Design Journey Map: Milestone 1

Use this design journey map to plan your project and to track your progress as you complete your milestones. This document is intended to help you plan and document the process.
Document this process in the way that works best for your group. That means that if you prefer written paragraphs, use them. If you prefer bullet points, use them. This document exists to help you, make it your own to suit your group's needs.

Group Name: Flying Pandas

Team Member Names: Yi Chen, Dongqing Wang, Jessica Lou and Anisha Amurthur

Team Member NetIDs: yc2329, dw532, jl2675, aa2473

Lab Section Number: 201

Milestone 1, Part 1: The Client – know your client and users

Client – In this part, tell us about your client (who is your client, what kind of website do they want built, what are their key goals). List at least 3 important goals. Make sure you explain why each of the goals is relevant.
Note: If a website exists already, and you'll be redesigning it, then add the URL & screenshots of the existing site.

**Nobody in our group has had any other previous affiliation with this group. One of our members, Anisha reached out to this group after seeing they were a new organization at club fest, and thinking that they probably would like to have some sort of website since they are just starting off this year **

Our Client is a new club at Cornell called Sustainable Business Alliance. Our client wants a website that is simplistic in design, meaning that each page has a clear layout and doesn't have an abundant amount of information which would confuse their target audience.

The first goal of our client is to make a easy-to-read website for people who don't know the details about Sustainable Business Alliance(SBA) to figure out what the club is about. People browsing through the website should be able to locate exactly what kind of things the club is trying to accomplish in a relatively short amount of time(such as

their projects, goals, mission statement, etc). Sometime, through information sessions, it is difficult to absorb all of the information that the board members of clubs are saying which is why it is helpful to have a resource (such as this website) which will help spark

their memory of what differentiates SBA from other clubs, as well as the opportunities that it has.

The second goal of our client for this website is to attract students who have an interest in business and the sustainability into joining the club. In this manner, the client hopes the website will provide information about how joining this club will help students in their future endeavors such as with networking with companies, getting involved with projects that demonstrate their leadership and consulting skills, etc. The client wants prospective members to understand how joining this club will be very beneficial for them in their respective careers in order to encourage them joining the club.

The last goal could be for our client is to make it easy for students to figure out how to establish communication with the executive board members. Give that this a new club, our client wants to consistently be incorporating feedback from potential members, and people just interested in the club because that feedback will be instrumental in shaping the identity of the club. For this reason, on our Contact Us page, we will be having information about how the prospective members can email the executive board member suggestions for this club. For this reason also, we plan on including a page to list all the contact information of the executive board members so that students can contact them in case they have any questions. With the creation of new organizations such as SBA, it is important that students can easily contact members if they have questions about the SBA or any other questions. Sometimes, students would have met certain eboard members at clubs fest or information sessions, and thus having information about the contact information of all eboard members would be helpful in allowing students to reach out to these people individually or the whole organizations as a whole.

Milestone 1, Part 1: The Client – Target Audience

In this part, tell us about who would be the potential consumers of this website, how, when, and where they'd interact with the website, etc. List at least 3 scenarios where they would use the website. Get as much detail as possible from the client to help you find representative users that can help you generate useful personas.

Our target audience for this website is business students interested in social entrepreneurship/social and environmental causes. These students would use the website after clubs fair events such as Fall Fest when they are interested in finding out more details about the events that will go in for the club, what interesting projects the club will be doing, what makes the club different, and information on how they can apply to the club.

One scenario in which a student may want to use this information is if they took a flyer from Fall Fest about Sustainable Business Alliance but wanted to find out more

information about what makes this club distinct since they picked up many flyers from business organizations at club fest, but don't plan on applying to all of them. In this scenario, students are interested in figuring out the projects and other events that SBA offers and understanding whether or not the club is worth applying to.

Another scenario in which a student may use this website is if they want to understand about the application deadlines, resume deadlines and other deadlines the clubs has for the various programs its offers. This would be important information since if the club timings coincide with those of their others clubs, this would be an indication that they may or may not be able to join the club.

Another scenario in which a student may use this website is if they want to figure when and where the educational seminars, guest lectures events, and other professional networking events till take place. In this way, they can plan ahead and make accommodations to these events.

Milestone 1, Part 1: The Client – Personas

In this part, create two (or more, if needed) personas that represent different aspects of the client's target audience, and describe them in detail below, e.g., demographics, appearance, characteristics, hobbies, etc. Make clear what kinds of people you talked to and researched, and what aspect of the target audience each persona relates to.

David Relvin

David is a sophomore in College of Arts and Science double majoring in Econ and CS and thinking of pursuing a Dyson business minor. David has black hair, brown eyes and is 5'8. He is a Chinese student who has had the idea of starting up his own company since entering college, and is seeking opportunities to learn more about sustainable financial literacy and competency. David enjoys cycling as well as playing video games in his free time, and he is actually thinking about starting up a company designing combat games. Also he hopes to gain experience in industrial exposure to starting up companies. David is searching for internship opportunities for his summer, and trying to gain interview skills as well as starting with his networking experience. He believes that being a part of this club will allow him to get the real life experience of working with businesses and clients that will help him land an internship in the next summer in the field of “corporate sustainability”. For this reason. David is interested in applying to this club.

Maria Castro:

Maria is a freshman at Cornell Dyson School of Business interested in entrepreneurship. She was originally from Mexico city but she has been living in NYC for seven years. Maria has blue eyes and short brown curly hair. She is an extroverted girl and likes to meet new people. During her free time, Maria plays the piano and reads horror novels. She attended the fall club fest and picked flyers from many distinct business organizations at Cornell. Maria is planning to join a business organization next spring and devote this fall to her studies. She likes to keep things organized, so she is going to decide which business organization is more interesting and fits her schedule.
Concretely, she would like to find out which dates the SBA organization meets, events throughout the year, networking activities, spring application deadlines, guest lectures events and educational seminars. Thus, Maria is considering applying to this club in the fall.

Milestone 1, Part 1: The Client – Needs and wants

In this table, collect your client’s and target audience’s needs and wants for the website, come up with multiple appropriate design ideas on how those needs may be met. In Memo, give the justifications for the ideas and write down any additional comment you have. There is no specific number for how many needs you have to write in the design journey map: you need enough to do the job.

Needs and wants – List your client and target audience's needs and wants.	**Design ideas**	**Memo – Justification/Addition a l comments/info for TAs**
Client wants information about the projects they will be doing to be distinct from the events that they will be holding.	We will have a navigation bar tab for Projects in which people can see the type of social entrepreneurship projects that the club will get involved in over the semester. There will also be a navigation bar tab called "Events" which will list guest lecturer events, professional networking events and education seminars. All these events will be in bold and will have pictures to accompany them to	We have included the guest lecturer events, professional networking events and education seminars under "events" because we think that it is easier for the audience to find everything in one place rather than in many different navigation bars. This also make

	allow users to understand the opportunities that the club will engage in.	sense because by having all these different topics in one navigation tab, it is clear that we are suggesting that there is unity among all these events and there is. These events are short 1 to 2 day events that go on throughout the semester, unlike projects which are the long-term commitments to various consulting companies. We will also have bold, salient titles and corresponding pictures that differentiate the professional networking events, education seminars, and guest lecturer events so that a user is able to clearly access the information that they need.

Client wants the website color theme close to their logo, and background color should be white.	The background color will be white, and the basic color of the website should be black, green and white. The background will be green, the background of the text will be black, and the text will be white.	The client club logo looks like this. Our website will have a gradient that goes from light green to dark green

Above(Continued)		to go along with our client's wants that this website be sustainability themed. Additionally, we will be centering our body to be a color like black which will stand out against the green and thus draw attention to the content of the body. In order for users to be able to clearly see what is on the website, there will be white text which serves as a great contrast to the darker backgrounds and will also make the text very salient to the reader which is a major goal of our client.

Client wants that there's a place for students to apply for the club like a google form.	There will be an application page just like the club's previous application Google form. The form content includes name, email, netid, major, school year and a brief introduction text area.	Since we don't have a server and a database for this course project, we will ignore uploading photos and resumes. Instead, we use a personal introduction. Just like our client prefers to not having information overcrowding the website, we will make sure that the users can click on the information to pull up the application form only if they would like to. Otherwise, the form will remain hidden.
Client wants to display their projects to broadcast the various types of companies prospective members will get to work with.	There will be a project page showing all the projects conducted by the club, and how the club plans to work with companies to help solve some their issues (environmental consulting). When students click on the project, the full/longer description of the project will be present.	On the projects page, we will have brief information about the project underneath the company image. Thus there will be the company images with short descriptions underneath. We will put

		all the company images with their descriptions side by side. We want to put this information side by side since people generally read from left to right and it would easier for people to grasp the content. Additionally, having this longer information about the companies meets our clients' needs of having prospective members quickly being able to see the goals for the semester long

		projects and for their attention to be grasped. This would be “quicker” in comparison to a long information session of the projects.
Clients wants to display all the e-boards and show the contact information.	There will be a board page with all the e-boards on it. Their e-mail will be listed, too. There will be a hide and show feature for the detailed information of the members in which initially users can’t just see	We don’t need to display all the members, we only need to display eboard members since the client wants to make salient the people that

	the picture and the name of eboard members but if they click on the name of the eboard, they can see the full biography of that particular person.	the prospective members can approach/contact if they have any questions about the club.

		We are incorporating the hide and show feature to accommodate our client who wants minimalistic information to be displayed initially to the user to prevent overcrowding and disinterest.

Client wants students to know about the business who they are collaborating with and what they are.	In the projects page, there are clickable images that link to the websites of the respective companies that the club will be working with this semester. There will be information about what the club will be doing with these companies written below.	We will display company logos and links about the business. Beneath, the clickable image links, the information we provide to the students about what they will be doing with the businesses is important since they will understand the context in which they need to help the business solve their environmental/social issues. It could be that upon first glance, students don't like the companies that SBA is working with. Having the picture link to the business site will be helpful in

		weeding out students who aren't actually going to be doing solid work for the club. Since this is a new starting out club, my client wants students who are truly passionate and interested about the businesses that they will be working with this semester.
Clients want students to know what makes this club unique, from all the other business and sustainability clubs	On the home page, there will be a clear missions statements and information about their goals so that prospective students know what they will be getting out of the club and how it will be helping them with their future endeavors.	Because our client wants the unique differentiating aspects of SBA to be immediately visible to prospective users, this information will be visible on the first page which is the homepage. In this regard, SBA hopes to grab the attention of prospective members

		with information about its intended goals and mission statements.
Clients want each of the webpages to have a clear picture(s) that depict what the page is going to be about.	On each of the webpages, there will be a “theme” picture that displays what each of the webpages will be about.	My client believes that having this information is important because as soon as the prospective members go on each of the pages, the pictures will immediately convey what the webpage is about. Also since my user wants the information on the website to be salient, adding a central

		image gives the webpage a balance between text and images which will be important in order to maintain the attention of the target audience.

Milestone 1, Part 2: The Design – Intermediate design pieces

Information Architecture, Content, and Navigation

Lay out the plan for how you'll organize the site and which content will go where. Note any content that you need to make/get from the client. What is the visual theme that you'll be implementing?

Note: As with needs, you should have the right amount of content to do the job.

Tip: Feel free to include photos of your information architecture process, especially if you use card sorting.

Category/Sub Category	**Content**	**Who does this help, and why?**
Home	This will have a picture of the logo, Cornell university students part of the club, as well as the mission statement. Background gradient will be light green to dark green. Body of pictures and mission statement will be black and text will be white. Logo and picture of Cornell university students will be side by side and below will be the headings about the mission statement and goals.	A home page briefly introduce the club, including their mission statement, and the goals they have for the club. This is important for our client as it will help attract the target audience, and will help SBA differentiate itself from other

		similar clubs.
Board	On the top of this webpage, there will be a "theme main picture" that depicts what this page is about.	This information will give prospective students information about who's involved with the club, and how they can contact these

	On the left side will be pictures of all the executive board members. On the right side will be the names of all the board members. When a person clicks on the names of the board members, biographies of the board members that were previously hidden will show up. On the top of this page, there will be a picture displaying all the executive board members in	members to figure out more details about the club's activities. This information will also be helpful for students in figuring out of this club is right for them as they can see why the eboard members have joining

	general, as this will be the theme picture for the page. The background gradient, color of text, etc follow the same design as that from the home page.	and use that as an example to see whether or no they should join.
Projects	This part should be displaying on going projects the club is collaborating with and advising on. Since the club aims to educate leaders in sustainable business issues, it will also be working with actual companies to help them make decisions on certain business/sustainability issues.	This information should provide a generic idea of the types of companies, the consulting work, and the other skills that students will acquire through working on these projects through the semester. This information should help students understand the type of companies they will be working with, and

		the knowledge they will get from working with these companies. This information simultaneously helps SBA since it allows them to gain credibility with prospective members that they will actually be doing work to help real world companies.
Application	At the top of the page, below the navigation bar, there will be a picture representing the application for this website. This goes along with the idea of having a "theme picture" for each of the webpages.	Students who are interested in application to this club when visiting the website can directly apply for it.

	Primarily, on this page there will be information about the recruiting cycle, when the club meets,	They won't be inundated with the application form, and will only click on it if

	time commitments, etc. After a person understands what is expected through joining the club, they can then decide whether they want to apply and click on the section that says “Application Form” to show the entire application form. Below, there will be An application form for students to join Cornell SBA club. The form content includes name, email, netid, major, school year and a brief introduction text area. The background gradient, color of text, etc follow the same design as that from the home page.	they understand the requirements of this page. This was an important added feature our client wanted us to incorporate since many times people mindlessly apply for clubs just through looking at this question. However, in this format, we are hiding that information initially and then showing that information afterwards a person reads the information about the recruiting cycle, expectations, etc

		Additionally, the format of this form will have quite a few questions about the person's background which will help SBA find students who are truly interested in the club and not just completing the form to "pad their resumes".
Contact Us Page	On the top of the page, underneath the navigation bar titles, there will be a "main webpage" themed picture following the style of the rest of the webpages.	The Contact us Page is for students who care to know more about what the club is what to, and are interested in joining. This will also be a helpful way to promote

	There will be information about the general email, and facebook page people can use to contact the page as well as a section where students can write if they want to subscribe to the weekly newsletters of SBA, and if they have any messages they want to go to SBA. To display, the fb information, there will be a icon of fb which people can click to lead them to the fb page of SBA. The background gradient, color of text, etc follow the same design as that from the home page.	interactivity between the students and the eboard members so that the eboard members can incorporate the suggestions of prospective members given that this is a new club. This is also helpful for the client because it will increase transparency pf the club if students "like" it on Facebook which is what they need since they are just starting out this year and aren't that

		popular as yet. We will be using fb icons since that follows through with mental model that most people have of when they see fb icons on a contact page, to click that icon to lead them to the fb page for more reminders about the club's application deadlines, events, etc.
Events	Below the navigation bar, there will be a "main theme" picture that describes the events page similar to the "main theme" pictures that exist on all the other pages.	This part attracts the target audience with versatile club events which will benefit the students such as

	This part displays the events held by the club. There are three tabs under ‘Events’: professional networking events, guest lectures and educational seminars.	Educational Seminars to help students develop the proper business skills for them to use when working on the

	Each of these events will have a corresponding picture that goes with them and below there will be a heading and information about each of these events. Color choices will be the same as all the other pages in order to keep consistency.	semester long projects with companies. This is important for the client to convey to the prospective members that they don’t need to have a lot of business skills to be part of the club, they can learn from these seminars. In addition, information about the guest

		lecturers and networking events are aspects of the club that my client wants to make salient to the users because they will allow prospective members to see the connections they can make with business individuals from various fields. In this way, my client wants be able to attract the target audience with this information.

Milestone 1, Part 2: The Design – PHP & Interactivity plans

What interactive features will your site have? What jQuery and PHP elements will you include? Note that you must build at least one original PHP interactive element from scratch, but you may include additional PHP or Javascript from outside sources for additional functionality. Please clarify what you plan to build and what you plan to utilize from other sources. Also, describe how the interactivity connects with the needs of the clients/ target audience/personas. Please list your features and explain why you intend to include each one.

We will have an interactive application form for target audience where Cornell business students who are interested in a social entrepreneurship can apply for the club. This form will have questions about the person’s interest, request for their resume, their name, netId, email, background in business, as well as questions about the projects that are taking place that semester that the applicants are interested in.This caters to our clients’ need. The “interactive part” comes from the fact that initially that the form will not be shown. On our Application Form page, there will be general information about when the club meets, different recruiting periods, etc. If a person want to apply, they will need to click the Application Form p tag which will the bring up the form which was initially hidden. We are doing this to align with our clients’ expectations that our website does not provide too much information all at once that can be overwhelming to the users. Additionally, we will be using PHP to lead the user to another page which tells them that their information has been received. We plan on then using PHP to include this information in a file so that the exec board members can easily process the information. There will be validation in both server-side and client-side. Client side will include validation in jquery and html about the data being received. For example, that valid domain names for email are being used. Server side validation will ensure that the data has been received, and in doing so we will be storing the data in certain variables and checking to see if that data has been received through the demonstration of messages in the console that say “message received”.

We will also have an interactive form on our “Contact Us” page where we will have a box where prospective members can post questions they have about the club, and see whether they would like to be subscribed to our mailing list. This information will be sent back to the club email so that they can respond to the message, and add the people to the mailing list. Similarly to the contact us page, if a person wants to submit a message and subscribe to the newsletter, they will have to put the mouse on the p tag that says “More Information about Contacting us”. In doing so, the form will be popped up, and if they want to close the form they would press this p tag “stay in contact with us and let us know your opinion, and then the form would be hidden again. When a person submits a form, this will redirect to a page, where php will display the name of the user, their email, and their message to show the user that their information was received. This information will then be sent to sba@gmail.com

We also want to hide and show information of group members using jQuery and PHP. This makes the web page clean and tidy. The audience can view all the members' name and netids, while he can also read specific information of one person he is interested in. When the client clicks on the name of the person, their biography pops up. When the client clicks on the biography of the board members, they can again hide this information. This will also be helpful in the case that a user wants to see the biography of one person they met at an information session but not that of all the eboard members. In this regard, by clicking on just that one person's name, they will have the entire biography of that person which meets with our clients' requirement that the there is no overcrowding of information on all the pages.

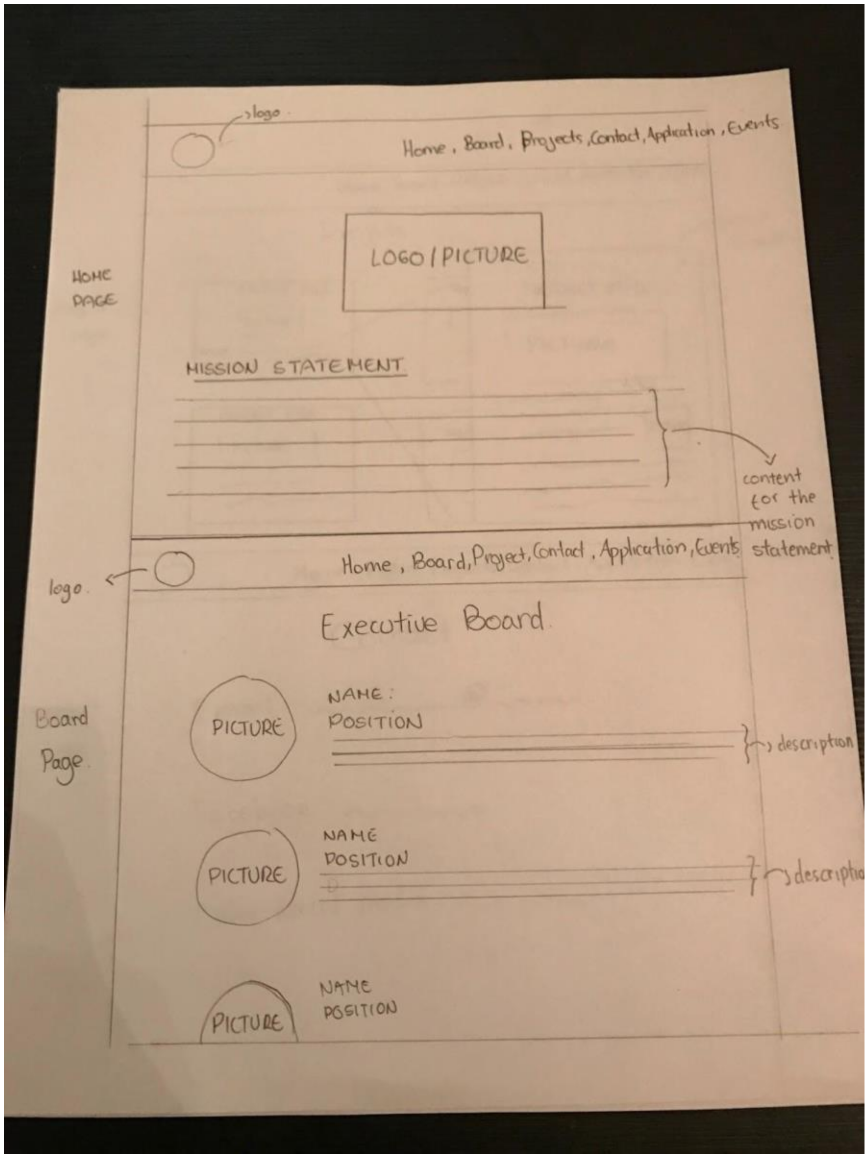
Additionally, using Jquery, we also want to have an animation feature on the homepage. This animation feature would have three pictures which represent the stages of students' learning from this club. With the animation, there will be an arrow that points from one image to the second image to the third image. The first image would be stage 1 of people's learning process of the club which would be attending guest lectures/education seminars. Stage 2 would be the skills that students would implement by working with the companies. Stage 3 would be the actual help that is done to companies based on the students' work. Our client believes that this would be a helpful feature because it shows the growth in the students' abilities which the club wants to achieve. This "motion" of the arrows from stage 1 to stage 2 to stage 3 would occur once the person has clicked the picture of stage 1.

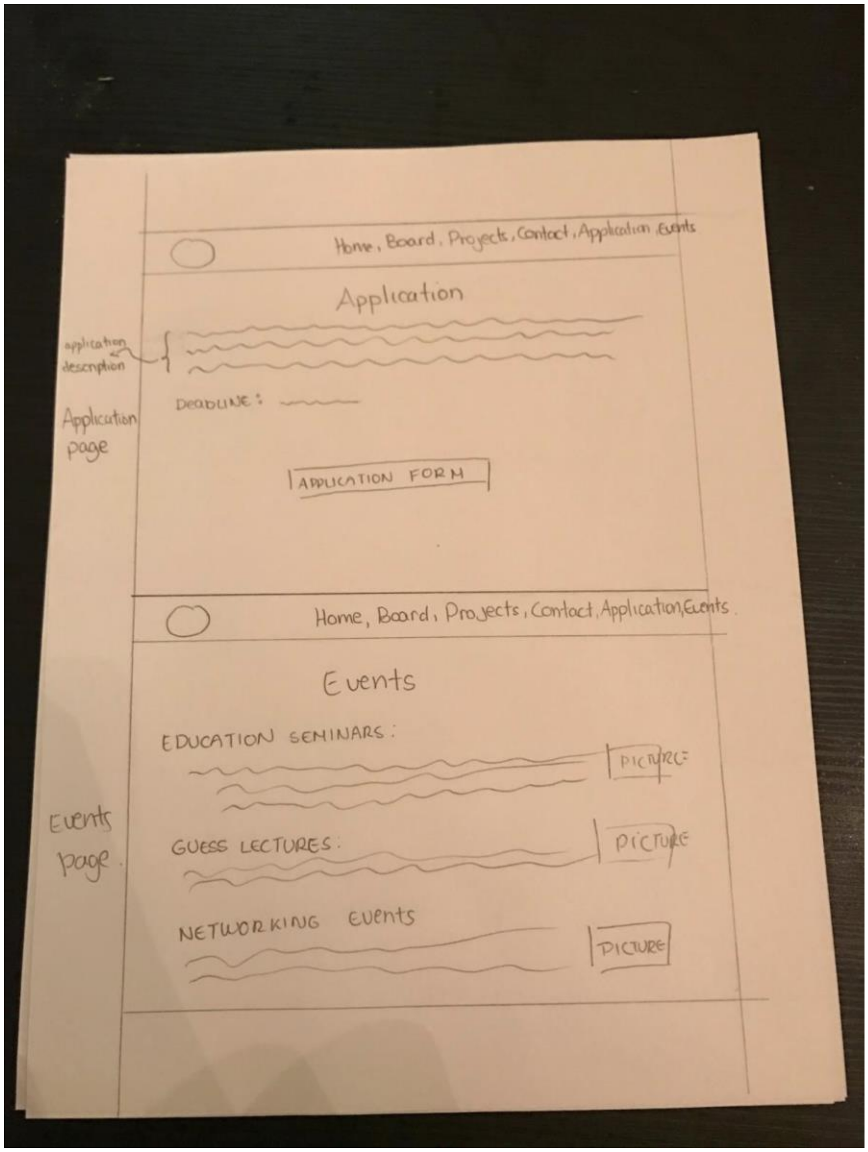
Milestone 1, Part 2: The Design – Sketches / Storyboards

In this part, paste your drawings, screenshots, or storyboards as you develop them. Accumulate artifacts as you make them; they'll help your teammates, clients, us, and a "future you" who may present this to a potential employer see how you evolved and thought about the site. Your sketches should also show what content goes where, about how many pages are in the site, and the visual design/theme.

