user tests.

4. Combine design journey map Part 1, Part 2, and Part 3 together as a single PDF file.

Submission

1. Submit your design journey map as a PDF to CMS separate from your website.

2. Place your website in a folder called p2final-NetID (example: p2final-kjh235).

3. Zip up your website's folder and submit the zip file to CMS. Only include your website's files in the zip.

4. Max file size for your website is 10MB. It should be much less. If it's more, you may need to explain why your design requires such large content in "additional design justifications."

If you submit late, do **not** send info1300-prof@cornell.edu an email stating that you are using a slip day.

We grade on Tuesdays. If you submit late you should not expect that you will get a grade or feedback before the next Tuesday. **Not receiving a grade or feedback quickly is a consequence of submitting late.**

Final Rubric (100)

This is the rubric for the final version. You should keep this rubric in mind while working on your milestones. I reserve the right to tweak this, but this should be close to the final version.

Design Journey Map (10)

- A well-documented design journey map with Part 1, Part 2, and Part 3. [10]

Website – Technical (30)

- HTML and CSS display and function properly in Firefox and Chrome (both mobile and desktop). (no broken links or images, etc.) [20]
- The website follows the conventions, standards, and expectations learned thus far in this class. [10]

Website – Design (40)

- A responsive website that works well on mobile as well as desktops. [8]
- The website follows visual design principles. Color and typography, white space use, and other principles are evident in the design; exceptions are justified in the rationale [8]
- Is the information architecture clear and easy to use? Links and organization are reasonable, navigation structure works, you know where you are on the site. [8]
- Appropriate content on the site. At least 4 pages and 10 images, with the content required to meet target audience needs? [6]
- The site is pleasant to look at and use. Does it meet the target audience's feeling of aesthetics? [6]
- Is the current design consistent with the target audience's needs and the design journey document? (what they claim in design rationale, e.g., re-design choices, additional design justification, is what they show in the website.) [4]

User Testing (20)

- User testing was conducted correctly and used to inform the design. User test results are clear. [20]