Recall that examples are in RED

Design Journey Map

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Section Number: 2XX

User 1

In this part, describe your user 1 by answering the questions below.

1. Who is your user 1, e.g., where user 1 comes from, what is your user 1's job, characteristics, etc.?

Example:

User 1 is a retired primary school teacher from China. She is a 58 years old lady, likes shopping and goes to dim sum every weekend. She used to teach mathematics in the elementary school. She is a out-going and friendly teacher, always willing to help others. She keeps close relationship with her all her students, even after they graduated from elementary school. Every year, her students visit her which makes her happy and proud.

She has a son who is now studying in Cornell, and she plans to visit him in the fall.

2. Does your user 1 belong to your target audience of the site? (Yes / No)

Yes

If "No", what's your strategy of associating the user test results to your target audience's needs and wants? How can your re-design choices based on the user tests make a better fit for the target audience?

Tasks

Tasks descriptions for user 1	How did the user do? Did that meet your expectation?	User's reaction / feedback to the design (E.g., specific problems or issues found in the tasks)	Your reflections about the user's performance to the task	Re-design choices	Memo Any additional comments you have.
(Task 1) You arrive at festival at about noon, feeling hungry. You decide to look at the Ithaca harvest festival website on your phone to help you figure out what kind of food is available and where to find it.	It only took the user a short time (like 30 sec or so) to find the list of vendors, including which ones had food. This is about the amount of time I expected.	However, she wanted to know more about the vendors, e.g., what specific food / activity they will have in the Apple Festival.	I just added the list of vendors because the existing Apple Festival site had that information. I did not find them very informational, but I did not want to miss any information provided by that site. I really like the idea of providing more information about the vendors, so that visitors can have a better idea before they come to the festival.	I will add a link to the vendor's website to each vendor on the Apple Festival site, so that my user can click the link to know more about the vendors. Instead of showing a bunch of words and texts about the vendor, I will change them into pictures of vendors (farms/ restaurants/stores), and list the vendors' information under their pictures.	
(Task 2)					
(Task 3)					

(Task 4)				
(Task 5)				

User 2

In this part, describe your user 2 by answering the questions below.

1. Who is your user 2, e.g., where user 2 comes from, what is your user 2's job, characteristics, etc.?

2. Does your user 2 belong to your target audience of the site? (Yes / No)

If "No", what's your strategy of associating the user test results to your target audience's needs and wants? How can your re-design choices based on the user tests make a better fit for the target audience?

Tasks

Tasks descriptions for user 1	How did the user do? Did that meet your expectation?	User's reaction / feedback to the design (E.g., specific problems or issues found in the tasks)	Your reflections about the user's performance to the task	Re-design choices	Memo Any additional comments you have.
(Task 1)					
(Task 2)					
(Task 3)					
(Task 4)					
(Task 5)					

Additional Design Justifications

If you feel like you haven't fully explained your design choices in the journey map part 2, 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 place for you to justify your design choices which you haven't covered in the design journey part 2. Use it wisely. *However, you don't need to fill out this section if you think all design choices have been well explained in the design journey map part 2.*