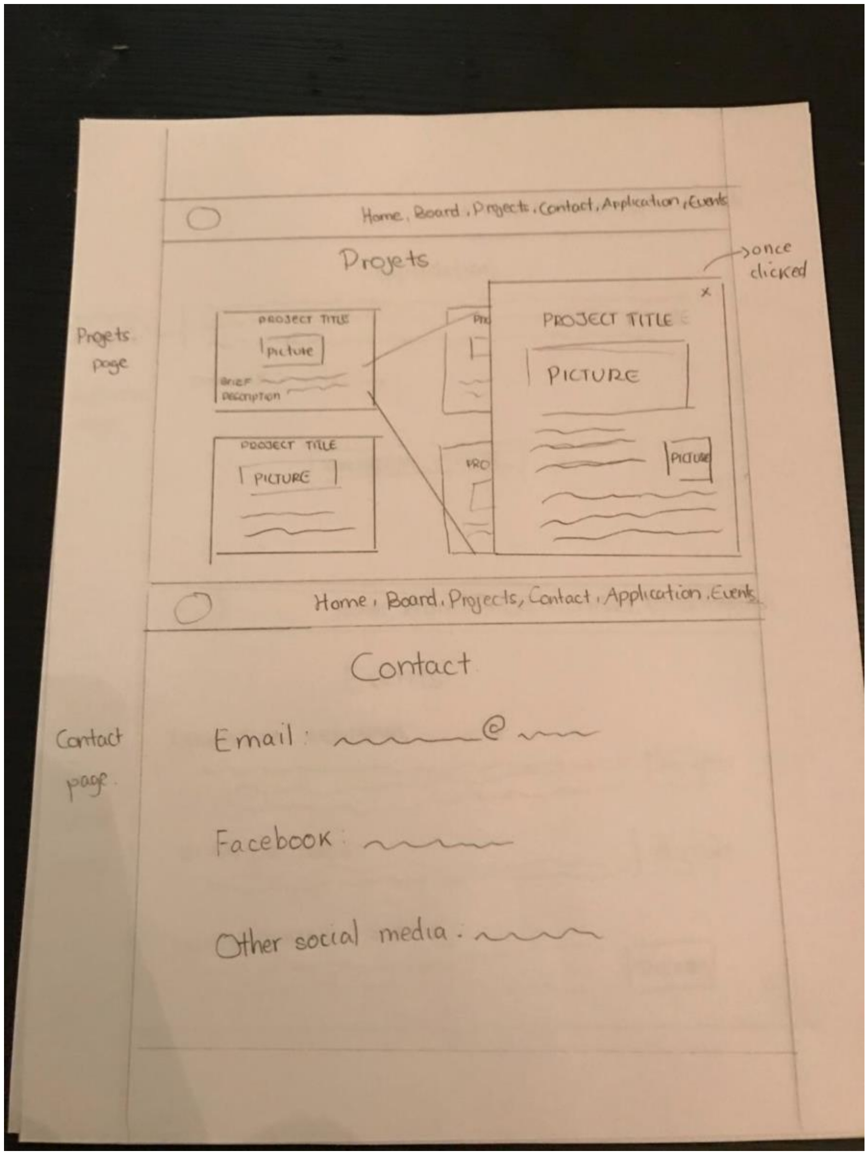
**Note that since our client hasn’t told us exactly how he wants the designs, we have created sketches for two designs. The first one is a bit more vague, and the second one has more details, more clickable, images. We are trying to find a balance between the first one and second one, and plan on consolidating which design our client wants after user testing **

DESIGN 1

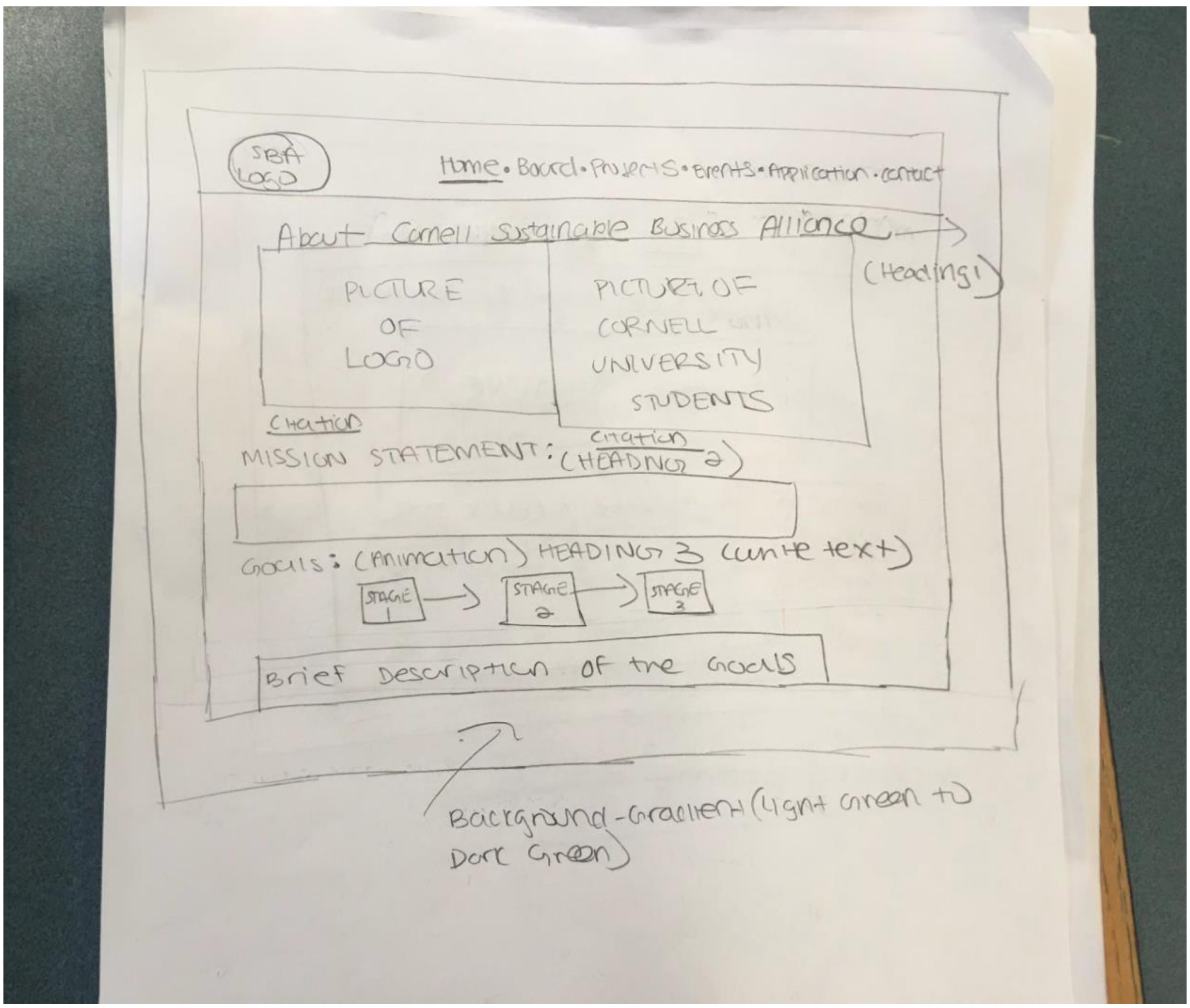

logo
Home, Board, Projects, Contact, Application, Events
HOME PAGE
LOGO / PICTURE
MISSION STATEMENT
content for the mission statement
Home, Board, Project, Contact, Application, Events
logo.
Executive Board
Board Page.
NAME:
POSITION
PICTURE
description
NAME
POSITION
PICTURE
NAME
POSITION
PICTURE

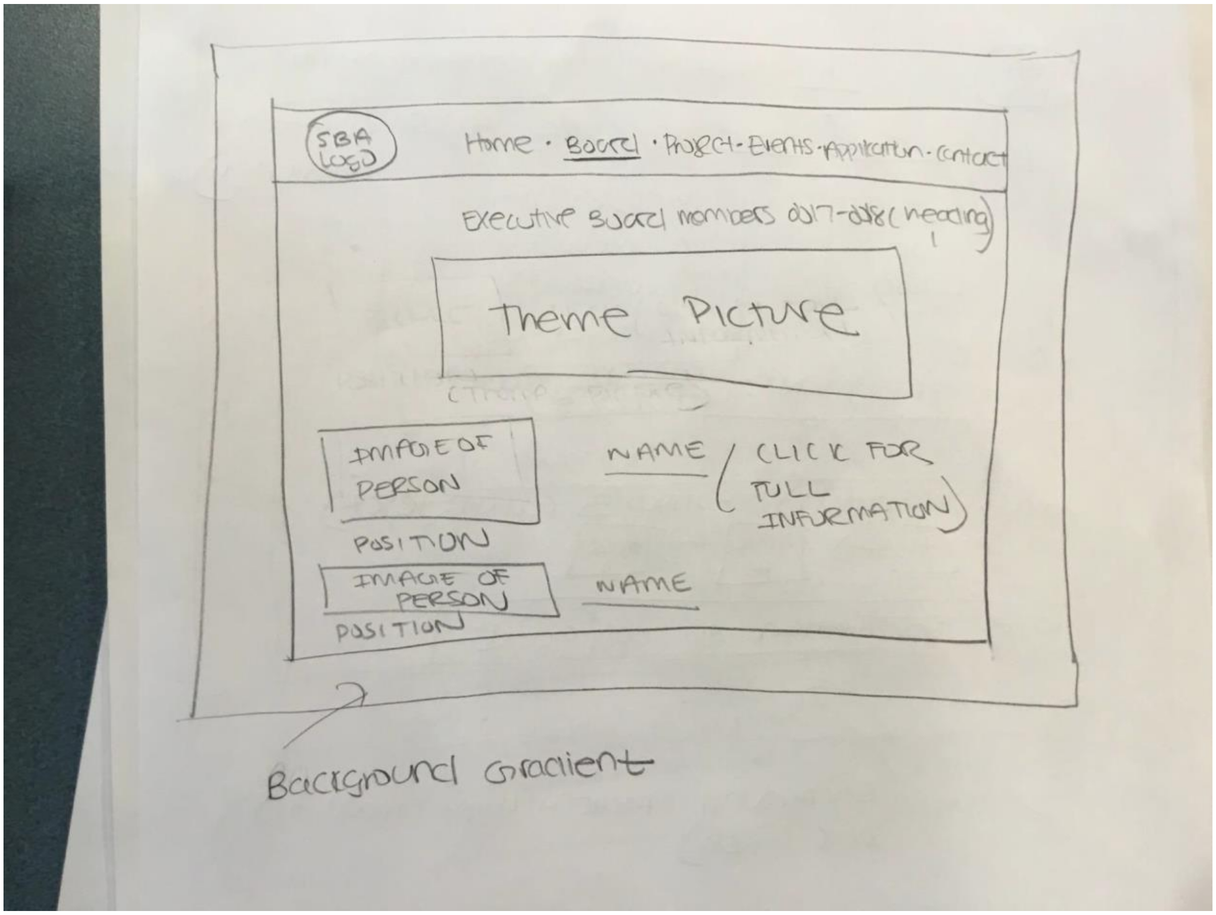


Home, Board, Projects, Contact, Application, Events
Application
application description
DEADLINE:
Application page
APPLICATION FORM
Home, Board, Projects, Contact, Application, Events
Events
EDUCATION SEMINARS:
PICTURE
GUESS LECTURES:
PICTURE
NETWORKING Events
PICTURE
Events page.

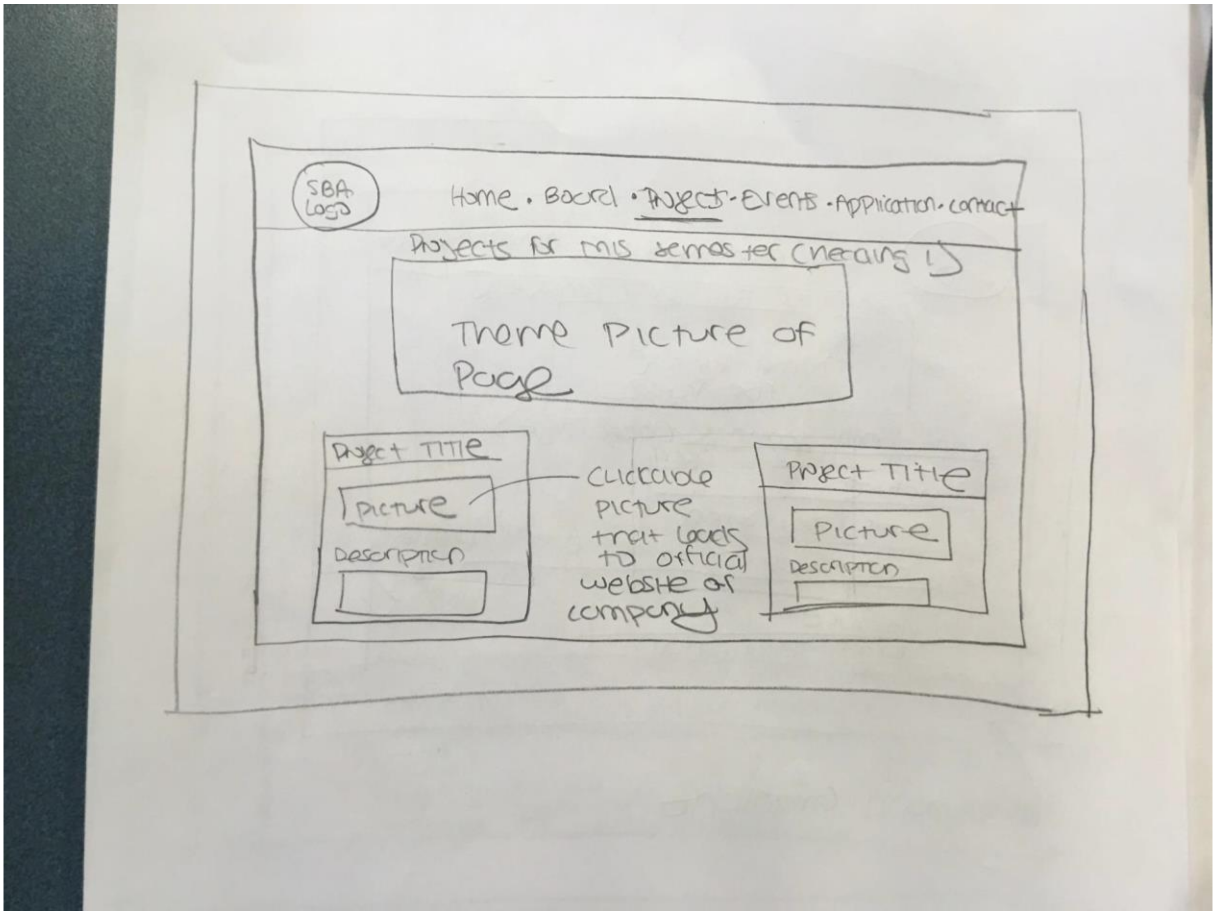


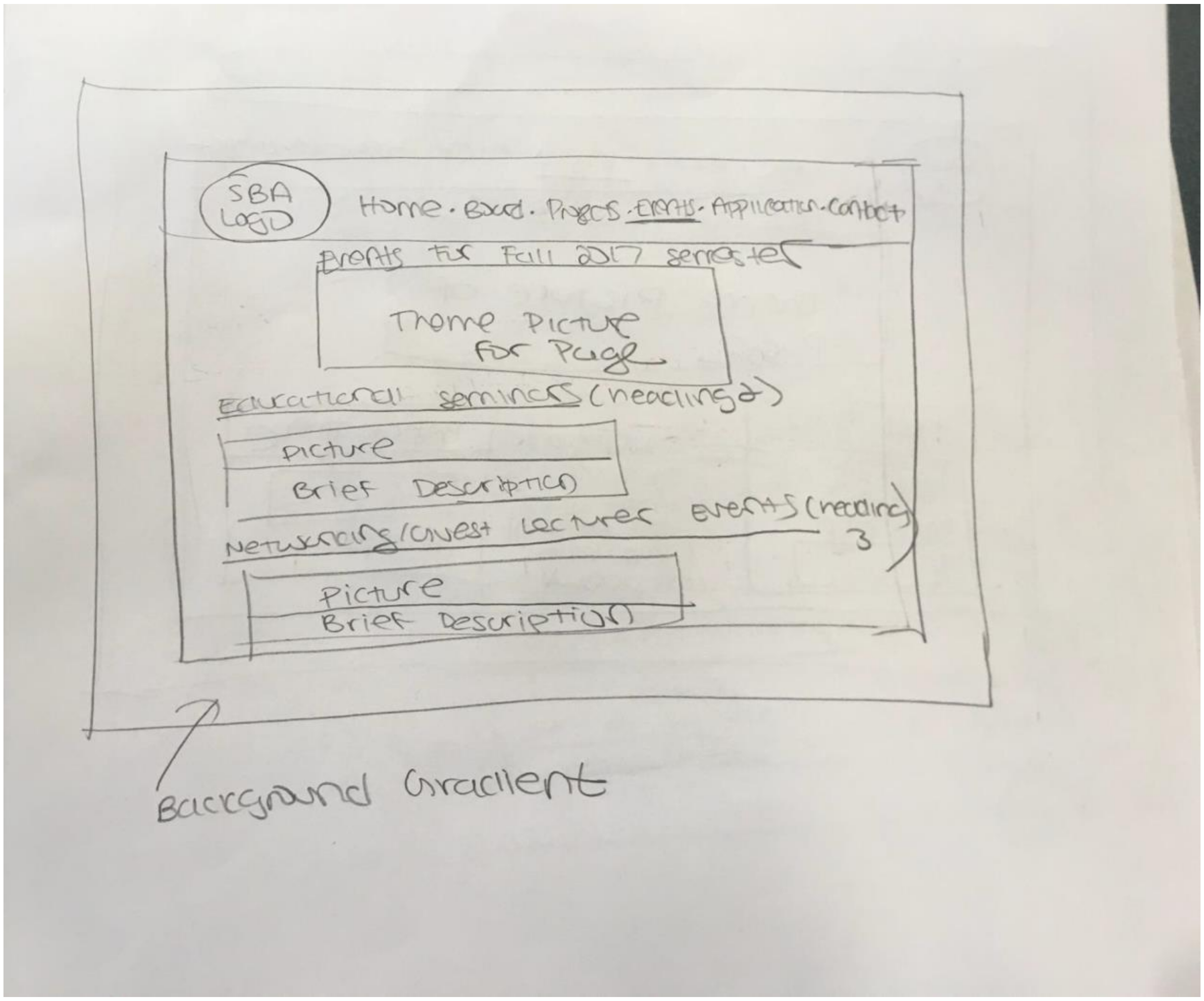
DESIGN 2(WITH RESPONSIVE CSS)


SBA Logo
Home • Board • Projects • Events • Application • contact
About Cornell sustainable Business Alliance
(Heading 1)
PICTURE OF LOGO
PICTURE OF CORNELL UNIVERSITY STUDENTS
Citation
Citation
MISSION STATEMENT: (HEADING 2)
Goals: (Animation) HEADING 3 (white text)
STAGE 1
STAGE 2
STAGE 3
Brief Description of the Goals
Background-Gradient (Light Green to Dark Green)

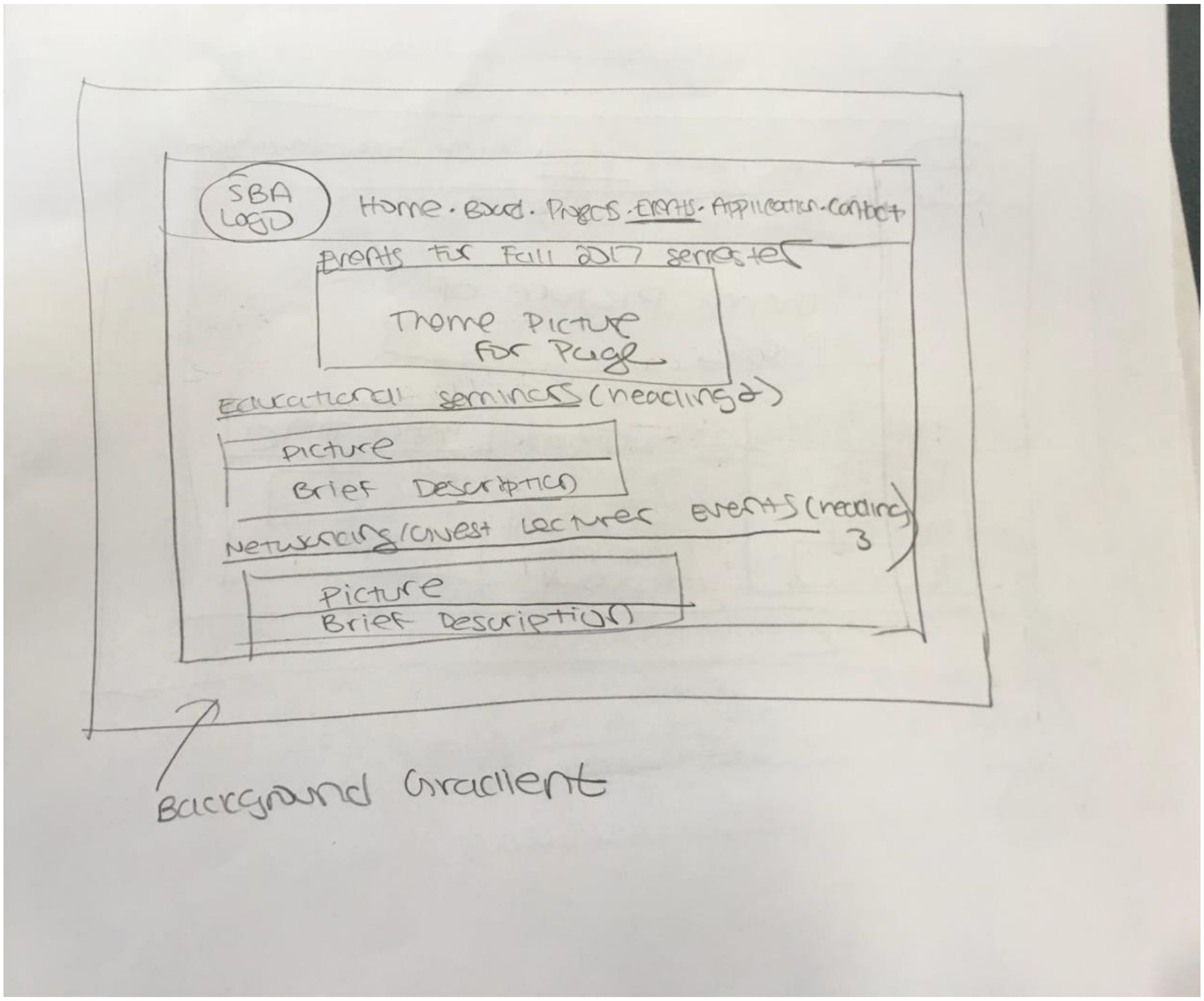


SBA LOGO
Home · Board · Project · Events · Application · Contact
Executive Board members 2017-2018 (heading)
Theme Picture
IMAGE OF PERSON
NAME
(CLICK FOR FULL INFORMATION)
POSITION
IMAGE OF PERSON
NAME
POSITION
Background Gradient


SBA Logo
Home · Board · Projects · Events · Application · Contact
Projects for this semester (Ongoing!)
Theme Picture of Page
Project Title
Picture
Description
Clickable picture that leads to official website of company
Project Title
Picture
Description



SBA Logo
Home · Board · Projects · Events · Application · Contact
Events for Fall 2017 semester
Theme Picture for Page
Educational seminars (heading 2)
Picture
Brief Description
Networking/Guest Lecturer Events (heading 3)
Picture
Brief Description
Background Gradient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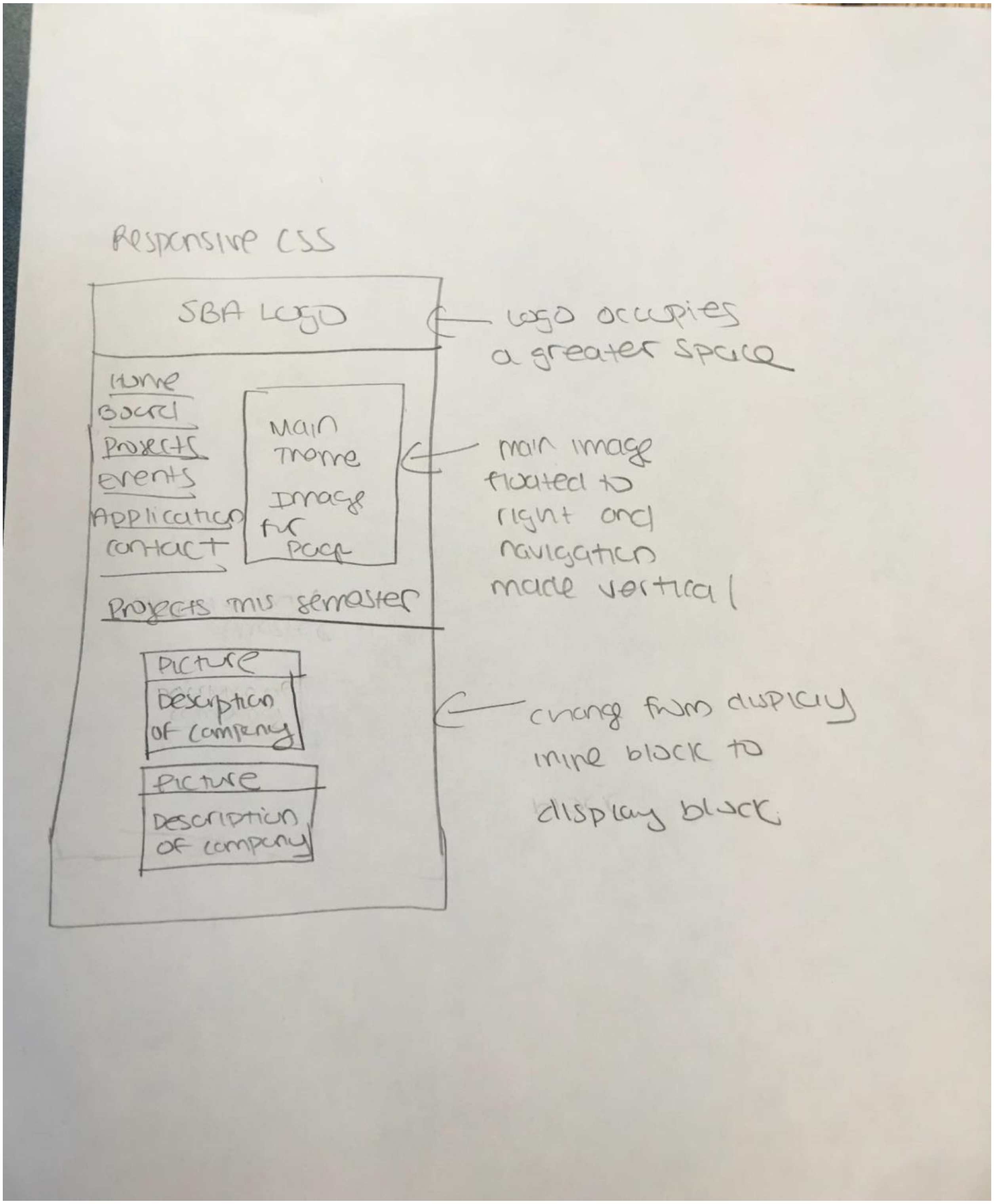


Milestone 1: Additional comments

If you feel like you haven't fully explained your design choices in the journey map for Milestone 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 the require

We have not received a lot of content from our client yet but will be receiving more information soon. Therefore, we were only able to write the approximate content in the sketches. Also, the design of the website is subject to change if the client changes his preferences because he says that he is not absolutely sure what he wants. Hence, the reason that that two sketches were shown above. Our client isn't sure the level of detail he wants on his

Design Journey Map: Milestone 2

NOTE

Blue: Changes we made

Red: What we crossed out

Use this design journey map to plan your project and to track your progress as you complete your milestones. This document is intended to help you plan and document the process.
Document this process in the way that works best for your group. That means that if you prefer written paragraphs, use them. If you prefer bullet points, use them. This document exists to help you, make it your own to suit your group's needs.

Group Name: Flying Pandas

Team Member Names: Yi Chen, Dongqing Wang, Jessica Lou and Anisha Amurthur

Team Member NetIDs: yc2329, dw532, jl2675, aa2473

Lab Section Number: 201

Milestone 2, Part 1: The Client – know your client and users

Client – In this part, tell us about your client (who is your client, what kind of website do they want built, what are their key goals). List at least 3 important goals. Make sure you explain why each of the goals is relevant.
Note: If a website exists already, and you'll be redesigning it, then add the URL & screenshots of the existing site.

****Nobody in our group has had any other previous affiliation with this group. One of our members, Anisha reached out to this group after seeing they were a new organization at club fest, and thinking that they probably would like to have some sort of website since they are just starting off this year ****

Our Client is a new club at Cornell called Sustainable Business Alliance. Our client wants a website that is simplistic in design, meaning that each page has a clear layout and doesn't have an abundant amount of information which would confuse their target audience.

The first goal of our client is to make a easy-to-read website for people who don't know the details about Sustainable Business Alliance(SBA) to figure out what the club is about. People browsing through the website should be able to locate exactly what kind of things the club is trying to accomplish in a relatively short amount of time(such as their projects, goals, mission statement, etc). Sometime, through information sessions, it is difficult to absorb all of the information that the board members of clubs are saying which is why it is helpful to have a resource (such as this website) which will help spark

their memory of what differentiates SBA from other clubs, as well as the opportunities that it has.

The second goal of our client for this website is to attract students who have an interest in business and the sustainability into joining the club. In this manner, the client hopes the website will provide information about how joining this club will help students in their future endeavors such as with networking with companies, getting involved with projects that demonstrate their leadership and consulting skills, etc. The client wants prospective members to understand how joining this club will be very beneficial for them in their respective careers in order to encourage them joining the club.

The last goal could be for our client is to make it easy for students to figure out how to establish communication with the executive board members. Give that this a new club, our client wants to consistently be incorporating feedback from potential members, and people just interested in the club because that feedback will be instrumental in shaping the identity of the club. ~~For this reason, on our Contact Us page, we will be having information about how the prospective members can email the executive board member suggestions for this club. For this reason also, we plan on including a page to list all the contact information of the executive board members so that students can contact them in case they have any questions.~~

We don't have a contact us page, since we have on the bottom right icons of how students can email and reach the club at their Facebook. If students want to contact the members, then they can look at the board members, and email them directly or use the club mail. We figured that having a contact information page and a facebook and general email, is a bit redundant since many of the websites that have "Contact Us" pages are very large organizations where contacting individual people just isn't feasible.

With the creation of new organizations such as SBA, it is important that students can easily contact members if they have questions about the SBA or any other questions. Sometimes, students would have met certain eboard members at clubs fest or information sessions, and thus having information about the contact information of all eboard members would be helpful in allowing students to reach out to these people individually or the whole organizations as a whole.

Milestone 2, Part 1: The Client – Target Audience

In this part, tell us about who would be the potential consumers of this website, how, when, and where they'd interact with the website, etc. List at least 3 scenarios where they would use the website. Get as much detail as possible from the client to help you find representative users that can help you generate useful personas.

Our target audience for this website is business students interested in social entrepreneurship/social and environmental causes. These students would use the website after clubs fair events such as Fall Fest when they are interested in finding out more details about the events that will go in for the club, what interesting projects the club will be doing, what makes the club different, and information on how they can apply to the club.

One scenario in which a student may want to use this information is if they took a flyer from Fall Fest about Sustainable Business Alliance but wanted to find out more information about what makes this club distinct since they picked up many flyers from business organizations at club fest, but don't plan on applying to all of them. In this scenario, students are interested in figuring out the projects and other events that SBA offers and understanding whether or not the club is worth applying to.

~~Another scenario in which a student may use this website is if they want to understand about the application deadlines, resume deadlines and other deadlines the clubs has for the various programs its offers. This would be important information since if the club timings coincide with those of their others clubs, this would be an indication that they may or may not be able to join the club.~~

After discussing with our client, we have reasoned that we won't have information about the application deadlines, since the club has made it so that people can apply at any time. This is because the club is new and they need members, so the application is just a way of filtering out people, and making sure that only the people that are interested and passionate about the club will be joining.

~~Another scenario in which a student may use this website is if they want to figure when and where the educational seminars, guest lectures events, and other professional networking events till take place. In this way, they can plan ahead and make accommodations to these events.~~

We currently do not have information on the specific time and dates, projects and events will be taking place, since the client has not figured out those exact details. Instead, on the projects page and events page, we have general information about the networking events,seminars, projects, etc because the client has not had any absolute confirmations regarding what the club will be doing. The company has reached out to Black Rock, and there will be a variety of speakers from Black Rock coming to speak to the club, but the time and date isn't confirmed. This holds true for the other networking events, business meetings, etc scheduled for the club.

Milestone 2, Part 1: The Client – Personas

In this part, create two (or more, if needed) personas that represent different aspects of the client's target audience, and describe them in detail below, e.g., demographics, appearance, characteristics, hobbies, etc. Make clear what kinds of people you talked to and researched, and what aspect of the target audience each persona relates to.

David Relvin

David is a sophomore in College of Arts and Science double majoring in Econ and CS and thinking of pursuing a Dyson business minor. David has black hair, brown eyes and is 5'8. He is a Chinese student who has had the idea of starting up his own company since entering college, and is seeking opportunities to learn more about sustainable financial literacy and competency. David enjoys cycling as well as playing video games in his free time, and he is actually thinking about starting up a company designing combat games. Also he hopes to gain experience in industrial exposure to starting up compani~~es. David is searching for internship opportunities for his summer, and trying to gain interview skills as well as starting with his networking experience.~~

The information on the website will be able to provide David with an idea of the overall goals of networking that the club hopes to offer. Thus, David will get general information about the networking events that will occur.

He believes that being a part of this club will allow him to get the real life experience of working with businesses and clients that will help him land an internship in the next summer in the field of "corporate sustainability". For this reason. David is interested in applying to this club since he wants to gain more knowledge about the interaction between business and sustainability.

Maria Castro:

Maria is a freshman at Cornell Dyson School of Business interested in entrepreneurship. She was originally from Mexico city but she has been living in NYC for seven years.
Maria has blue eyes and short brown curly hair. She is an extroverted girl and likes to meet new people. During her free time, Maria plays the piano and reads horror novels. She attended the fall club fest and picked flyers from many distinct business organizations at Cornell. Maria is planning to join a business organization next spring and devote this fall to her studies. She

likes to keep things organized, so she is going to decide which business organization is more interesting and fits her schedule.

~~**Concretely, she would like to find out which dates the SBA organization meets, events throughout the year, networking activities, spring application deadlines, guest lectures events and educational seminars. Thus, Maria is considering applying to this club in the fall.**~~

Maria would not be able to find the information on the website currently about the dates for which the SBA organization meets, because they are not set in stone. Instead Maria, would find general information about what the club plans to accomplish. Maria will need to contact the board members through their gmail or keep looking at SBA's facebook in order to keep up with the tentative dates of information sessions, and club meetings.Thus, based on the overall idea of what the club aims to be doing throughout the semesters, Maria can then judge whether or not she wants to be a part of the club.

Milestone 2, Part 1: The Client – Needs and wants

In this table, collect your client's and target audience's needs and wants for the website, come up with multiple appropriate design ideas on how those needs may be met. In Memo, give the justifications for the ideas and write down any additional comment you have. There is no specific number for how many needs you have to write in the design journey map: you need enough to do the job.

Needs and wants – List your client and target audience's needs and wants.	**Design ideas**	**Memo – Justification/Additional comments/info for TAs**
Client wants information about the projects they will be doing to be distinct from the events that they will be holding.	We will have a navigation bar tab for Projects in which people can see the type of social entrepreneurship projects that the club will get involved in over the semester. There will also be a navigation bar tab called "Events" which will list guest lecturer events, professional networking events and education seminars. All these events will be in bold and will have pictures to accompany them to	We have included the guest lecturer events, professional networking events and education seminars under "events" because we think that it is easier for the audience to find everything in one place rather than in many different navigation bars. This also make

	allow users to understand the opportunities that the club will engage in. **we will not have exact details on what the projects will attain, just brief overviews which is seen in the design of the website. This is because as mentioned above, the client hasn't been able to confirm many of the events due to the fact that they are new, and starting to still "set their ground" and figure out various logistical details. Additionally, the nav bar will be on the left most side instead of the rightmost side since on the rightmost side we want to add a search option.**	sense because by having all these different topics in one navigation tab, it is clear that we are suggesting that there is unity among all these events and there is. These events are short 1 to 2 day events that go on throughout the semester, unlike projects which are the long-term commitments to various consulting companies. We will also have bold, salient titles and corresponding pictures that differentiate the professional networking events, education seminars, and guest lecturer events so that a user is able to clearly access the information that they need.

Client wants the website color theme close to their logo, and background color should be white.	~~The background color will be black and the basic color of the website should be black, green and. The background will be green, the background of the text will be black, and the text will be white.~~ **We we will make the background color white instead of black because black evokes a sense of sadness. As a consequence, we will use a black font instead of white.**	The client club logo looks like this. Our website will have a gradient that goes from light green to dark green
		to go along with our client's wants that this website be sustainability themed. Additionally, we will be centering our body to be a color like black which will stand out against the green and thus draw attention to the content of the body. In order for users to be able to clearly see what is on the website, there will be white text which serves as a great contrast to the darker backgrounds and will also make the text very salient to the reader which is a major goal of our client.

Client wants that there's a place for students to apply for the club like a google form.	~~**There will be an application page just like the club's previous application Google form. The form content includes name, email, netid, major, school year and a brief introduction text area.**~~ **We used an html form instead of a google form since we want this information to be able easier to manipulate into a data set and using PHp allows us enhanced organization. Also, PHP will allow us to interact with the users regarding whether or not they inputted correct (valid)information**	Since we don't have a server and a database for this course project, we will ignore uploading photos and resumes. Instead, we use a personal introduction. Just like our client prefers to not having information overcrowding the website, we will make sure that the users can click on the information to pull up the application form only if they would like to. Otherwise, the form will remain hidden.
Client wants to display their projects to broadcast the various types of companies	There will be a project page showing all the projects conducted by the club, and how the club	On the projects page, we will have brief information about the

prospective members will get to work with.	plans to work with companies to help solve some their issues (environmental consulting). When students click on the project, the full/longer description of the project will be present.	project underneath the company image. Thus there will be the company images with short descriptions underneath. We will put all the company images with their descriptions side by side. We want to put this information side by side since people generally read from left to right and it would easier for people to grasp the content. Additionally, having this longer information about the companies meets our clients' needs of having prospective members quickly being able to see the goals for the semester long projects and for their attention to be grasped. This would be "quicker" in comparison to a long information session of

		the projects.
Clients wants to display all the e-boards and show the contact information.	~~There will be a board page with all the e-boards on it. Their e-mail will be listed, too. There will be a hide and show feature for the detailed information of the members in which initially users can just see the picture and the name of eboard.~~ **We will be using the hide and show from CSS instead since that way it makes it easier for users to quickly skim through the biographies of the board members rather than having to click on them. It's more likely that people will want to scroll through this information quickly then click on a button and then see the popup.** **We will also be displaying this information in rows instead of just having each person take up a column.**	We don't need to display all the members, we only need to display eboard members since the client wants to make salient the people that the prospective members can contact the club members if they have any questions about the club. We are incorporate hide and show feature to accommodate our client who wants minimalistic information shown.

Client wants students to know about the business who they are collaborating with and what they are.	In the projects page, there are clickable images that link to the websites of the respective companies that the club will be working with this semester. ~~There will be information about what the club will be doing with these companies written below.~~ **Note, that there will be general information about the companies, not specific information about exact timelines and dates because that information have not been finalized. These projects with the business are the companies that are going to be SBA's clients, however the actual interaction between the clients and the SBA members have not been fully developed yet.**	We will display company logos and links about the business. Beneath, the clickable image links, the information we provide to the students about what they will be doing with the businesses is important since they will understand the context in which they need to help the business solve their environmental/social issues. It could be that upon first glance, students don't like the companies that SBA is working with. Having the picture link to the business site will be helpful in

Clients want students to know what makes this club unique, from all the other business and sustainability clubs	On the home page, there will be a clear missions statements and information about their goals so that prospective students know what they will be getting out of the club and how it will be helping them with their future endeavors.	Because our client wants the unique differentiating aspects of SBA to be immediately visible to prospective users, this information will be visible on the first page which is the homepage. In this regard, SBA hopes to grab the attention of prospective members with information about its intended goals and mission statements.
Clients want each of the webpages to have a clear picture(s) that depict what the page is going to be about.	On each of the webpages, there will be a "theme" picture that displays what each of the webpages will be about.	My client believes that having this information is important because as soon as the prospective members go on each of the pages, the pictures will immediately convey what the webpage is about. Also since my user wants the information

		on the website to be salient, adding a central

		image gives the webpage a balance between text and images which will be important in order to maintain the attention of the target audience.

Milestone 2, Part 2: The Design – Intermediate design pieces

Information Architecture, Content, and Navigation

Lay out the plan for how you'll organize the site and which content will go where. Note any content that you need to make/get from the client. What is the visual theme that you'll be implementing?

Note: As with needs, you should have the right amount of content to do the job.

Tip: Feel free to include photos of your information architecture process, especially if you use card sorting.

Category/Sub Category	**Content**	**Who does this help, and why?**
Home	~~This will have a picture of the logo, Cornell university students part of the club,~~ as well as the mission statement. Background gradient will be light green to dark green. Body of pictures and mission statement will be black and text will be white. Logo and picture of Cornell university students will be side by side and below will be the headings about the mission statement and goals. **We will be including a logo just on the left hand side of each of the pages not having a logo on the first page with cornell university students. We will just have a picture that says "Sustainable Business Alliance" as a way to make it clear to the user that this page is a general information page. The members of the club will be on the board page as that make more sense intuitively.**	A home page briefly introduce the club, including their mission statement, and the goals they have for the club. This is important for our client as it will help attract the target audience, and will help SBA differentiate itself from other similar clubs.

Board	On the top of this webpage, there will be a “theme main picture” that depicts what this page is about. On the left side will be pictures of all the executive board members. On the right side will be the names of all the board members. When a person clicks on the names of the board members, biographies of the board members that were previously hidden will show up. On the top of this page, there will be a picture displaying all the executive board members in general, as this will be the theme picture for the page. The background gradient, color of text, etc follow the same design as that from the home page.	This information will give prospective students information about who’s involved with the club, and how they can contact these members to figure out more details about the club’s activities. This information will also be helpful for students in figuring out of this club is right for them as they can see why the eboard members have joining and use that as an example to see whether or no they should join.
Projects	This part should be displaying on going projects the club is collaborating with and advising on. Since the club aims to educate leaders in sustainable business issues, it will also be working with actual companies to help them make decisions on certain business/sustainability issues. **Note currently, the information on the projects aren’t detailing very specific information about what exact milestones the club aims to accomplish with the companies. Instead, there is just general information about the issues that companies are facing and the broad goals that SBA has for helping these companies incorporate “corporate sustainability”**	This information should provide a generic idea of the types of companies, the consulting work, and the other skills that students will acquire through working on these projects through the semester. This information should help students understand the type of companies they will be working with, and

		the knowledge they will get from working with these companies. This information simultaneously helps SBA since it allows them to gain credibility with prospective members that they will actually be doing work to help real world companies.
Application	At the top of the page, below the navigation bar, there will be a picture representing the application for this website. This goes along with the idea of having a “theme picture” for each of the webpages.	Students who are interested in application to this club when visiting the website can directly apply for it.

Application	Primarily, on this page there will be information about the recruiting cycle, when the club meets, ~~time commitments, etc. After a person understands what is expected through joining the club, they can then decide whether they want to apply and click on the section that says~~ ~~“Application Form” to show the entire application~~ ~~form.~~ Below, there will be An application form for students to join Cornell SBA club. The form content includes name, email, netid, major, school year and a brief introduction text area. The background gradient, color of text, etc follow the same design as that from the home page. **We are not adding the show and tell feature just because we figured it would not make sense. There is one tab for the navigation, and it only contains the form, not any additional information. Thus, we will** **not be using the hide and show feature. We feel that this alright since,this is adhering to our**	They won’t be inundated with the application form, and will only click on it if they understand the requirements of this page. This was an **~~important added feature~~** **~~our client wanted us to~~** **~~incorporate since many~~** **~~times people mindlessly~~** **~~apply for clubs just~~** **~~through looking at this~~** **~~question. However, in~~** **~~this format, we are~~** **~~hiding that information~~** **~~initially and then showing~~** **~~that information~~** **~~afterwards a person~~** **~~reads the information~~** **~~about the recruiting~~** **~~cycle, expectations, etc~~** ~~This form will have~~

	client's wish of creating a simplistic website since there isn't a lot of content on this page besides the questions. We will also not being using "extensive questions" for the form because since this is a new club the board members decided that they didn't want the questions to be intimidating to the point that nobody applies for the program, which would be pointless for them.	~~quite a few questions about the person's background which will help SBA find students who are truly interested in the club and not just completing the form to "pad their resumes".~~ ~~"pad their resumes".~~
~~Contact Us Page~~ Citations	~~On the top of the page, underneath the navigation bar titles, there will be a "main webpage" themed picture following the style of~~ ~~the rest of the webpages.~~ We added a citations page to capture all the images that were used to increase transparency to users about images on the website that are not specifically from SBA. We decided to use this method since it makes our website look more professional rather than citing the source of the images right underneath the image. If we had done that, we believe that it would have been distracting.	~~The Contact us Page is for students who care to know more about what~~ ~~the club is what to, and are interested in joining. This will also be a helpful~~ ~~way to promote~~

~~Contact Us~~	~~There will be information about the general email, and facebook page people can use to contact the page as well as a section where students can write if they want to subscribe to the weekly newsletters of SBA, and if they have any messages they want to go to SBA. To display, the fb information, there will be a icon of fb which people can click to lead them to the fb page of SBA.~~ ~~The background gradient, color of text, etc follow the same design as that from the home page.~~ **We have decided not to use a contact us page, since we believe that there is not enough content for us to create another contact us page. On each of the pages, we have the links to the club's facebook and email, so we have found that is unnecessary and redundant to have this contact information. Additionally, we had an additional conversation with our client about how people usually contact the club through their gmail and facebook since it is a small club that is just starting out. In fact, prospective members are even encouraged to email board members as board members check FB and email frequently.**	~~interactivity between the students and the eboard members so that the eboard members can incorporate the suggestions of prospective members given that this is a new club.~~ ~~This is also helpful for the client because it will increase transparency pf the club if students "like" it on Facebook which is what they need since they are just starting out~~ ~~this year and aren't that popular as yet.~~ ~~We will be using fb icons since that follows through with mental model that most people have of when they see fb icons on a contact page, to click that icon to lead them to the fb page for more reminders about~~

		~~the club's application deadlines, events, etc.~~
Events	Below the navigation bar, there will be a "main theme" picture that describes the events page similar to the "main theme" pictures that exist on all the other pages. This part displays the events held by the club. There are three tabs under 'Events': professional networking events, guest lectures and educational seminars.	This part attracts the target audience with versatile club events which will benefit the students such as Educational Seminars to help students develop the proper business skills for them to use when working on the

	Each of these events will have a corresponding picture that goes with them and below there will be a heading and information about each of these events. Color choices will be the same as all the other pages in order to keep consistency.	semester long projects with companies. This is important for the client to convey to the prospective members that they don't need to have a lot of business skills to be part of the club, they can learn from these seminars. In addition, information about the guest lecturers and networking events are aspects of the club that my client wants to make salient to the users because they will allow prospective members to see the connections they can make with business individuals from various fields. In this way, my client wants be able to attract the target audience with this

		information.
	I	

Milestone 2, Part 2: The Design – PHP & Interactivity plans

What interactive features will your site have? What jQuery and PHP elements will you include? Note that you must build at least one original PHP interactive element from scratch, but you may include additional PHP or Javascript from outside sources for additional functionality. Please clarify what you plan to build and what you plan to utilize from other sources. Also, describe how the interactivity connects with the needs of the clients/ target audience/personas. Please list your features and explain why you intend to include each one.

We will have an interactive application form and contact form for target audience where Cornell business students who are interested in a social entrepreneurship can apply for the club. The application form will have questions about the person's interest, request for their resume, their name, netId, email, background in business, as well as questions about the projects that are taking place that semester that the applicants are interested in.This caters to our clients' need. And the contact form is about basic inquiries from target audience. We will check and validate the form in both server side and client side using PHP and JQuery.

(~~DELETE)The "interactive part" comes from the fact that initially that the form will not be shown. On our Application Form page, there will be general information about when the club meets, different recruiting periods, etc. If a person want to apply, they will need to click the Application Form p tag which will the bring up the form which was initially hidden. We are doing this to align with our clients' expectations that our website does not provide too much information all at once that can be overwhelming to the users. Additionally, we will be using PHP to lead the user to another page which tells them that their information has been received. We plan on then using PHP to include this information in a file so that the exec board members can easily process the information. There will be validation in both server-side and client-side. Client side will include validation in jquery and html about the data being received. For example, that valid domain names for email are being used. Server side validation will ensure that the data has been received, and in doing so we will be storing the data in certain variables and checking to see if that data has been received through the demonstration of messages in the console that say "message received".~~

~~We will also have an interactive form on our "Contact Us" page where we will have a box where prospective members can post questions they have about the club, and see whether they would like to be subscribed to our mailing list. This information will be sent back to the club email so that they can respond to the message, and add the people to the mailing list. Similarly to the contact us page, if a person wants to submit a message and subscribe to the newsletter, they will have to put the mouse on the p tag that says "More Information about Contacting us". In doing so, the form will be~~

~~popped up, and if they want to close the form they would press this p tag "stay in contact with us and let us know your opinion, and then the form would be hidden again. When a person submits a form, this will redirect to a page, where php will display the name of the user, their email, and their message to show the user that their information was received. This information will then be sent to sba@gmail.com~~

For board members, we plan to use cool CSS to show and hide the detailed information by hovering the mouse on the photos of boards. We also plan to add PHP search features throughout the website. For example, we will have a search option where people can search the For this project, we plan to use PHP and JQuery to pop up the detailed model of information . We will have general information about the company and then on the bottom, we will have a "Learn more Information" p tag where users can click on the p tag and get the full biography of the company incorporating the show and hide feature of javascript.

Our pseudocode would look something like,

if the users clicks on the "Learn more",

then the box with the extra content of the business will pop up within that frame will be show

else

then the box will remain hidden

~~(DELETE)We also want to hide and show information of group members using jQuery and PHP. This makes the web page clean and tidy. The audience can view all the members' name and netids, while he can also read specific information of one person he is interested in. When the client clicks on the name of the person, their biography pops up. When the client clicks on the biography of the board members, they can again hide this information. This will also be helpful in the case that a user wants to see the biography of one person they met at an information session but not that of all the eboard members. In this regard, by clicking on just that one person's name, they will have the entire biography of that person which meets with our clients' requirement that the there is no overcrowding of information on all the pages.~~

Additionally, using Jquery, we also want to have an animation feature on the homepage. This animation feature would have five pictures which represent the stages of students' learning from this club. With the animation, there will be an arrow that points from one image to the second image to the third image. The first image would be stage 1 of people's learning process of the club which would be attending guest lectures/education seminars. Stage 2 would be the skills that students would implement by working with the companies. Stage 3 would be the actual help that is done to companies based on the students' work. Our client believes that this would be a helpful feature because it shows the growth in the students' abilities which the club wants to achieve. This "motion" of the arrows from stage 1 to stage 2 to stage 3 would occur once the person has clicked the picture of stage 1.

Our Pseudo Code for this animation will look like,

if users clicks the Start Animation Button,
then the first arrow, leading to the second arrow, leading to the third arrow, leading to the
fourth arrow, leading to the fifth arrow.
else,
then then the animation will not play.

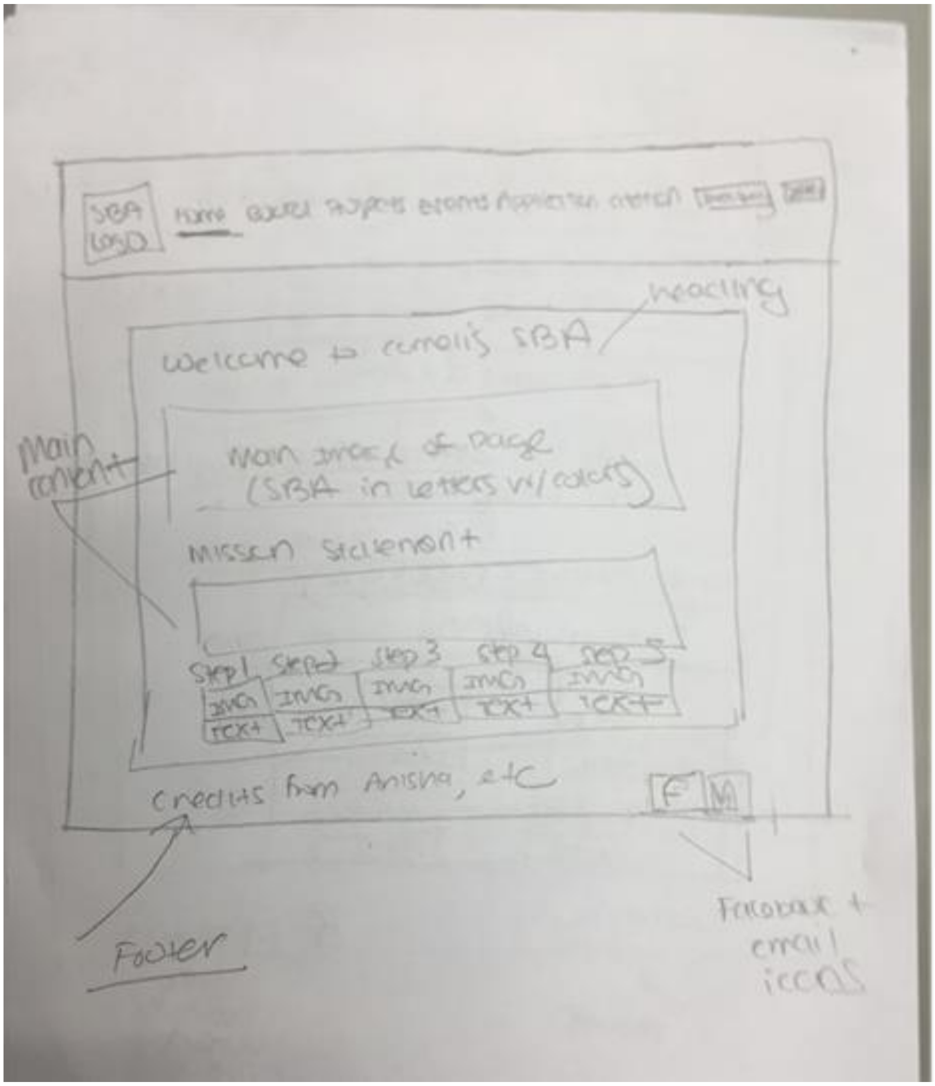
Milestone 2, Part 2: The Design – Sketches / Storyboards

In this part, paste your drawings, screenshots, or storyboards as you develop them. Accumulate artifacts as you make them; they'll help your teammates, clients, us, and a "future you" who may present this to a potential employer see how you evolved and thought about the site. Your sketches should also show what content goes where, about how many pages are in the site, and the visual design/theme.

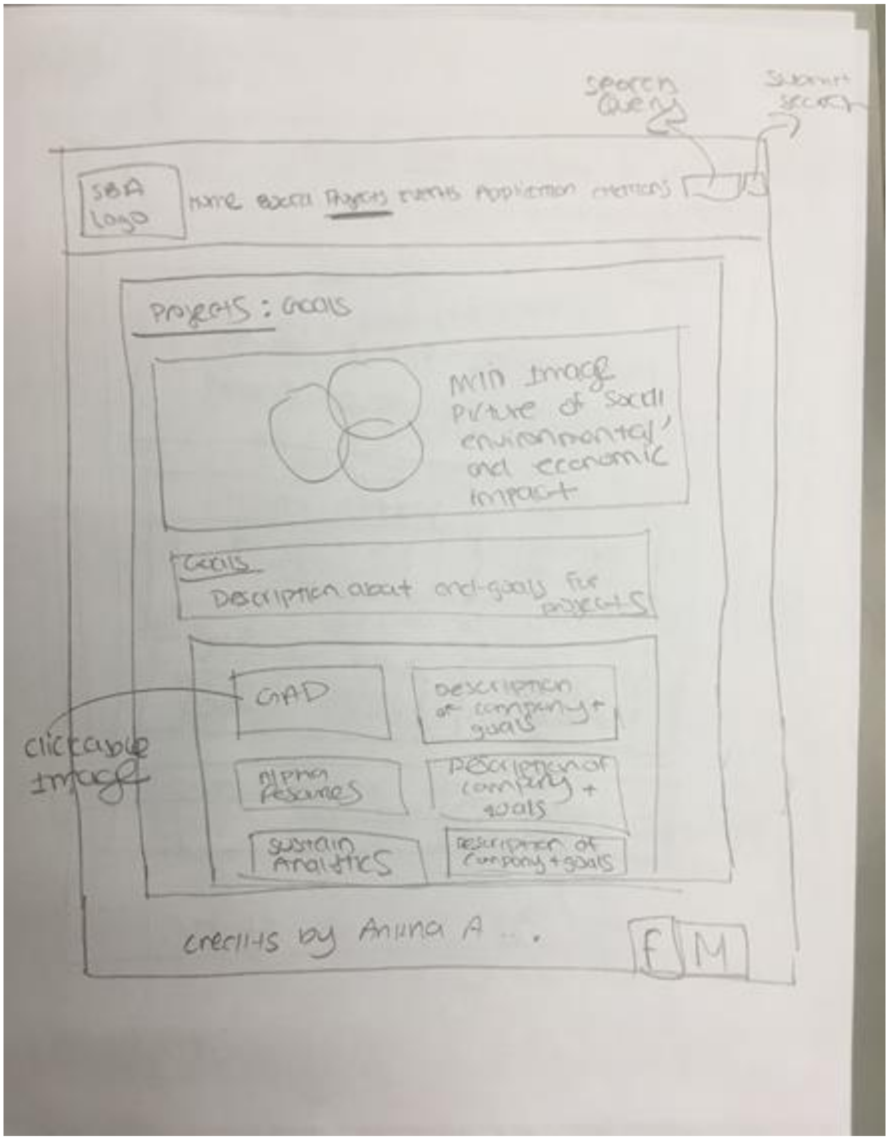
Our Client still needs to give us more details about the recruiting cycle and when the club meetings are , but hasn't yet due to being out of town. After we are able to get back in contact with the group then we can include more details on the application page, and event ehr projects and events pages about the more specific activities that the club will be engaging in throughout the semester, and the years to come. Right now, the club has not finalized on many details so there is mostly general introductory information available on the website.

Updated Sketches

UPDATED (HOME PAGE)

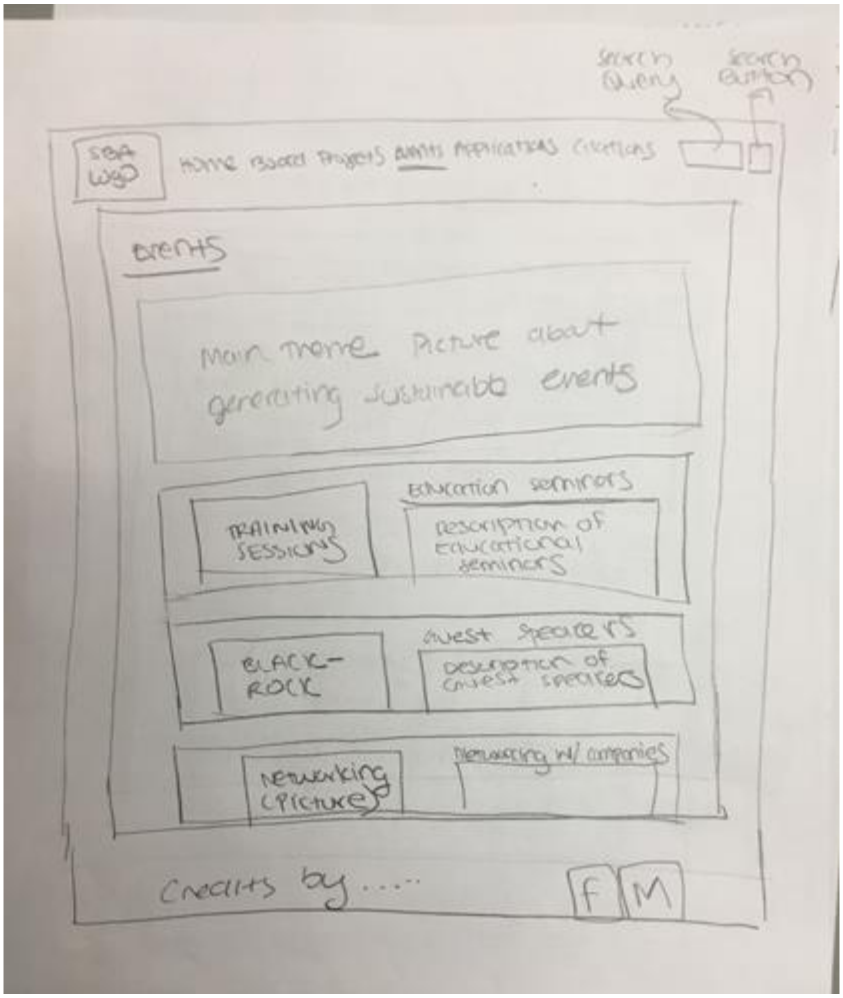


UPDATED PROJECTS PAGE

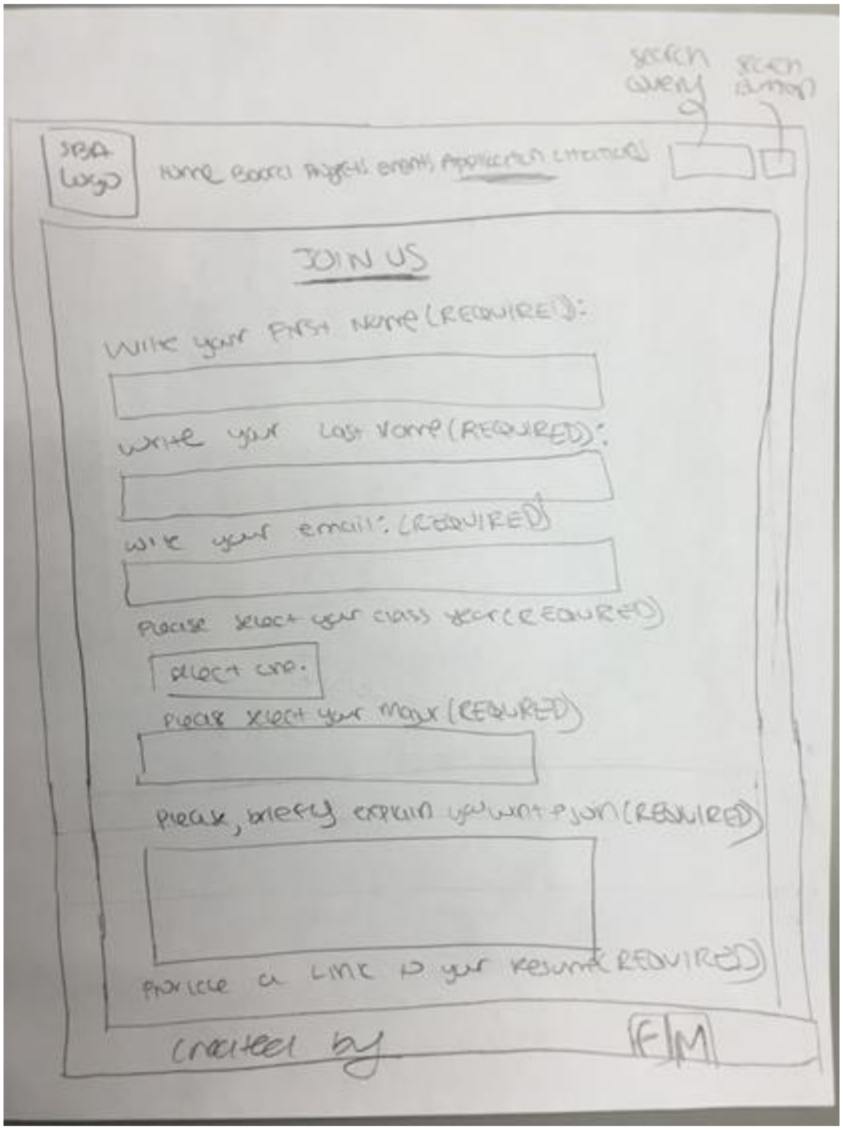


Search Query
Submit search
SBA Logo
Projects
Projects : Goals
Main Image
picture of social
environmental,
and economic
impact
Goals
Description about end-goals for projects
GAD
Description of company + goals
clickable image
Alpha Resources
Description of company + goals
Sustain Analytics
Description of company + goals
credits by Anuna A ...
f
M

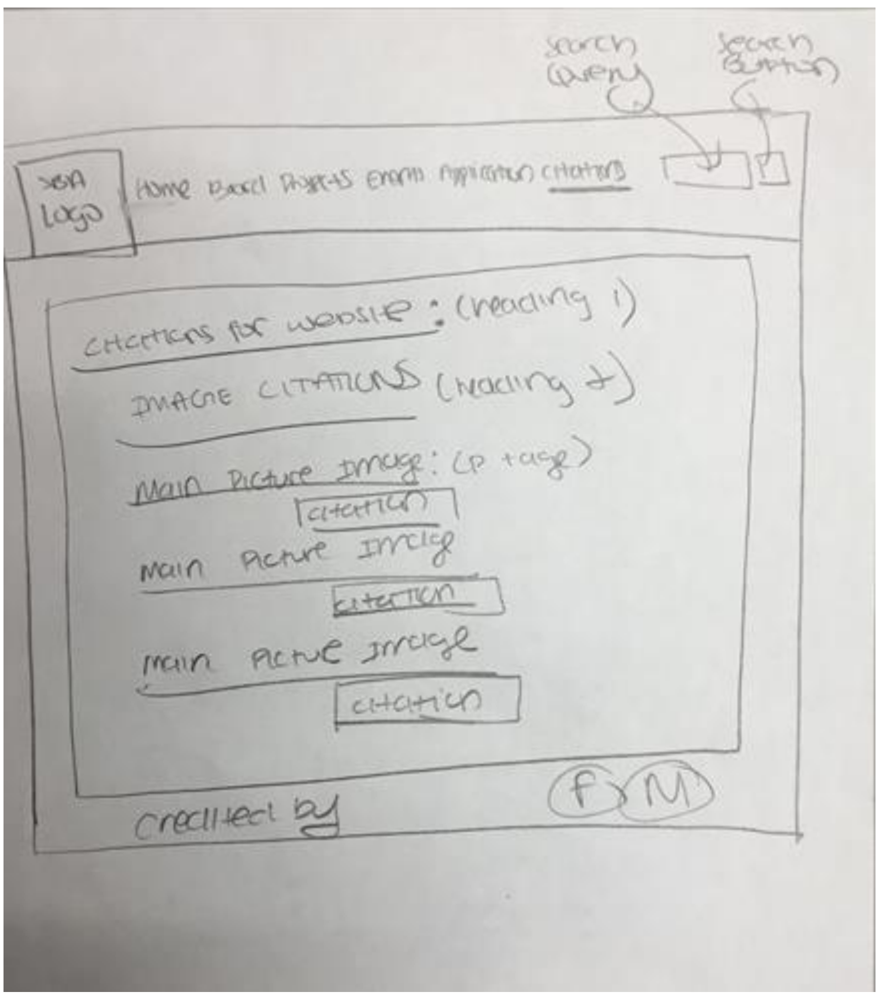
UPDATED EVENTS PAGE



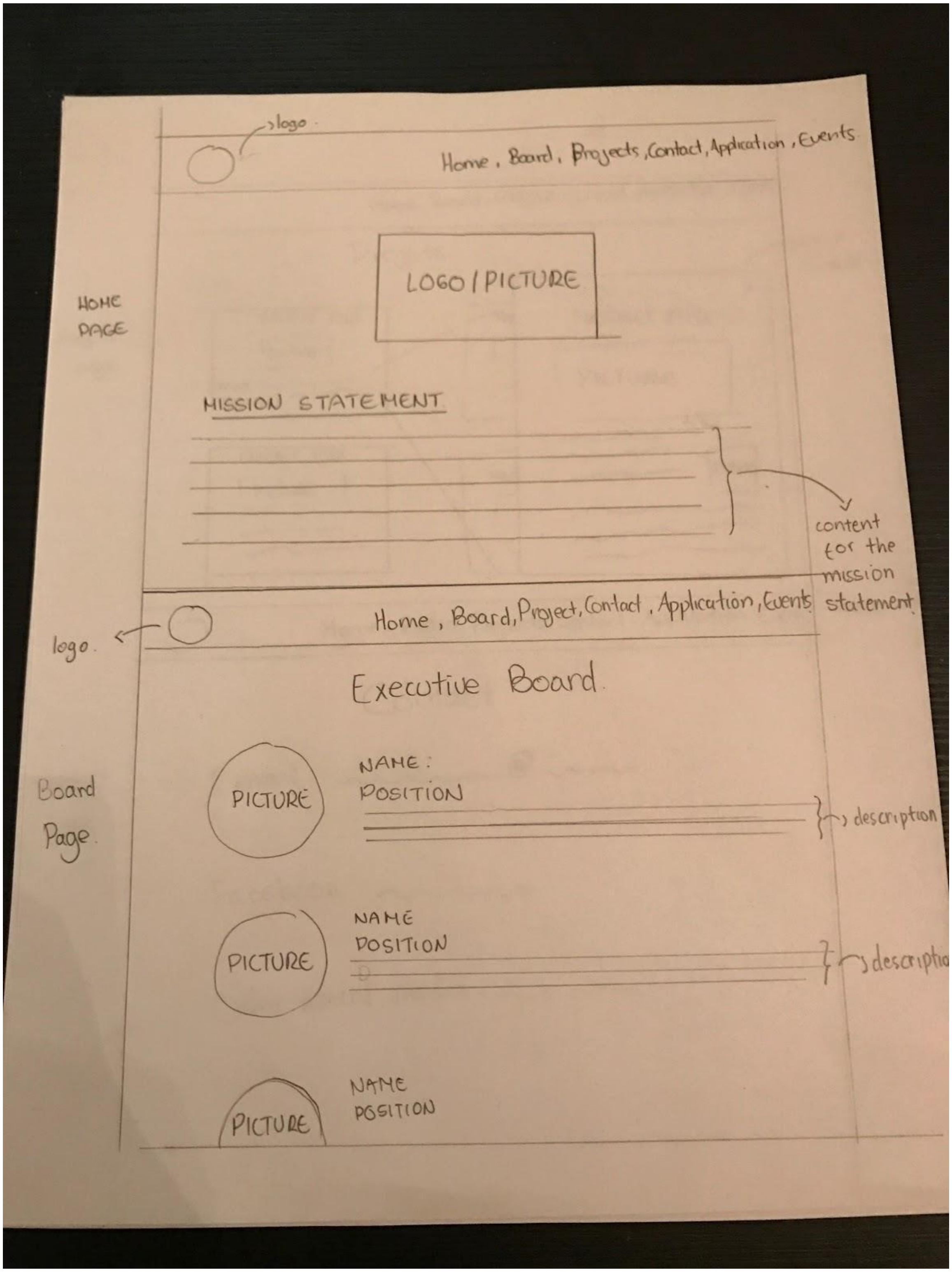
UPDATED APPLICATIONS PAGE

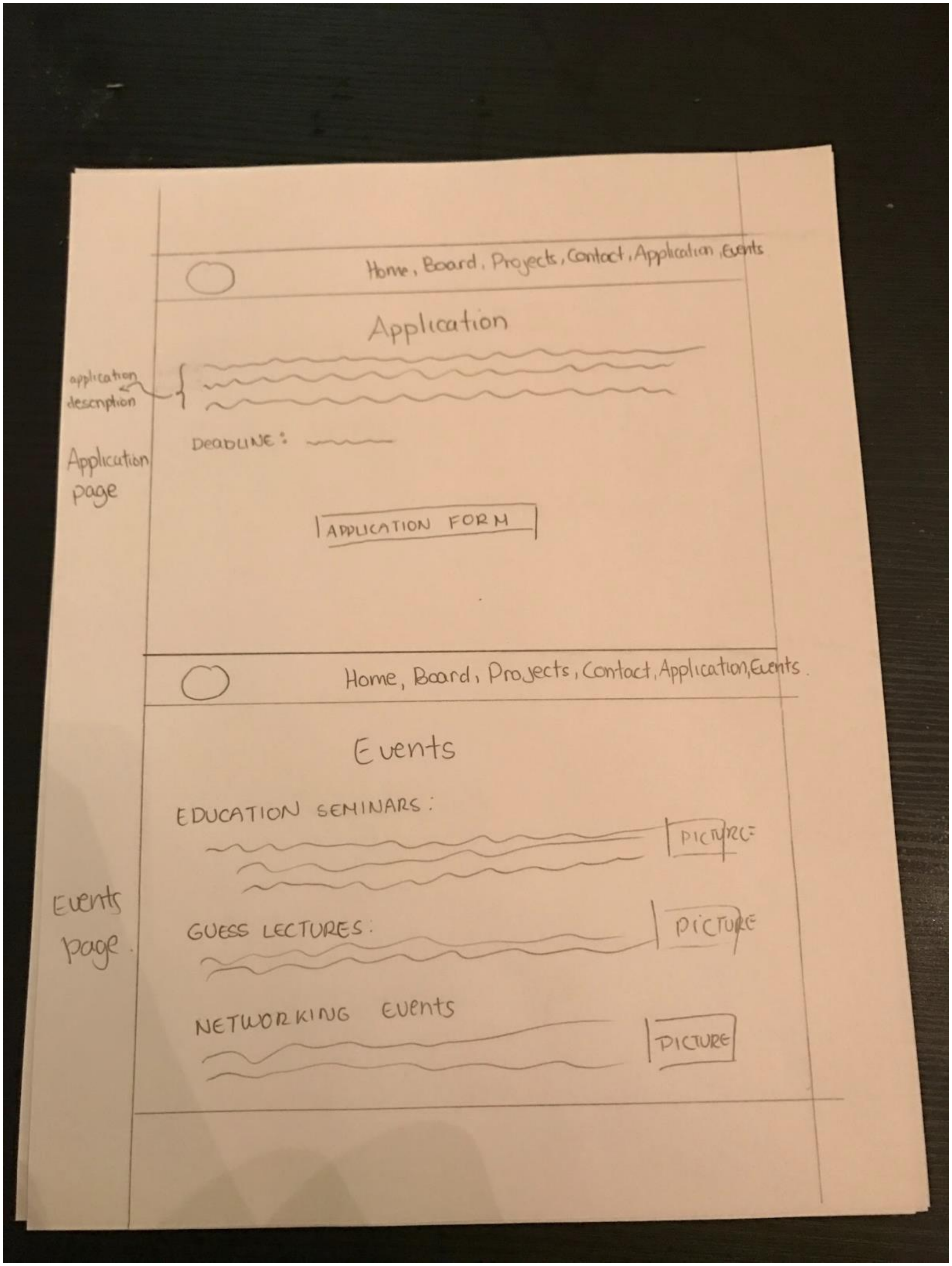


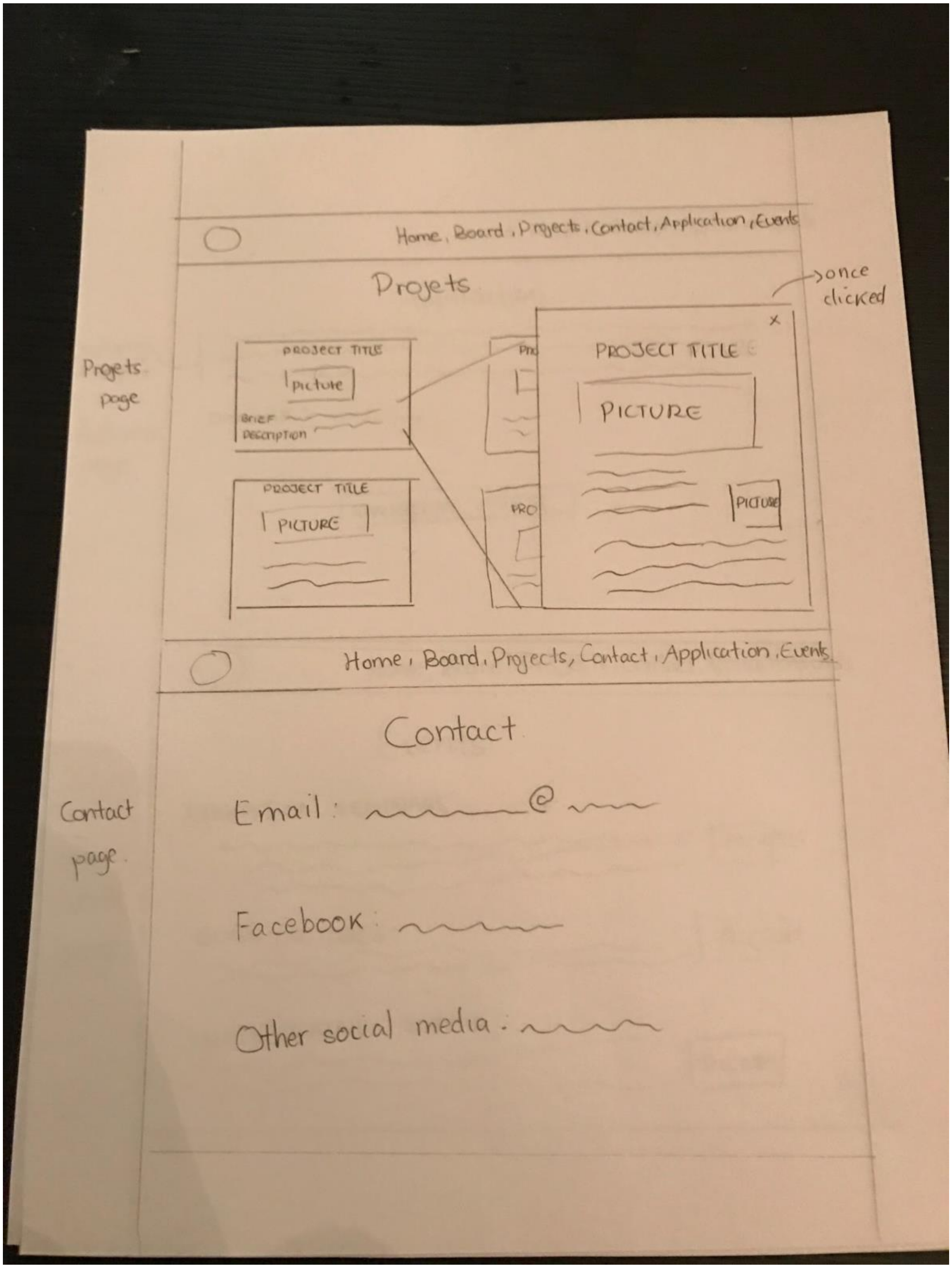
UPDATED CITATIONS PAGE



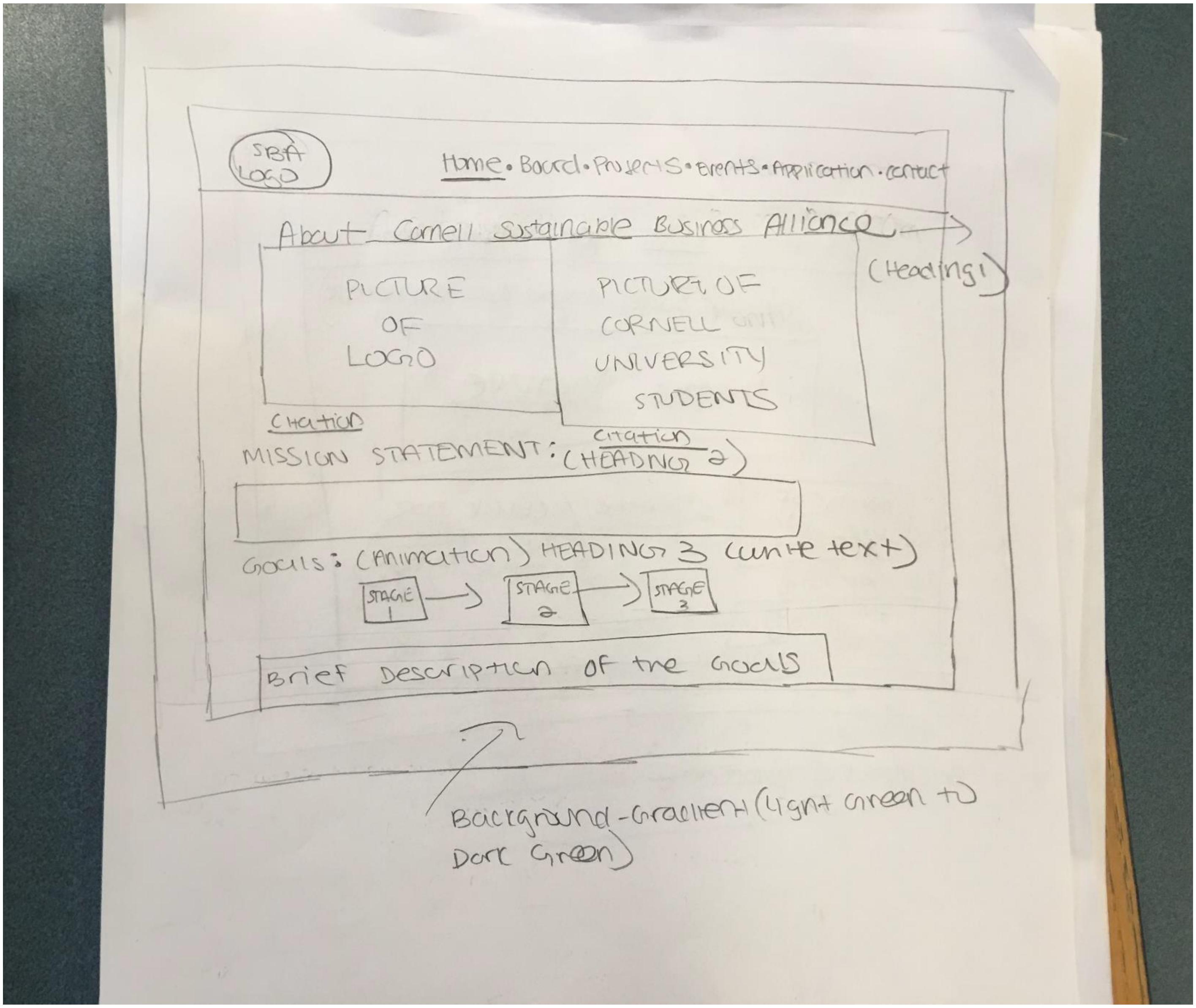
DESIGN 1

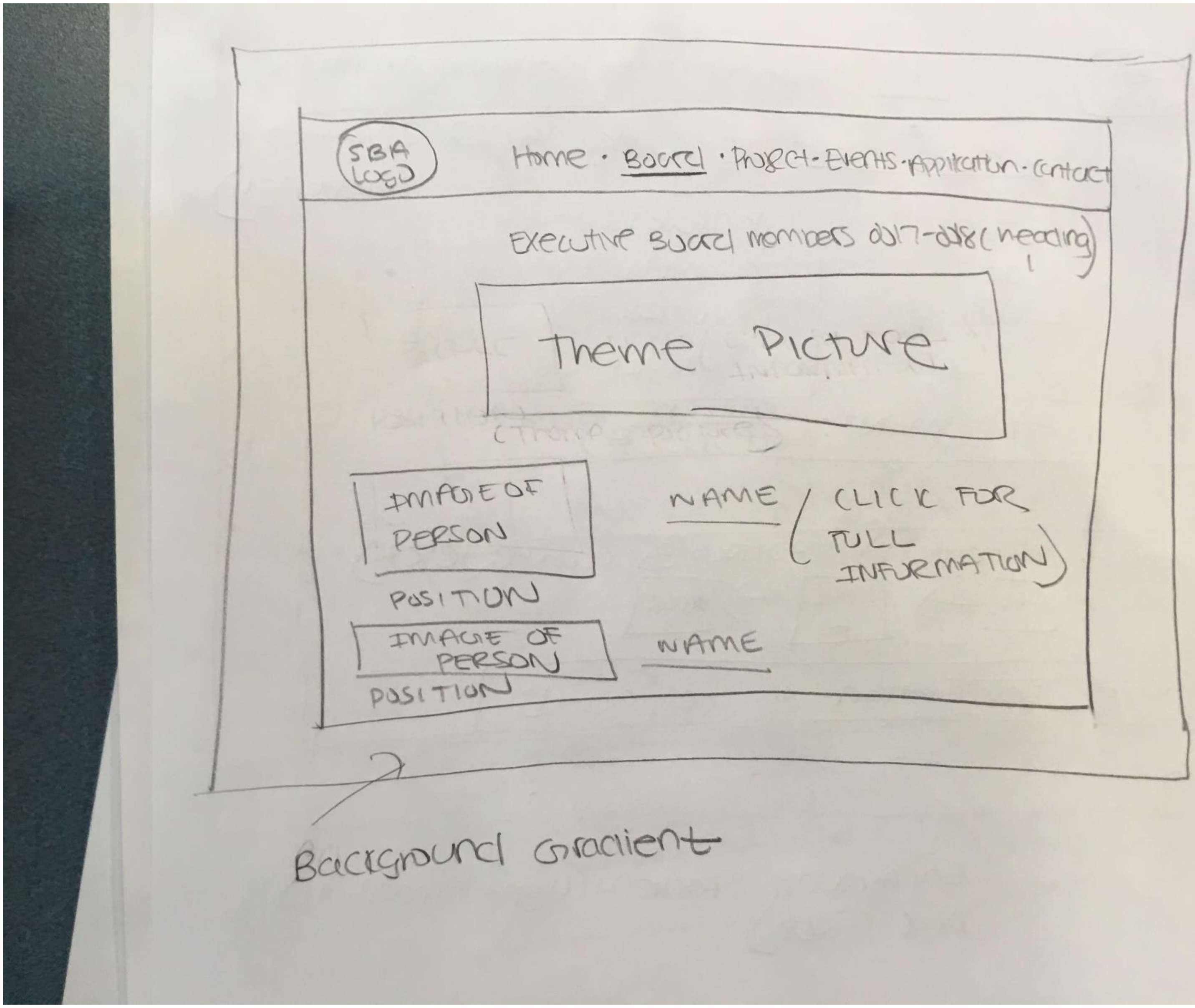

logo
Home, Board, Projects, Contact, Application, Events
HOME PAGE
LOGO / PICTURE
MISSION STATEMENT
content for the mission statement
logo.
Home, Board, Project, Contact, Application, Events
Executive Board.
Board Page.
PICTURE
NAME:
POSITION
description
PICTURE
NAME
POSITION
descriptio
PICTURE
NAME
POSITION

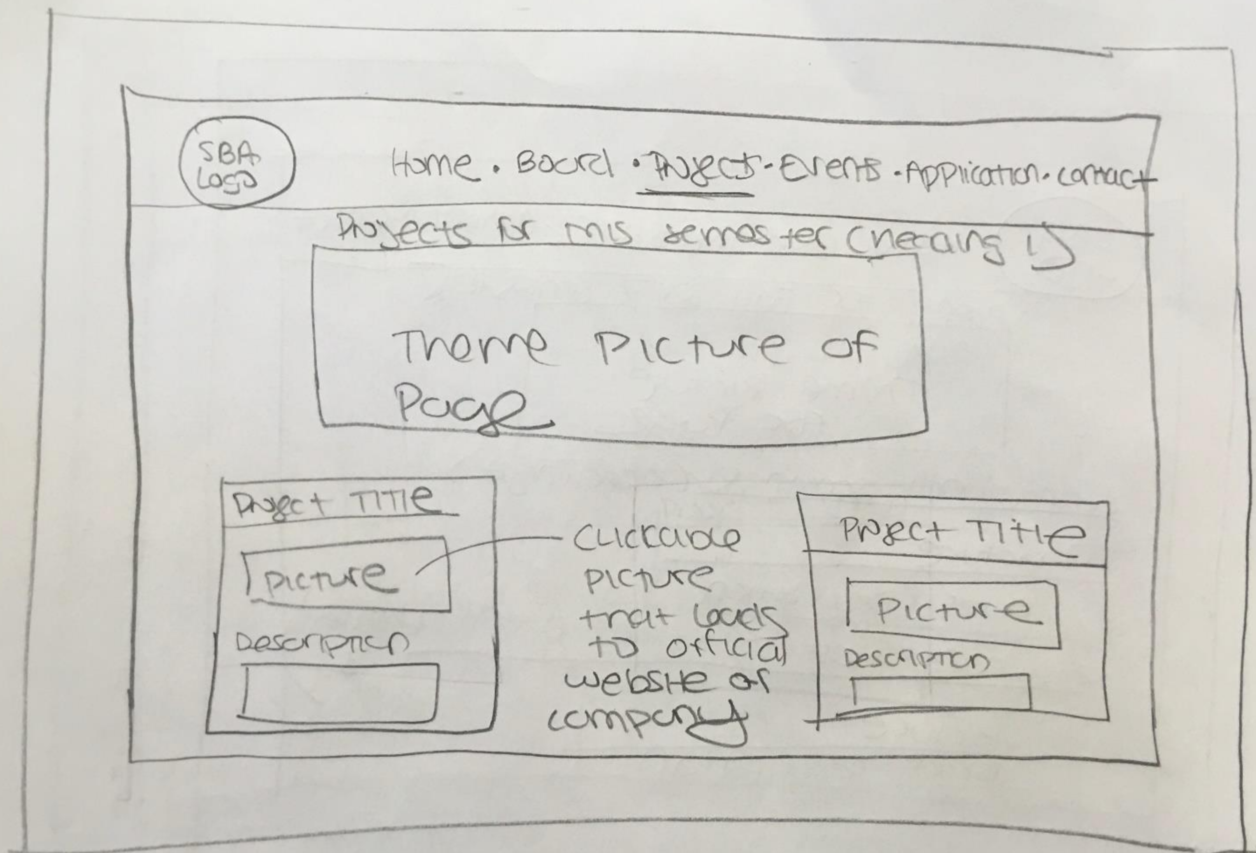

Home, Board, Projects, Contact, Application, Events
Application
application description
Application page
DEADLINE:
APPLICATION FORM
Home, Board, Projects, Contact, Application, Events.
Events
EDUCATION SEMINARS:
PICTURE
GUESS LECTURES:
PICTURE
NETWORKING Events
PICTURE
Events page.

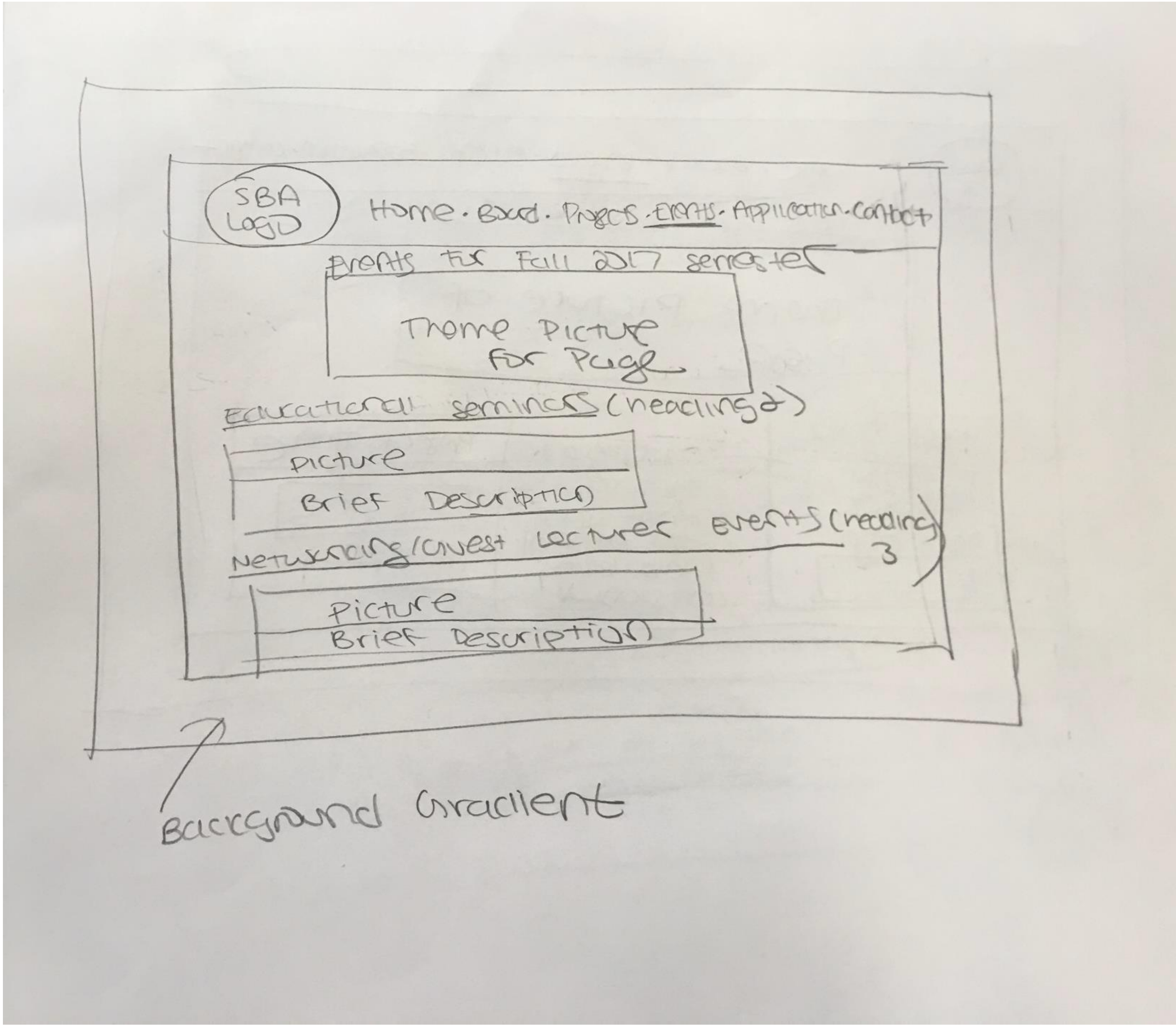

Home, Board, Projects, Contact, Application, Events
Projets
once clicked
Projets page
PROJECT TITLE
Picture
Brief description
PROJECT TITLE
PICTURE
PROJECT TITLE
PICTURE
PICTURE
Home, Board, Projects, Contact, Application, Events
Contact
Contact page
Email: @
Facebook:
Other social media:

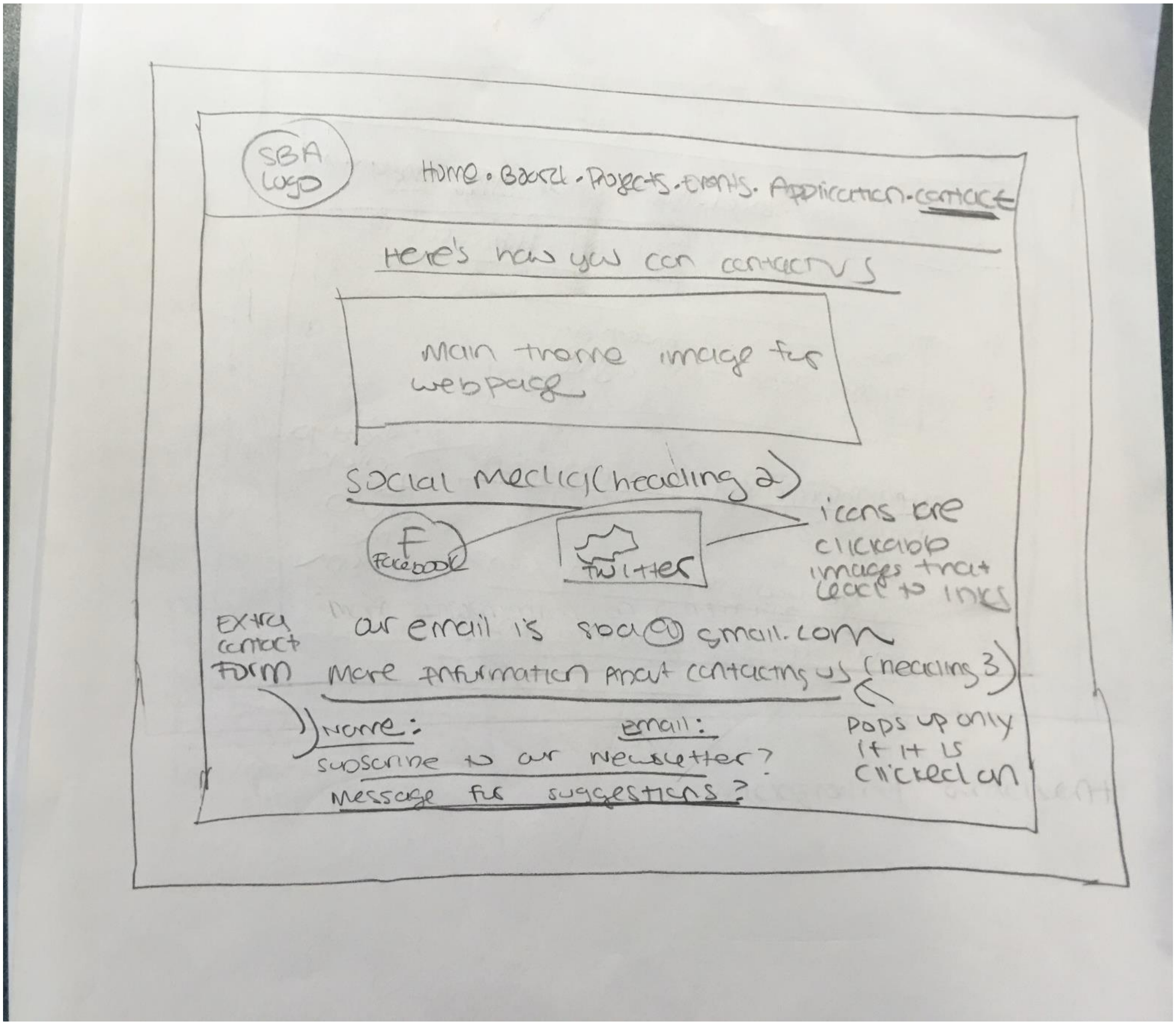
DESIGN 2(WITH RESPONSIVE CSS)



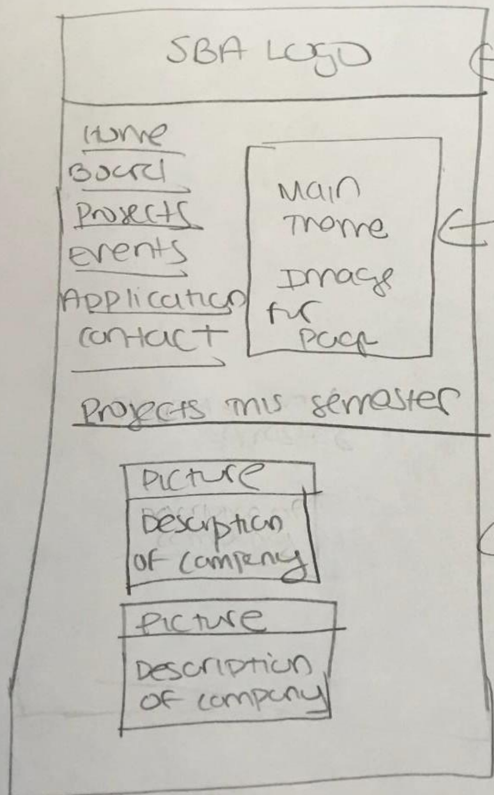

SBA LOGO
Home · Board · Project · Events · Application · Contact
Executive Board members 2017-2018 (heading)
Theme Picture
IMAGE OF PERSON
POSITION
NAME
(CLICK FOR FULL INFORMATION)
IMAGE OF PERSON
POSITION
NAME
Background Gradient


SBA Logo
Home • Board • Projects • Events • Application • Contact
Projects for this semester (changing!)
Theme Picture of Page
Project Title
Picture
Description
Clickable picture that leads to official website of company
Project Title
Picture
Description


SBA Logo
Home · Board · Projects · Events · Application · Contact
Events for Fall 2017 semester
Theme Picture for Page
Educational seminars (heading 2)
Picture
Brief Description
Networking/Guest Lecturer events (heading 3)
Picture
Brief Description
Background Gradient


SBA Logo
Home • Board • Projects • Events • Application • contact
Here's how you can contact us
Main theme image for webpage
Social Media (heading 2)
F
Facebook
Twitter
icons are clickable images that lead to links
Extra contact form
our email is sba@gmail.com
More information about contacting us (heading 3)
Name:
Email:
Subscribe to our Newsletter?
Message for suggestions?
Pops up only if it is clicked on

Responsive CSS



logo occupies a greater space

main image floated to right and navigation made vertical

change from display inline block to display block

Milestone 2: Additional comments

If you feel like you haven't fully explained your design choices in the journey map for Milestone 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 the require

We have not received a lot of content from our client yet but will be receiving more information soon. Therefore, we were only able to write the approximate content in the sketches. Also, the design of the website is subject to change if the client changes his preferences because he says that he is not absolutely sure what he wants. Hence, the reason that that two sketches were shown above. Our client isn't sure the level of detail he wants on his webpages yet since they are torn between being minimalistic and informative.

In addition, the overall theme colors of the webpage still needs to be adjusted. We will do that when we receive all the information and pictures needed. We will mainly use green and white background combined with black font color. The grey space will deleted on the final version after we update the information. For example, the client hasn't given us the name of all the board members, only four of them. Thus, we will be continuing to add changes to the layout of the pictures as we retrieve that information.

Our Client still needs to give us more details about the recruiting cycle and when the club meetings are , but hasn't yet due to being out of town. After we are able to get back in contact with the group then we can include more details on the application page, and event ehr projects and events pages about the more specific activities that the club will be engaging in throughout the semester, and the years to come. Right now, the club has not finalized on many details so there is mostly general introductory information available on the website.

Design Journey Map: Milestone 3

For Milestone 3, you will be adding new content to your Design Journey Map.
1. Make a copy of the Design Journey Map document you submitted for Milestone 2, and name it “milestone-3-journey-map.”
2. Copy the Milestone 3 sections from this file and put them at the end of your “milestone-3-journey-map” file.
3. Remove this page from the journey map (but make sure you include the next page).
4. Fill out all of the sections in the Milestone 3 Design Journey Map in your “milestone-3-journey-map” file.
5. Your “milestone-3-journey-map” file should now have:
1. Your completed Milestone 1 Design Journey Map, followed by
2. Your completed Milestone 2 Design Journey Map, followed by
3. Your completed Milestone 3 Design Journey Map.

You will be doing **two rounds** of user testing for this milestone, so get started early. You should do Part 1 (your plan for user testing) as soon as possible, then get started on your first round of user testing. **Do not leave this until the last minute!**

Design Journey Map: Milestone 3

Use this design journey map to plan your project and to track your progress as you complete your milestones. This document is intended to help you plan and document the process. Document this process in the way that works best for your group. That means that if you prefer written paragraphs, use them. If you prefer bullet points, use them. This document exists to help you, make it your own to suit your group’s needs. **Fill out this page and include it for Milestone 3.**

Group Name: Flying Pandas

Team Member Names: Anisha Amurthur Yi Chen, Dongqing Wang, Jessica Lou

NetIDs:aa 2473 yc2329, dw532, jl2675,

Lab Section Number: 201

Milestone 3, Part 1: Your Plan for User Testing – Testing Protocol

Describe your testing protocol in the space below. How are you going to choose users? How will they be representative of the target audience? How will you find them? Where will you meet them? Will you compensate them?

Since our target audience is business students interested in sustainability, we will find users who are either enrolled in Corporate Sustainability at the Dyson School of Business's or are in one of the other environmental business organizations on campus such as the undergraduate chapter of Net Impact. One of our members will be able to attend one of the meetings of the Environmental Business Organization Net Impact, and find potential users there. As for the students enrolled in Corporate Sustainability at the Dyson School of Business, another one of our members will tried to find potential users at the end of one of their lectures. We will be compensating our users $5 for their participation or some snacks depending on which the users' prefer.

Milestone 3, Part 1: Your Plan for User Testing – Tasks

What tasks are you going to have them do? How would these tasks connect with the client's needs? **Replace the example tasks below with your own.**

****Note I've tried to make the User Tests as specific as I could, however because the website has a lot of general information since this is a website about a new club that doesn't quite have many details figured out yet.**

Task Name	**Task Description**	**Task goal/what's being tested/expected outcomes**
Task 1: Finding the Companies	You are a student interested in corporate sustainability and would like to find which companies the organization plans to work with so you can see whether or no you would like to apply and join.	The goal of this task is to make sure that users can find information about the companies easily. This is important, as understanding which firms the club plans on performing environmental consulting with, will determine whether or not the club is able to capture the user's interests.
Task 2: Finding contact information of the the officers	You went to ClubFest and met one of the officers, where he gave you his business care with his name and netid. You would find out more about that officer who started the club and why they're in the club so you can decide if your interests align and if you'll get something out of the club.	The client to make sure that users are able to maintain contact with board members to ask follow up questions and be "inspired"by board members based on their biographies to join the club.

Task 3: Finding the unique elements to this business	You are a student that has seen 25+ business and sustainability organizations on campus and don't know which to choose. You want to find information on what make SBA unique so you'll know whether you want to apply to it or not.	The client wants to make sure that the users can find out the mission statement about the organisations since that will incentivise them to apply to the club
Task 4: Becoming a member of SBA	You have attended SBA's information session and/or attended their event at Club Fest and are interested in finding where on the website you can try joining the club.	The client wants make sure that it is transparent to the user where exactly the application form is so that they can apply and be members of the club. This is especially important since this club is a new club.
Task 5: Finding SBA's unique opportunities offered only to members	You are interested in understanding how being a part of SBA will benefit not only your knowledge of corporate sustainability but your ambitions of being an environmental consultant. Try and find information regarding opportunities that you can use to expand your skillset, meet businessmen/women in the field, etc.	The client wants to make sure that SBA members understand the benefits that they will have by being in the club and how the club us able to differentiate itself from other competing clubs on Cornell's campus

Milestone 3, Part 1: Your Plan for User Testing – Script

Write out your user testing script. How are you going to welcome them? Reassure them that you're testing the site, not them? Get them to think aloud while they use the site?
How are you going to introduce each task? What wording will you give the user? Will you give them any information in advance (for example, a certain piece of interactivity doesn't work yet)? How will you remind them to think aloud? How will you decide when to "give up" on the task? Afterwards, what specific questions or general opinions will you ask for about their experience or the site? How will you thank them?

We will first Thank the Users for taking the time out of their busy schedules to work with us on User Testing. We will say " Thank you for agreeing to do tasks to allow us to understand how our target audience responds to our website"
We will then say "If you aren't able to complete a task, in no way is it your fault, it is the fault of us designers who weren't able to clearly convey through our design the task at hand".

We will then say, "It would greatly appreciate our team if you would be able to think aloud regarding your journey to complete these tasks. This is so that we will be able to understand whether certain elements of our website are clear or not, which will give us insight into how we can improve our overall design"

After they have completed the tasks, we will ask them about their opinions about the website, and how they think aspects of the website could be better improved in terms of design and content

SCRIPT

Hello __________. My name is _________, and I am a member of the Flying Pandas group of INFO 1300. I'm going to be guiding walking you through today's user testing session.

Before we begin, I want to thank you for taking the time to perform this user testing and to make clear that we are testing our new -site, not you. Your performance on the tasks will allow us to understand how our target audience responds to our website as well as to make the necessary changes to improve our site.

Please, don't worry about making any mistakes. If you aren't able to complete a task, in no way is it your fault, it is the fault of us, the designers, who weren't able to clearly convey through our design the task at hand.

During the user testing, we would appreciate if you could think aloud regarding your journey to complete these tasks. For instance: what are you thinking, what are you looking at etc. This information will allow us to understand whether certain elements of our website are clear or not, which will give us insight into how we can improve our overall design. Again, everything you say will only be used for improving our site so don't worry that you are going to make us feel bad. We need your honest opinion in order to improve.

With your permission, I will record your performance during the user testing. For example, what you say and what you do in the site. This recording will be treated with extreme confidentiality and will only be used to improve our site. It won't be seen by anybody except our group members, TA and professor.

For each task, I will provide you with a description such as "you are a student interested in corporate sustainability and would like to find which events the organization plans to hold during the academic year so you can see whether or not you would like to apply and join." After hearing the task description, you might begin to perform the task. Please, do not forget to think aloud. If you have any questions regarding the task, feel free to ask me. However, keep in mind that sometimes I will not answer them because they are part

of our user testing goals. Keep trying even if you are finding some difficulties. This way we can figure out what parts of our site we need to improve.

Do you have any questions so far?

Let's begin our user testing session.

First, could you please provide me with a little information about you? For instance, your major, academic year, interests, etc.

Thank you. Now, could you briefly describe Internet usage habits? For example, which devices do you use and how much time you spend using them each day.

Perfect. I will give you the first task….. Once more, we will appreciate if you could try to think aloud as much as possible.

AFTER THE USER COMPLTES ALL THE TASKS ASSIGNED.

Now that you have completed all the task, which one did you find the hardest and why?

Which part or parts of our site would you improve and why? Again, don't worry about hurting our feelings since this is the only way we can improve.

Did you like our design? Is there any part that you think it needs to be improved?

How about the content?

What has been your overall feeling about our site?

Lastly, on a scale from 1 to 10, how would you rate our site and why?

Before we end this session, do you have any questions for me?

Thank you for your time and effort. We appreciate that you have agreed to help us on improving our website despite your busy schedule. Please, feel free to e-mail me if you have any questions or concerns.

Milestone 3, Part 2: User Testing Round 1 – User 1

1. Who is your user, e.g., where do they come from, what is their background, etc.?

My User is from Cincinnati, Ohio and is currently a sophomore in the Dyson School of Business. My User is thinking about majoring in the Environment, Energy Resources

concentration part of the Applied Economics and Management concentration offered at Dyson. My user likes to play Piano, was a part of many environmental clubs back at their high school. My User is a Freshman, and is interested in SBA especially since he is new and not committed to many clubs. My User is currently in the undergraduate chapter of Net impact and has an interest particularly in Impact Investing which he ideally would hope to expand on through SBA.

2. How does this user represent your target audience/client's needs?
My User is a member of Dyson's School of Business and does have an interest in corporate sustainability. Therefore, my user would be interested in being an environmental consultant for this club potentially since the club's goals combine the interdisciplinary interests of my user.

User 1 Task Notes

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**	**Memo** Any additional comments you have.
(Task 1) Finding the information on the Companies	The user was able to successfully find the information on regarding the companies that SBA plans to	The User was able to successfully find the information due to the clarity of labels on the website. For	Our design conformed to the user's mental model in understanding that the Projects section referred	

	partner up with. When the user was thinking aloud, they said" My instinct is to go to the Project section since in business club sites, projec sections usually convey where the information about the partnering companies are"	example, the user said that as soon as they got onto the projects page, they were able to locate the companies because of the label that says Goals with Collaborations that gave a clear hint to the user about where this information would be located.	to collaborations with other companies. We were satisfied that the user was able to complete this task with no difficulty, since this information is important for our client who cares that users understand the amazing companies that potential members will get to work with.	

(Task 2) Finding the officers	The user was able to find the information about the board members due to our “search” bar that allows users to find information based on the netIds and majors of students. During the task the users said how “They logically figured information about the officers would be under the board members category, and thus they could use that page to find a particular board member through searching their name/netID”	The user was able to find this information very easily. The user gave feedback that they were confused as to why the main picture was a picture of many members, while the page was only about the board members. We had to clarify to the users that the reason we have a picture that didn’t particularly correlate with just the board members is because our client hasn’t given us the information as of yet. We explained to them that the picture was just a placeholder, and how the citations were referenced in the citations page. The user also questioned the need for a search bar when there are only four members currently.	While the user was able to successfully find the president’s information to google the president, we realized that some of the feedback the user was mentioning was due to the fact that there were aspects of our website that weren’t finished yet and information we still need back from our client. For example, we need more information about the number of board members there are since there are definitely more than four which is why we wanted to use the search bar in the first place.	

(Task 3) Finding the unique elements to this business	The User was able to find that information, but not easily at first because the user was expecting there to be another navigation bar tab called “What makes us special or a “Why Us” tab instead of it being on the homepage. Our team members were following the vision of our client, but this was an instance where we saw that sometimes what the client envisions isn’t necessarily what is best for the target audience.	Our user said that they thought that the mission statement should be separated from the rest of the information on the page, because it seemed not obvious to the user that the home page would have the mission statement since the user assumed that the home page would just be an introductory “About Us” page introducing the target audience to a brief description of the club.	Through this task, we saw that there was a clear difference in the the designer’s and the user’s mental model about where the mission statement should be. We will not be making any immediate changes until we evaluate the feedback of all the users, but it was helpful to understand how our user thinks because what the client wants and what the target audience want is not always the same. In this case, it was the opposite. We will be making changes to the final design based on what the majority of our viewers believe. We will use the knowledge gained from this User to specifically ask our other users	

			their opinion on this issue	
(Task 4) Becoming Involved with SBA	My user had no difficulty in figuring out where they would need to join since the nav bar titled Application Bar was helpful for them. The User met our expectation since as the user was talking out loud he was saying" My first instinct is to go to the Application page, where I will find details about the application page and the form itself"	Although the user was able to find the application form fairly easily, the user was a little bit confused as to why there was not more detailed information about the application deadlines, the recruiting cycle, etc. The User thought that there should be more information about this on the website itself to remind people in case they forgot about what they heard from Information Sessions,etc	I do agree with the user that this information should be more transparent on the website. However, the issue with this is that this information hasn't been completely finalized by my client since they are still working out the deadlines, and this club is probably going to be live only in the spring semester. From this feedback, I'm considering conversing with my client whether we should include on the top of this page, "details about the Application Process" to come, so that future users are aware of this.	

(Task 5) Finding SBA's unique opportunities for its members	My User was able to find the opportunities that were unique for the members in the Event navigation bar where there was information about the guest lecturers and the networking opportunities that the users could use to get advanced in their careers and to learn more about corporate sustainability.	While my user was able to find the information on the opportunities ideally that SBA members would have with regards to advance their career and learning more about corporate social responsibility with the networking events and guest seminars, the user was looking for more information regarding when exactly these events would be occurring	With regards to the last task,and this tasks, a common theme we've noticed is the user assuming that the website will give more information than it does. When we heard the user saying "When are all these vents occurring, and who will be coming from Black Rock, and who will be leading the educational seminars", we realized that although our client wanted this website to be very general and broad, that isn't satisfying to the users who wants to use this website as a tool to figure out whether they are interested in being a part of the club or not.	

Milestone 3, Part 2: User Testing Round 1 – User 2

1. Who is your user, e.g., where do they come from, what is their background, etc.?

My user is a student that is part of the Undergraduate Net Impact Chapter at Cornell which is a different type of interdisciplinary environmental and business on campus. My User comes from Wisconsin where her family owns and still operated a farm. My user has an interest in agriculture and business, and is interested in SBA because from her farming background she has an interest and passion for healthy lifestyles and wants to figure out how companies can take an active approach to include fitness programs, and encourage their members to eat properly, and take proper precautions to lead healthy lifestyles. My User is considering joining SBA since she is interested in working with real life companies to evaluate the plausibility of incorporating programs to emphasize healthier lifestyles for employees.

2. How does this user represent your target audience/client's needs?

My User represents my target audience's needs since my user is a business student interested in corporate sustainability and is interested in getting involved with a different environmental business club that is focused on consulting for actual company since Net Impact is more of a service organization than a consulting club.

User 2 Task Notes

Tasks descriptions for user 2	**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**	**Memo** Any additional comments you have.

(Task 1) Finding the Information on the Companies	My User was a bit confused about where the companies would be located in since the user thought that the companies would be in the "Events" section. Once the user was able to realize that the information about the companies was not on the Events webpage, then they were able to realize that the information would be on the Projects Page. The user didn't quity meet my expectation because they couldn't find where the companies were initially and they wasted time searching through a whole tab to find that information.	Feedback from my User said that potentially change the name of my nav bar from Projects to Company Collaborations or a more specific terminology to avoid confusion from users regarding what projects would be done. My user also described how having basic information about the companies should be on the homepage instead of making everything hide and show	Although we understood what the reader meant by the Projects being a little bit vague, we are unsure if we will incorporate to change the name to Company Collaborations simply because it is too long. Our team thought that we were applying the idea "Great Precision does Not Matter" in allowing users to understand that projects mean consulting with firms since that's in the mission statement however this result taught us that not every user believes the same things(such as nav bar titles) are transparent. Here is another instance where the users' mental model clashed with the designer's mental model and an example of how we need to always make sure that there is no confusion regarding	The user's performance, though demonstrating a success of our website, shows that there may be some other places that we can improve. For instance, although the

			structural elements of the website like the navigation bar.	
(Task 2) Finding the officers	My User was able to successfully find information about the president through using the search tab and typing in his name. My user met my expectation as they were saying “how easy it was to find the information not only because of the navigation bar tabl but because of the search tab”	Feedback form my user stated that the design of the search bar could be improved to be inclusive of all the aspects of the page, and that it could be right next to the navigation bar as seen on most pages. However, after thanking the user for the feedback, we told the user that that would be beyond the scope of this course.	I was satisfied that my user was able to use the search bar to search the president in a reasonable amount of time since the goal of websites is to make it easy and effective for users to find information they need. This also allowed me to see again, that if we have even more members than this search tab would be more useful, so our team will try and reach out again to our client to get more information about the other board members so users can find out as much information that they want to about all the members and use that information collectively to decide whether they want to still be part of the club	Additionally, it’s important to understand the scope of what we can accomplish and understand that we may not be able to incorporate all of the potential changes that our users suggest doing.

(Task 3) Finding the unique elements to this business	My user was able to successfully find this information in the homepage because the user said that since "there was no about us page, it could be assumed that information about what differentiates the club would be the homepage because it would be the first page that people look at	My user said that although she had no difficulty in finding the information, she believed that the home page was a little bit crowded and that there needed to be more space between the different elements on the page in order that there is "breathing room"	Feedback from my user made me realize the importance of whitespace and how those subtle changes can make a real difference to the user. I also asked my user if it was intuitive to them to hover over the Step 1, Step 2, Step 3, Step 4 images, and the response from my user was no. In that regard, this made me realize that we can't assume that all the users will be pointing their clicker on the images, we need to make it more obvious, or take out that effect since it isn't being useful.	

(Task 4) Becoming Involved with SBA	My user was able to easily find the information on how she could potentially join SBA through finding the Application navigation bar tab and found the information just like I wanted her to. She said that it was helpful that the form wasn't under another tab, because it allows users to have quick access to the information which is what allowed her to find the information as easily as she did in the first place,	Feedback from my user stated that it was easy to find the Application Page, but again she said that she wished that there was a bit more information on the Application in terms of deadlines, recruiting cycle, and more details about the recruiting cycle.	Since my second user has coincided with my first user in wishing that there we more information about the recruiting cycle, or how people are selected and chosen for the club, then that seems to be a change that is important to make. The Application page does seem plain and there doesn't seem in be any helpful introductory information introducing the application which normally confers to what the user would expect. We would need to focus on trying to get that information somehow.	

(Task 5) Finding SBA's unique opportunities for its members	My User was able to find the information about the networking events and guest seminars that the task was talking about when it was referring to opportunities that users could use to gain more knowledge about corporate sustainability and meet employers in the field	My user didn't have a problem with the events, but mentioned how there could be more details about the types of speakers at the networking events in terms of the industries they are from, as well as how the networking opportunities will be conducted and if there would be resume drop ins	Both my users now have emphasized how the events section is not that helpful if it just contains broad information. This will be a challenging task to account for since my client does only have potential information but I believe the team could talk with the client and figure out some potential specific activities that could be put on the website and then changed alter.	

Milestone 3, Part 2: User Testing Round 1 – User 3

1. Who is your user, e.g., where do they come from, what is their background, etc.?

My Last User is actually from Ithaca, and is majoring in the Environmental, and Energy Resource concentration in the Applied Economics and Management Major part of the Dyson School of Business. My User loves to play Golf and also happens to be minoring in Information Science. My User is interested in this club since he's says that currently there aren't many environmental organizations that focus on environmental consulting to businesses, and he believes that exposure could potentially help him with finding an internship the next summer and beyond.

2. How does this user represent your target audience/client's needs?

This user represents my target audience since this user is a business student at Dyson interested in corporate sustainability. My user is considering applying to SBA to get a

better internship opportunity the next summer and learn skills involving Sustainable Consulting which is exactly what the company is about.

User 3 Task Notes

Tasks descriptions for user 3	**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**	**Memo** Any additional comments you have.
(Task 1) Finding the Information on the Companies	My user was able to find the information on the companies through clicking the "Show Details" on the Projects page in a timely manner. She commented on her ease to do this task since the titles were well organized and directed the user well.	My user said that the textbox was a little too jarring and in her face, and that the colors distracted her. She said that although the popup was a nice feature, because it was just suddenly too jarring, it would make it hard for people to actually focus on the content.	From this feedback, I learned that we need to have the popup box to fith more closely to the width of the container it is in to prevent the jarring experience and to make sure that people actually read the entire text and grasp their attention.	

(Task 2) Finding the officers	The user thought that finding the information was quick and efficient, in case a person didn't want to waste too much time on the website. The user said having the search bar was helpful, and made the process of finding a particular board member(the president Ogbonnaya) easy and manageable.	The user initially misspelled the netId of the President, and found that the page doesn't give her an information about the page redirecting her to what she wanted in terms of asking her "did you mean this" . My user also thought that there was a lot of information on the this page with regards to the description of the board members which my user said that probably many people wouldn't read.	We had to explain to our user that redirecting to other photos, when a user makes a mistake is a bit beyond the scope of this course and what we are able to do and count as our original code. Additionally, our group got insight on information that our target audience would actually read which apparently isn't too much text discussing generally about the board members.	
(Task 3) Finding the unique elements to this business	The user was able to find the information on what makes SBA unique in the mission statement section, as well as the steps that correlated to this statement because of our clear nav bar heading. By process of	User was confused about Step 1, Step 2 picture,and thought it should be a slideshow, but it wasn't. The User wasn't convinced on the need for the Step1, Step 2, Step 3 images since the user felt that these	Based on the feedback from this user, I decided to take out the step 1, step 2, step 3, step4 , step 5 picture hovering effect since it wasn't clear to the audience and gave the page an overall awkward feel. Users actually turned out to be confused by	

	elimination, the user was able to figure out where this information most likely was again showing how the design was able to confer with the user's mental model	images weren't very helpful and didn't correlate completely well with the missions statement.	the enlarged Step 1 and felt that it didn't capture their audience even though I perceived it would, which was helpful insight as I now realize that it's purpose is the opposite of both of which what the client and I considered and when there is a tie it is important to go with what the target audience wants since the website is being designed for them.	
(Task 4) Becoming Involved with SBA	My User has no issues finding the Application Form, because she said that there were a lot of details that made it easy to execute.	She thought that the application form was helpful-but was confused why certain questions couldn't be optional. She says that it detracts audience to have to answer free response questions and put their resume, when one or the either should be enough-- too long of a form detracts audience	From the feedback from the user from this task, I realized that we shouldn't have 12 + questions on the form because that immediately persuades people to not apply especially if they are unsure of applying, this would tip them towards not applying.	

(Task 5) Finding SBA's unique opportunities for its members	The user was able to find the events page, but thought it was an inconvenience that there was a distinct button to show the content and would've preferred if that content was on the page immediately when opened the page.	User expected a page to be like Why Us? The user though that a Why Us page would be more fitting for finding unique opportunities, and convincing people they should become part of SBA	As the user doesn't seem to understand the differentiating factors, there will need to be more emphasis on this in the home page, perhaps more pictures or more content pertaining to their mission statement. The idea about the ineffectivity of the Step 1, Step 2 matched what my previous user thought about	

Milestone 3, Part 3: User Testing Round 1 – Reflection and Changes

Note: These answers should be in paragraphs. This section should probably end up being longer than a page; you shouldn't constrain your answers to fit in the space provided.

1. What did you learn from this round of user testing?

From this round of testing, I learned that what the client and what the target audience envision as an effective website is not the same and is actually often contradictory. I learned that when making decisions, I would have to have the target audience's decision overpower those of the client since the website is for them. At the same time, the team has to understand the limitation of the client in providing certain information given that the club is new and there are a lot of details that are yet to be finalized and thus the website can be most useful once it has been done for the most part.
I also learned the importance of using reflections from my first user to probe the second user about certain design elements, to get variety of elements, and in order to figure out a general consensus of the design changes that are necessary versus ones that aren't and unrealistic.

2. What are three key changes you made based on the testing, what alternatives did you consider, and why are they appropriate changes? Include sketches of your new design here if appropriate.
One change that was made based on the user testing is understanding the importance of whitespace and not trying to overload the user with information for both the target audience who wants to not be overloaded with information and for client who wants to keep information on the website simplistic to attract the target audience, and the target audience who wants to receive information but not in an overwhelming way.

For another key change, we will be adding hide and show to the Events page, so that as soon as the user views additional information in addition the text already on the page so they aren't bombarded with information. They can view additional information of each of the individual events at their merry. Just like the "powerpoint effect" where too much words can distract people and result in them not wanting to read the information, the same thing can happen with our website which is why we want to keep that information hidden unless the user really wants that information.

Another key change that will be incorporated is to somehow make the home page more "attractive to users". We will be adding a slideshow to the homepage. This is because currently just the one picture of SBA doesn't encompass what the club is truly about and the potential difference that applicants will be able to make. This is why a slideshow of various images depicting what the skills and opportunities that come along with sustainability consulting will be beneficial to the user. This slideshow replaces the home picture and is the same size and structure except there are arrows which users can use to get a lot of general information about sustainability consulting and how that will later pertain to the goals and ambitions SBA has for its members.

A final key change we will be making is with the overall design of all the pages, incorporating the contrast effect so that the text in the body contrasts with the background and thus stands out. This will allow our users to pay attention to the content of the body and be able to absorb that information more effectively.

3. If you make any changes to the testing protocol for round 2, tell us what they are here.

None have been decided yet, if they are, these will be emphasize for the final project. For right now, for Round 2, I think what would also be beneficial is just asking users more pointed questions about specific design aspects since they may be indifferent to them, but perhaps pointing out whether or not there is a need for this design aspect will give better insight on how the website can be changed to be more accommodating for the target audience.

Milestone 3, Part 4: User Testing Round 2 – User 4

1. Who is your user, e.g., where do they come from, what is their background, etc.?

My User’s is a student in AEM currently interested in the interdisciplinary aspect of business and environmental science as plans on running and environmental technology startup one day. She is from Dallas, Texas and has been very involved in campus in environmental activism through the Environmental Sustainability Club on campus. My User is also very interested in volleyball, and also likes to write. My user hopes to write in magazines about how the importance of corporate sustainability so that she can influence the sustainable oriented innovative approaches that companies can take to benefit the environment. She is interested in this club since she wants to learn more about corporate sustainability, and working with consulting companies so that can apply concepts from corporate sustainability to make a difference.

2. How does this user represent your target audience/client’s needs?

The user represents my target audience since my user is a business student interested in corporate sustainability. My user represents my target audience since my user presents a person passionate about making a difference in helping the environment through business and would benefit from aspects of the club described on the website such as the Guest Speakers, Educational Speakers, etc.

User 4 Task Notes

Tasks descriptions for user 4	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	Memo Any additional comments you have.

(Task 1) Finding the informatio n on the Companie s	**My user met my expectation on finding the information on the companies because she's visited other Cornell website about consulting and the structure of the website with regards to the "title" of "projects" conforms to the users' mental model.**	**My user said that it was helpful to have a synopsis of the goals of collaboration s with companies that the club intended to have, as it gave the students a board overview about what the collaboration s would look like before going into the specifics of what collaboration s for each of the companies would look like in terms of what issues surround the companies, energy, pollution, contaminatio n, etc and how the club plans on**	**My user was able to successfully find information regarding the companies, due to the clear navigation bar which applied the principle "great precision does not matter", allowing the user to easily isolate whether the information would be.** **Feedback from the user indicates that the display of the projects in responsive design mode needs to be changed so that the pictures don't look unrelated or awkward in relation to the text. The image can be above the text, to provide a more organized a clean "relationship'**	

		working to help alleviate their issues. My user said that for the responsive design, the positioning was a bit awkward since there was a text that was long surrounded be a small picture to the left.	of the image and the text.	

(Task 2) Finding the officers	**User was able to find the president's information very quickly due to the efficiency of the search bar. The user met my expectations since the location of the search and inputs with placeholder was clear enough to the user that there was no question about whether they would need to input this information.**	**With regards to responsive design, Feedback from the user suggested that perhaps that CSS hover overlay effect isn't the best decisions, since it tries to put too much information about the board members in a small space which many decrease users' interest in learning about what the board members do.**	**Since my user said that the Board Page responsive design was not very appealing, I will need to figure out changes to be made, such as potentially using display: block and making the images take up the full 100% width of the container so that the users can fully see and understand the bio without there being too much information in a short screen. An important idea with responsive design is understanding the difference in how people use**	

(Task 3) Finding the unique elements to this business	**My User was not able to find this information since my user thought that this information should be events page, since the user assumed that events would be the main attractive element of the website that people looked at. When I was describing the task above, I didn't take into consideration the difference interpretations that there would be for differentiating aspects of business, as I mainly thought that this would be the mission statement.**	**Feedback from my user said to consider changing the tittle of the Events Page to be more understanding of what the page is about, so that in the instance that a user is not on the right page, and they have a clear title that leads them about the exact information that will be on the** **Feedback from my user also said that the information stood out well because of the choice of the colors which grabbed and retained the attention of this user.**	**My reflection on the response from my user is that everybody interprets tasks in a different manner. In this regard, the task could have been better written to reduce vagueness and ambiguity. This wasn't an issue that I had with Round 1 User Testing which is why that change wasn't made.** **My Reflection on this is how "clarity" comes differently to every user, which is why when in doubt, I should always have labels that clearly reflect for people who may have doubts and not make any "assumptions" about my target audience**	

			regarding what will be visible to them.	
(Task 4) Becoming Involved with SBA	**My user was able to find the information on how to apply to SBA with no challenges due to the clear navigation bar tab that indicated where she would need to apply.**	**Feedback from my user said that this page contained a lot less content than the previous page in that there was no "brief summary" about what the form would be, and how the form would have related to the**	**I agree with the user that I can include more information about the application generally to give people insight about what the application form entails since failing to do so, makes it unclear what exactly the application is for, first round**	

		overall recruiting process. This would conform to the rest of the design of the page.	**interviews, overall membership.. In this regard, providing a little bit more information would contribute to a positive user experience since people would be less confused about the application and more likely to fill it out.**	
(Task 5) Finding SBA's unique opportunities for its members	**My User was able to do this task successfully although not quite as easily and in the manner I assumed as thought that this task was referring to the projects, as projects can also be considered unique opportunities for users. My user was eventually able to find the page**	**Feedback from my user said to think about having a title or introductory statement at the top of the page that gives users insight about that website is about, so in the case they are confused, they don't have to scroll all the way down to figure out what types of events that are going. My**	**Again, this user was confused about the specific task since they assumed that it was initially on a different page. In business, consultants actually discuss the importance of the heading being extremely information of what's to come even if there is minimal information below. This serves as a**	

	through clicking around a few times which wasn't my original goal, since that contributes to a bad user experience.	user said that in the event that the user did have to scroll all the way down that would frustrate the user and leave them with not having a good impression of the website.	helpful "introduction" the content and helps the reader make connections. This will need to be fixed, as having just Events on the title initially confuses the reader as events can be referring to so many different things.	

Milestone 3, Part 4: User Testing Round 2 – User 5

1. Who is your user, e.g., where do they come from, what is their background, etc.?

My user is an international student from India, and is very interested in the intersection between business and sustainability because of the high pollution problems, water contamination issues, and other environmental hazards he saw while growing up in India. He wants to be a part of SBA because he is very interested in how business in India could potentially solve some of the issues. He is also in the Sustainability Business Engineering Team and is also part of Cornell's BIG RASS Dance Group. He is very passionate about making a difference in the world due to his upbringings. He hopes to start a company one day in India, to bring the idea of sustainability metrics to evaluate sustainability measures. In this regard, he is interested in using the website to figure out about the projects with companies that he could do to help him with his future ambitions.

2. How does this user represent your target audience/client's needs?

This user represents my clients needs since this user is interested in the intersection between business and sustainability and is currently in the Dyson School of Business studying sustainable finance as one of the concentrations. The user represents the needs of the target audience since the user would be interested in how SBA plans to work with real world companies to offer consulting services since this exactly aligns along the interest of my user and would be helpful to the user in the user's future endeavors.

User 5 Task Notes

Tasks descriptions for user 5	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	Memo Any additional comments you have.

(Task 1) Finding the informatio n on the Companie s	**My user was able to find the information on the companies with great efficiency. The user met my expectation in finding correctly click the right navigation page first, and scrolling down to identify the companies and figure out the relationship between the picture of the companies and the text accompany it.**	**Feedback from my user said that I should differentiate my titles better, so that the user is able to understand the difference between content and the titles and other headings. This would be important in case a user is quickly skimming the pages they would want to be able to easily differentiate the titles from the content so they can go the specific content they want easily.**	**Here is an instance where the design didn't exactly conform to the user's mental model of how exactly important information should be displayed in slightly different manner. This was importance to understanding because clarity and simplicity are the key elements of this website. If titles are confusing or do not accurately depict what is on the website, then less people are likely to use the website which would upset the client since this is a new club and users are supposed to be using information from this**	

			website in order to apply to the club.		

(Task 2) Finding the officers	**My User was able to find the officers (specifically the present as was asked with the task) with great efficiency, however my user was initially confused about whether the search bar was, and didn't think to scroll up initially but rather scrolled down.**	**Feedback from my user said that they initially didn't realize that there was a search bar on the page, and thought it would be on the bottom. The user also said how they thought that the search bar should be next to the navigation bar.** **Feedback from my user regarding responsive design, indicates that the pictures of the students should occupy the full width of the screen, since it doesn't "do justice" if the user sees to much information about the**	**As soon as a user clicks the board page, it leads to information about the board members, however since there is a scroll at the side, I believed that it would intuitive to the user to scroll up. My other users didn't' have an issue have a problem with this, and this will be a specific question task that I'll ask my other user to get their feedback. The user didn't quite seem to understand the**	

		board members all clumped together, as it makes it less likely that they will want to click on the information.		
(Task 3) Finding the unique elements to this business	**My user said that he was confused about this task just because of the working about the task but how since there was not section that was simply like "how we are different/ unique", the user assumed**	**Feedback from the user said that there needed to be more information leading up the slideshow that could guide the user at what they were looking at. In this regard, the user is able to**	**Based on what my user said, it's important that the website make sure that the images and the pictures are spaced in two distinct spaces, (display:block), Because although I wanted to keep them side by side to show the relation**	

	that this information would be on the projects page/home page.	**prepare themselves for what the pictures represent. The user said that responsive design for this section was a bit weird since the size of the images and the text seemed to large for the screen size.** **Feedback from the user also indicated the importance of potentially adding information form the board members' perspective of why these projects were chose to give the potential applicants some context about the projects.**	**between the picture and the text, it was important to understand that the user's needs for mobile devices and desktop devices are different.** **Additionally, the task could have improved so that the user had a cleared idea of what they were supposed to do, to avoid ambiguity since ambiguity leads to a negative user experience.**	

(Task 4) Becoming Involved with SBA	**My user was able to find this information easily, become of the clear navigation title that followed the mental model of many websites in which users can fill out forms online. Before, I had this navigation bar title as Form, but that was vague because the user wouldn't know what exactly the form was referring too. However, because it had been changed to "Apply", that gave the user a clear indication that Apply would be referring to joining the club not just**	**Feedback from the user indicated that the application form was easy to find since there weren't other navigation bar titles that would confuse the reader. Unlike then "form" was written, having "apply" was beneficial to the reader, since it conformed to their mental model of the order in which they would use the website in order to get involved in the club in that first users would get information about the club in terms of how the club differentiates**	**From this feedback, I was able to understand the importance of how the designer's view of what is obvious to the user may contradict the user's view. In this regard, although I believed that the information was very clear. In this regard, since the designer isn't able to communicate with the user it is important that the designer have an idea of the types of obstacles that the user will encounter and incorporate those elements into the design. I believe that all round having cleared titles on page such as events, and**	

	filling out a form to give feedback to the eboard members.	itself, what the club is planning to do, and then leading on the user absorbing all that information and then becoming a part of the club.	projects will be important to prepare the user for what's to come and overall increase clarity and simplicity which overlaps with the goals the client wanted in the first place.	
(Task 5) Finding SBA's unique opportunities for its members	My user was able to find this information, however was initially confused since the user though there was just supposed to be a link since the text was underlined. My user has then thought	Feedback from my user said that that my placement of the "more information about the task" made it clear so that the users could find extra information easily. My user also	At this instance, I didn't quite conform to my user's mental model of knowing to click on the link to show the information about the guest seminar events since there was no easy indication that the user had to	

	that just hovering over the text would lead the section about the more information popping out.	**said that the organization of the extra information section with headers and bullets made it easy to read and grasp the attention of the user adding to a better user experience.**	**click. A manner in which I could do this is to make sure that the cursor becomes pointer. In that regard, I wouldn't' have to sue a blatant signifier as that would be bad design.**	

Milestone 3, Part 4: User Testing Round 2 – User 6

1. Who is your user, e.g., where do they come from, what is their background, etc.?

My user is a freshman at Cornell Dyson School of Business interested in entrepreneurship. He is from Cleveland and has been living in NYC for 2 years. He attended the fall club fest and picked flyers from many distinct business organizations at Cornell. My user is planning to join a business organization next spring and devote this fall to his studies. He is going to decide which business organization is more interesting and fits his schedule. He is interested in SBA since he went to one of their information sessions and found out that they are working with companies such as Sustainability Analytics, which is a company he's interested in collaborating with since they are based in NYC , and he feels that he would be able to learn a lot from this company, and be able to develop a close relationship with them to help the club get affiliated with the company better.

2. How does this user represent your target audience/client's needs?

My user represents my target audience's needs since he's a business student interested in corporate sustainability and would also be willing to use the website to figure out more about the SBA's intended work with Sustainability Analytics, as well as other SBA unique opportunities such as the Networking Events, Guest Speakers and Educational Opportunities that can help   him with effectively able to contribute to Sustainability Analytics as well as career wise for his ambitions to be a sustainability consultant.

User 6 Task Notes

Tasks descriptions for user 6	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	Memo Any additional comments you have.

(Task 1) **Finding the information on the Companies**	**My information was easily able to find the information on the companies because my user was able to recognize the classic GAP logo, which as it was the first picture made it easier for my user to understand that the text next to the pictures correlated with the text.** **My user was able to find the information on the companies instantly because as a person who had been on many consulting sites from "Cornell", my user knew**	**My user said that it was easy to identify the companies in general since the first company was a widely recognized, GAP, and thus the user was able to easily understand that the section would be about the collaborations with companies. My user said that if I had "sustainable analytics" as the first company, my user wouldn't exactly know what that was. My user said the placement of the well known mainstream of a company helped guide the user's expectation**	**Reflections from my user's performance to the task was that the sequential order and placement of images is important, because that is how the user relates to the information being displayed on the page.** **Reflections from my user test also indicate the responsive design needs to be improved to take into account ALL details including fixes such as making arrows percentages so that they don't interfere with the how the slideshow is viewed. Users are quick to notice things that are "wrong" with a**	

	that projects probably mean collaborations with other companies.	of what the section would be about. Feedback from my users also said that the arrows looked “messed up” on smaller devices, which interfered with the user experience of the slideshow and which also resulted in the user not wanting to view the website on their phone, due to the misalignment of the slideshow	website first, and can use imperfection in the website to form a “bad impression” and result in them not using the site and spreading bad news about the website, reducing overall traction to the website.	

(Task 2) Finding the officers	**Although my user was able to find the search bar with quick efficiency, she took awhile to find the president's information since she misspelled his name a few times, she the thought that the search feature wasn't that helpful since she thought that it should have popped up with a "did you mean this", and redirect her to the**	**Feedback from my user indicated that the "search bar" should be made more user friendly. In that regard, feedback from my user said that the search bar should be more accommodating to mistakes that the user makes and that If it didn't there wouldn't be any purpose. In addition, feedback from my users said that we need more officers for the page in order to be even more effective.**	**I do agree that to make the assumption that the users will be spelling the president's and any other team member's name completely correctly is a big assumption. However, this is an instance where it was important for us designers to understand out limitations and be able to convey that both to our client and our users since taking the PHP step a notch further is beyond our abilities with our existing knowledge. While our user said that we need even more board members for the page to be useful, it was difficult for us to have that**	

			information since the client said that he was still deciding on adding new board members the next semester.	
(Task 3) Finding the unique elements to this business	My user was able to find the information on how SBA differentiates itself on the homepage. My user was able to find this page successfully due the fact that she said she's usually seen mission statements and goals or organizations on homepage since it is the primary thing that that clubs/companies want to	Feedback from my user said that she didn't understand why there was a need for slideshow, and if the images of the slideshow could just be placed on the bottom page breaking up the text. My user thought that the addition of pictures to the bottom of the page would give the page	Although my user didn't understand the need for a slideshow, previous users felt that it was helpful introduction to the material to the come. Not necessarily all feedback from users need to be incorporated into the full design although it is important to understand users feel. The reason that the pictures weren't all displayed on the bottom	

	emphasize about themselves.	**“breathing room”, allowing the user to not only absorb the information but not be overloaded by too much content which would result in them not wanting to see the rest of the website.**	**since the pictures have a lot of text and don’t necessarily correlate directly with the mission statement so just adding pictures with words next to more text would actually just be too much text. This was an unanimous view from users from the previous users tests, which is why ultimately the decision was made to have a slideshow on the first page that incorporates pictures and text so it isn’t overwhelming to the user.**	

(Task 4) **Becoming Involved with SBA**	**My user was not able to find this information due to the fact that navigation bar titles was changed to “Form”. Like a previous user, my user thought that this information would be under the projects tab or events tab and just assumed that the form was referring to contacting them or sending them a message since the user didn’t see a “contact us” page on the form.**	**Feedback from my user said that there wasn’t a clear indication of what the “Form” actually represented. The user said that the footer on the bottom on the bottom was easy to miss, and people wouldn’t make people click on the mail and Facebook icons easily which is why she thought the “Form” page was the contact page. The user said recommende d that the icons in the footer be larger, and that the form is changed to not be so vague in terminology and avoid**	**Reflections from my user indicated the importance of clarity among all nav bar titles, and heading on pages. I don’t want my target audience to be confused about the basic elements of the website including the nav bar because then the user would have no idea what to expect from many of the pages. Since users are commonly expect to be “lazy to click a lot of things”, it would not be wise to have unclear nav bar titles and headings that result in the user having to click around to find the page they want to go to since chances are**	

		confusion.	**that the user may not stay on the webpage long enough to keep browsing through.**		

(Task 5) Finding SBA's unique opportunities for its members	**My User was able to easily find the information regarding the events, but my users was a bit confused about why there was a more events information that was on the same page, instead of linking to another external page, like in a window.**	**Feedback from my user suggested that the responsive design mode of the "more events" page would reduce traction since the user believed that less people would be likely to click on all the events due to their length. My user also said that the images were too small in responsive design mode, and if the user were to shrink the screen, its unclear how the images relate to the text accompanying them because of their reduced size.**	**Reflections from this task made me realize that it's important to take into consideration that opinions of all users and not just one. Just because this one user, wouldn't feel like clicking and viewing more information about the events, it doesn't mean that would apply to the rest of the users as well. In fact, it could be that those other users are interested in the extra information. That is why it is important to be accommodating to both types of users, those with short and those with long attention spans.**	

				Additionally, users are expected to be “lazy” and don’t want to be clicking around many different links to find information they need, and may actually persuade them to not find out that information which is why that “more information” section was needed in the first place.	

Milestone 3, Part 5: User Testing Round 2 – Reflection and Changes

Note: These answers should be in paragraphs. This section should probably end up being longer than a

page; you shouldn’t constrain your answers to fit in the space provided.

1. What did you learn from this round of user testing?

From this type of user testing, I again learned the importance of adhering to design principles such as contrast effect and whitespace and the importance those ideas can have in the overall design. Because there was an appropriate amount of whitespace in the website, users felt that they had “breathing” room and that there wasn’t an overcrowding of information.

I also learned the importance of having separate design goals for responsive and desktop versions, because some design ideas such as having pictures next to text that worked in the desktop version will not necessarily work on the mobile version. In this regard, although I thought that minimal changes needed to be done, it was important to understand that the user’s interpretations were difference from me(the designer’s interpretations). In this regard, I learned the importance of balance with respect to adhering to the user’s wants and the design principles.

From this round of testing, I was able to understand the importance of the importance taking into the feedback that I got from my multiple users as a more “holistic approach”. Since, each user has their opinion on the elements that should and shouldn’t be on the website, it’s important to now just go based off of what user said in that one of my users said that they didn’t like the slideshow, however I never received that feedback and only received positive feedback from my others so ultimately, I went with that choice.
I also learnt the importance of having clear tasks. For this user test, unlike in the previous Round 1 there was a quite a bit confusion regarding the tasks which made it difficult for some of the user during some the tasks to find the webpages and the information they needed to in a short time.

Overall, I learned the importance of being able to balance client, user, and design principles. This was at times difficult since my users beliefs about the website coincided with my client’s beliefs’. At the end of the day, it was important to go with the users beliefs since the website is for them, as well as incorporating basic design principles such as whitespace, contrast effect, etc.

2. What are the main changes you plan to make based on the testing and on other feedback you've gotten from users, clients, and TAs (and why)?

Changes made were adding extra additional information about the application process, such as about its fairness and how this would be the first step in the application process, next steps would involve interviews. This was so that in case people were concerned about more details regarding the application process, they could understand that. Other changes that will be made will be clearer headings on pages such as the home page, events page, and application page, so that the user understands and can be prepared for what exactly the information on that particular page will be leading into the content. In this regard, if a user is on the wrong page and they don't know what to do, they will look at the headings on each of the pages that will help guide them to the correct page.

From the last milestone to the final project, many changes to responsive design will be made. This is because often times, text was overlapping, and a horizontal scroll was needed to view the information which affects user experience and would make it difficult for the user to access the information on the mobile devices. This is probably the most significant change since our target users comprises of students who are always on the phone, so they are more likely to view important information about the club on their phone rather than on a desktop.

Another change that was made was additions to content in the home page, events page, page based on conversations with client and based on my user's beliefs that more information on the events page would be helpful since interesting information that "pops out" is more likely to entice the user and encourage them to apply. Specifically, on the events page a "view information about board member's comments" section was added to gain credibility for the projects mentioned in that page, and so that the students could understand the scope of the impact they could potentially have This also a personalized way of communicating with board members.

Other changes to the website will be CSS changes such as how the text is formatted and centered, since we don't want users to focus on slight imperfections of the website but the actual content itself.

Milestone 3, Part 6: The Interactivity Requirements

In this section, you will clearly state what parts of your website are intended to fulfill the two interactivity requirements. Note that you do not need to discuss interactivity components that you have taken from external sources. Only the two components (one JavaScript/jQuery, one PHP) that **you wrote** and want to be graded for the interactivity requirement portion should be included here. **You are not allowed to use external external code to satisfy your interactivity requirements**.

JavaScript/jQuery Interactivity

The portion of our site that fulfills the jQuery interactivity requirement is:

(A short description of your JavaScript/jQuery interactivity component)

Two portions have been included for Jquery Activity.

The first portion is on the index page where there is a slideshow that introduces the user to common ideas about sustainability business consulting to prepare them for what SBA will be doing, which is essentially incorporating into their club. There is a need for this component since it allows the user to understand as much as they want about principles of environmental consulting before seeing how SBA will be applying these principles

The second portion is on the events page where there is jquery is on the Events page, when a user clicks "More Information", more information will be popped out pertaining to the educational seminars, guest speakers, and private networking in case a user would like more detailed information about this. This is important since users who are on the verge of applying to SBA will be able to know for sure based on whether the full "itinerary" of the events that are a planned appeal to them.

The code for this piece can be found in:

(The files and, if necessary, line numbers where we can find the code for this component).

Portion 1:
slideshow.js --- for code on slideshow Please note the style of this written different from Lab 13 nothing was copied and pasted -- in the version used for the project, addClass and removeClass were used

Portion 2: events_application.js- for the hide and show learn more information on the events page

PHP Interactivity

The portion of our site that fulfills the PHP interactivity requirement is:

(A short description of your PHP interactivity component)

This has been worked on by Anisha and Yi- nothing was directly fully copied, citations for ideas for code generated are listed in the code section

Our PHP Component is a search bar that allows users to search the board members of SBA by netId and name, in order to find their information quickly and efficiently. We believe that incorporating this search is useful since whenever users can quickly find information with no hassle, that allows for a better user experience. In the case, that the user wants to find more about the board members in order to decide whether they want to apply to the club(an action that is very likely since our target audience comprises of prospective business students interested in the club)

The code for this piece can be found in:

(The files and, if necessary, line numbers where we can find the code for this component).

Data.txtr- container the data of the members
Code for Search Bar- Top of the Board.php page

****PLEASE NOTE: YOU WILL HAVE TO SCROLL DOWN TO SEE THE IMAGE POP UP OF THE PERSON'S NAME YOU ENTER IN THE SEARCH****

Milestone 3, Part 7: Additional Design Justifications

If you feel like you haven't fully explained your design choices in the journey map, 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 the Final Project Milestone 3 requirements), 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 map. 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*

Design Choices have been made in accordance with user testing, and client wishes with respect to color choices and content being displayed

More content is needed for the Home page which will be there for the final , ThankYou.php (response page will need to be formatted based on what client wants- and we will need to get back that feedback soon)

Design Journey Map: Milestone 5

For Milestone 5, you will be adding new content to your Design Journey Map.

1. Make a copy of the Design Journey Map document you submitted for Milestone 3, and name it "**final-journey-map**."
2. Copy the Milestone 5 sections from this file and put them at the end of your "final-journey-map" file.
3. Remove this page from the journey map (but make sure you include the next page).
4. Fill out all of the sections in the Milestone 5 Design Journey Map in your "final-journey-map" file.
5. Your "final-journey-map" file should now have:
1. Your completed Milestone 1 Design Journey Map, followed by
2. Your completed Milestone 2 Design Journey Map, followed by
3. Your completed Milestone 3 Design Journey Map, followed by
4. Your completed Milestone 5 Design Journey Map.

Design Journey Map: Milestone 5

Use this design journey map to plan your project and to track your progress as you complete your milestones. This document is intended to help you plan and document the process. Document this process in the way that works best for your group. That means that if you prefer written paragraphs, use them. If you prefer bullet points, use them. This document exists to help you, make it your own to suit your group's needs. **Fill out this page and include it for Milestone 5.**

Group Name: Flying Pandas
Team Member Names: Yi Chen, Dongqing Wang, Jessica Lou and Anisha Amurthur
Team Member NetIDs: yc2329, dw532, jl2675, aa2473
Lab Section Number: 201

Milestone 5, Part 1: Reflection – Client's Needs & Target Audience's Needs

Use this space to reflect on how well you met your client's needs and how well you met your target audience's needs. Your reflection should be honest. Honesty here is worth more in terms of points than making yourself look good. All designs make compromises. Your reflection should be critical, constructive, and thoughtful.

Overall, we think that we meet the client's needs and requests. As stated in Part 1 of Milestone 1, our client wanted a website that is simplistic in design and easy to read. Taking into account their requests while designing the website, we have hold on to the most simple and straightforward layout. We have labeled each web page according to its function so that users don't have to browse each page in order to find what they are looking for. In terms of the content, we have limited it to include what is absolutely necessary, meaning that each description would only contain the basic information. In some cases, the user would like more complete information, such as the case of events page. Taking into account that, we have incorporated a feature using jquery. If the user wants more information, she/he can click in "more information about" button and more information will appear on the screen.

When it comes to the theme of the site, our client wanted a green, black, grey and white color scheme. As it can be inferred from the website, this goal has been successfully achieved. Furthermore, the website emphasized the unique aspects of SBA in the way they incorporate business and sustainability. We have corporate sustainability values with the slideshow which shows how the club will incorporate sustainability to solve environmental issues for real world business.

Lastly, we have achieved the three goals requested by our client. The first one is to make a easy-to-read website for people who don't know the details about Sustainable Business Alliance(SBA) to figure out what the club is about. As it is stated in the previous paragraphs, the simplistic website and limited content make the website easy to read and navigate. The second goal of our client for this website is to attract students who have an interest in business and the sustainability into joining the club. We believed

that we have achieve this goal by emphasizing the uniqueness of SBA in each aspect such as events and projects. The last goal could be for our client is to make it easy for students to figure out how to establish communication with the executive board members. Therefore, we have created a "board" page, where users can find the names and netids of the members of the executive boards.

Despite of the accomplishments of the clients and target audiences needs, we need to recognize that our website is far from being perfect. For instance, the image quality of some pictures and images was as high as we wanted it to be. Since SBA is a new club, the images and photos they provided us were limited. For instance, the picture of the "Sustainable Alliance Club" on the homepage does not have a high resolution, making the website to look not as professional as we wanted it to be. However, we think they can substitute the image in the future, when they have better quality pictures.

Milestone 5, Part 2: Notes to Client

Write down any information that your client would need to know when trying to take your final website and use it. Do not worry about telling the client how to host a website on a server. You did not learn how to do that. Instead use this space to let your client know about issues with your website. Things that don't work well. Potential areas for improvement. Etc.
Secondly, you should include any other details that would be pertinent for your client to know about your final website design (like things you were not able to do as discussed with your client and why).

As it is mentioned in part one, they could substitute the low quality pictures once they have create new ones since they make the site to look unprofessional.

Regarding the Responsive CSS, it is important to notice that it might still look weird on some devices. The reason is that not all devices are listed on the developer's tools on Firefox, so we have only adjusted it to the ones that are available. Therefore, if they find out that it does not look in a device, they should contact us or any other developer to adjust it.

Also, the number of project and events as well as their content is very limited. For instance they could provide more content on projects-- the steps in which users will plan on providing environmental consulting advice to businesses- since it is a big step to go from learning about environmental consulting concepts to implementing those ideas to actual companies. In addition to content, adding some pictures from the events will help the user get an overall idea and make it more credible. Likewise they should provide more information on the process in which students will complete projects, otherwise the section comes off as a bit vague.

Lastly, we will recommend them to include the progress on the projects listed on the projects page. Currently, there is only predictions on how they will collaborate with the potential firms. However, it will helpful for potential candidates to know the actual outcome of the project collaborations. Adding results will make it more credible and will give users a clear sense of what they are expecting when they join the club and work with future clients.

The client will need to provide more board members to make the search even more effective, reliable and purposeful since with a greater array of board members, it will be more likely that

Information that wasn't directly pertinent to what the client wanted to get out was always put in a "Learn More" section where that information was hidden and then that information would appear only if the user was interested. The information is intentionally not on the website for the purpose of not overwhelming the user with too much information.

Milestone 5, Part 3: Reflection – Strengths

List 3 strengths of your work that sets it apart from the previous website of the client (if applicable), and from typical websites.

1) The strength of our website is that we had followed the guideline for a good website specifically in allowing for ease of accessibility for information for a new club. Many times, when new initiatives start websites, they include a plethora of information to educate users, which makes the website very overwhelming and limits traction to the website. Our website also made a easy-to-read website for people who don't know the comprehensive informations about our clients, namely the Sustainable Business Alliance(SBA), to figure out what the club is up to and what are the possible gains that one can get from participating in the club. When the target audience of our client, or even the People browsing through the website, they should be able to locate quickly and exactly about what kind of events and lectures that the club is trying to host in a relatively short amount of time(such as their projects, goals, mission statement, etc). The reason we decided to set such a goal is that through information sessions about certain clubs, due to time limits and speaking pace of the speaker, it is difficult for audience to grasp all of the useful information that the board members of clubs are trying to deliver to the audience, which makes a transparency of the website especially important, and that is exactly what we have accomplished with our website.

2) The second thing that worth a highlight is that on our website, it is very easy for students or any random users to know how to establish communication(e.g. Sending emails on further inquiries about the club.) with the executive board members, as well as any club members. Since SBA(sustainable business association) is a brand new (or relatively new club, our client wants to continuously receiving feedback from users that

have the possibilities and intentions of joining the club. For exactly such reason, on our Board page, we included specific details about how the prospective members can email the executive board member suggestions for this club. We have also included an application page that students can apply to join the club directly. Such accessibility made the website very much user-friendly. We have also included a comments section where people can give advice about

3) A final thing about our website that is unique is that we provide a direct application page, where students can apply to SBA. This feature will save students and SBA recruiting members time in two following ways. First, upcoming applicants do not need to worry about reaching out to SBA members for a link to the application or application guidelines. Second, SBA members do not need to worry that they have sent the application link to all the students interested.

Milestone 5, Part 4: Reflection – What did you learn?

Tell us what you learned from this final project.

There can be conflicts between design principles, user's experience, and client's goals-- finding a way to reconcile those differences can be challenging, but the most important ones are design principles since that affects how people will respond to website-- left aligned text for reading, contrast effect, whitespace, as well as user tests since the website is made for the audience. At the end of the day user tests and design principles overpower client needs.

We were able to use data received from user tests to help with other user tests. For example, if we saw that one use wasn't responding well to the task, or has an opinion about the website that we weren't sure we agreed with, we then asked the next user their opinions and whether they thought some design aspect was an issue and was able to get collective answers from various issues of our website based on user tests.

We have learnt to cooperate with both our target audience and clients, in that sometimes our client may be requesting unrealistic and unsuitable goals for us to approach our target audience. It is hard to persuade them into believing that users may not always perform in the way that they may imagine. For instance, during one of the past milestones our client asked for an overall structure that looks like bootstrap was used, however since for this class overall design had to be created by us, and not by and external source, this exact design wasn't realistic. However, that being said, we learned strategies that we could use to be accommodating to the clients' needs even if we weren't able to completely take the design to the advanced level they would have expected us to. In this regard, this taught us to the importance of compromising with the

client’s needs and also clearly stating our capabilities out from the beginning to avoid any conflict regarding design changes and requirements later on.

We also learned the importance of “filling in the gaps” when the client didn’t know how exactly how they wanted the design elements to be around the page. In that regard, since the client hasn’t been designing websites, there are probably factors like whitespace, contrast effect, which they may not realize. Therefore, it was our responsibility to educate our client on these design ideas, and find a way to mesh design principles with the requirements of the client.

Milestone 5, Part 5: Reflection – Your Grade

Part of learning a new skill is also learning to evaluate it. Using the rubric of this assignment, grade your final submission. Be honest and fair. Feel free to elaborate on why your grade is fair, critical, and reasonable. Feel free to also list your point deductions below.

I would give ourselves an 90 out of 100 points on this assignment.

The code doesn’t have validation errors, the coding style has been implemented according to cs standards, and the file structure is as mentioned in class.

I do believe our CSS, and visual design could be improved to make the website look more “aesthetically pleasing”. We chose colors and design elements with accordance to our client’s needs and in combination with feedback from our user tests, however I’m not sure if the website has a particular “aesthetic appeal” which is why we may get points off. I’m also not sure if the content on the website is organized in the best way which may result in point deductions.

I’ve also tried to make responsive design the best that I could in terms of fitting things to the entire width of the screen however, I’m not sure that the responsive design is absolutely perfect which is why there may be some point deductions.

All interactivity components meet requirements as we received positive feedback from Milestone 3 and they’ve incorporate a significant amount of effort.

Round 2 testing was done very carefully and detailed results have been written down and incorporated into the final design.

The overall design was chosen by my client so we had limitations there, but design principles in addition to client's needs were incorporated to the best of my ability.

‘

Milestone 5, Part 6: Notes to Graders

****PLEASE NOTE: YOU WILL HAVE TO SCROLL DOWN TO SEE THE IMAGE POP UP OF THE PERSON'S NAME YOU ENTER IN THE SEARCH for PHP REQUIREMENT—this was done to make consistent changes among responsive design and desktop versions****

Tell us about things that don't work, that you wanted to implement. Give justifications. For example, If HTML or CSS doesn't validate, please explain that here.

We had wanted to add a feature called "hamburger menu". We've put a lot effort in trying to implement it, to make our website with more interactive features. But the problem is that it wasn't until we had finished most part of CSS that we decided to add hamburger menu, which made adjusting format of that feature especially difficult.

Even though we wrote the html and css code for the "hamburger" menu (when using smaller devices such as iphone 6), we decided to delete it because it confused the users when they were trying to find the menu bar. After writing the code we showed it to one friend and ask her to find the menu bar. She spent almost 10 minutes scrolling up and down trying to find it, so we realized that the "hamburger" menu was not useful.

We also have certain image sizes that are extremely large in responsive design mode since we kept getting feedback that the images needed to be a larger size and fit the entire width of the screen so that the user could get a clear idea of what the image looks like. We figured that if multiple users didn't have an issue with these image sizes then that would be alright since anyways they are our target audience.

For our search function, if a user types in nonsensical information, we weren't able to figure out validation for that. We also weren't figure out how to redirect the user to the correct information in the case they spelled something wrong. We weren't able to implement this ideas due to them being way beyond the scope of this course.

Additional, since all our files as PHP, we don't use Atom's validation. However, the webpage do validate on W3C.

Lastly, for responsive design, its been tested and completed on Windows, not sure if that affects how it looks on Mac, since there may be different media queries that need to be used based on the device.

For this project, we didn’t yet figure out a way to save the data from the applicant’s response into a file that can be viewed by the client and the other board members.

Finally, in order for the search bar to be even more effective, there could have been more people, however our client didn’t have information on more members since hs is still recruiting next semester.

Milestone 5, Part 7: External Code

List all of the sources of external code you used for your project and where you used it in your project. When listing where you used it, list the file name and the approximate line numbers. Failure to list all external code here is an academic integrity violation.
External Code: any code (HTML, CSS, JavaScript/jQuery, PHP) that was not written by you or your group members.

Board.php:
- http://stackoverflow.com/questions/16477098/how-can-i-remove-n-in-string-in-php
    - Line 33-35
- Python class at Umich
    - Line 1 to 65
- http://www.w3school.com.cn/php/func_string_strtolower.asp
    - Line 48 to 50
- http://stackoverflow.com/questions/16477098/how-can-i-remove-n-in-string-in-php
    - Line 53 to 60

Events.php:
- From Lab 13
    - Lines 2 to 23

All.css:
- W3 Schools
    - Line 409 to 439

csvStorage.php:
- Grant Storey on 11/10/17 from Lab 13
    - Line 4 to 20

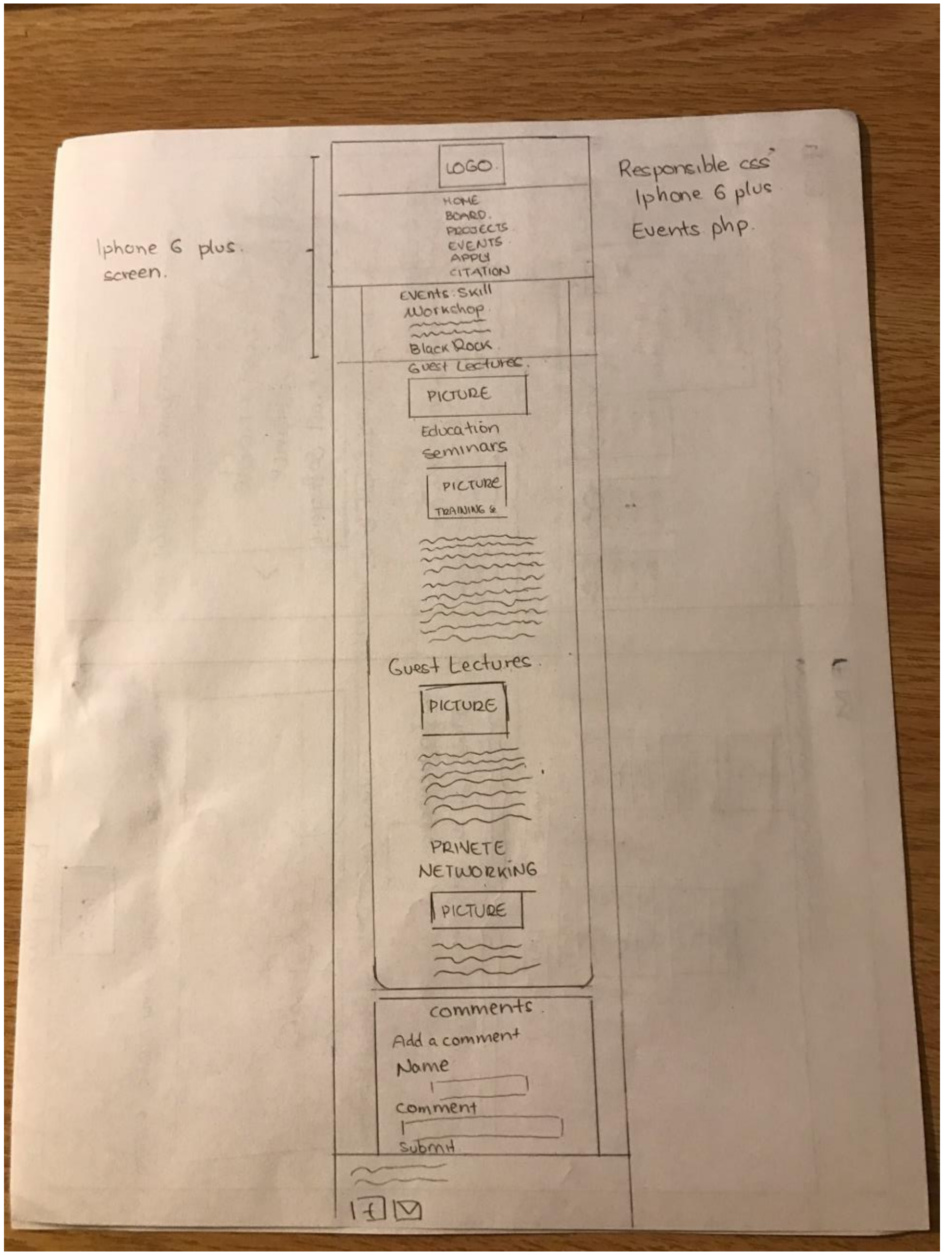
Footer.php:
- Dave Gandy from Flaticon
    - Line 7 to 8

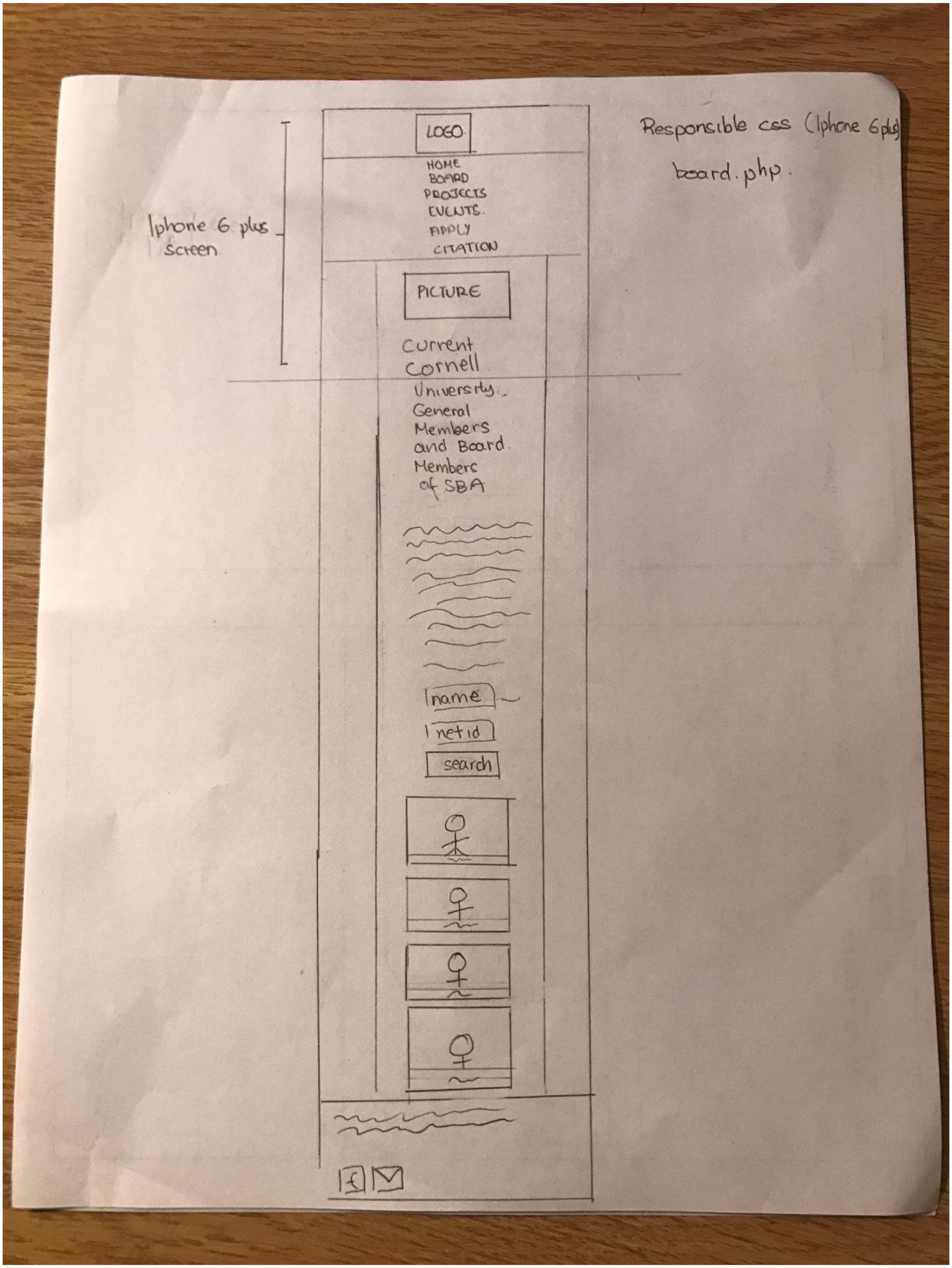
Events_Application.js

Feedback. Js
W3 Schools Slideshow Animate Feature
https://www.w3schools.com/jquery/tryit.asp?filename=tryjquery_slide_down

Milestone 5, Part 8: Additional Design Justifications

If you feel like you haven’t fully explained your design choices in the journey map, 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 the Final Project Milestone 5 requirements), 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 map. 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.*


Iphone 6 plus.
screen.
LOGO.
HOME
BOARD.
PROJECTS
EVENTS
APPLY
CITATION
Events. Skill
Workshop.
Black Rock.
Guest Lectures.
PICTURE
Education
seminars
PICTURE
TRAINING &
Guest Lectures.
PICTURE
PRIVETE
NETWORKING
PICTURE
comments.
Add a comment
Name
comment
submit
Responsible css.
Iphone 6 plus
Events php.


Responsible css (Iphone 6 plus)
board.php.
Iphone 6 plus screen
LOGO
HOME
BOARD
PROJECTS
EVENTS.
APPLY
CITATION
PICTURE
Current Cornell University. General Members and Board. Members of SBA
name
netid
search