Design Journey Map (M2)

CSSJunkies

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Section 204

M2. Part 1: 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).
NOTE: If a website exists already, and you'll be redesigning it, then add the URL & screenshots of the existing site.

The client for our final project is Measureless — a Cornell Christian music group that aims to bring "the light of God to the Cornell community through acapella music."

The client wants a website in order to publicize their events such as performances and auditions, as well as to engage in general outreach to expand their audience. Furthermore, the client wants to be able to introduce their members to the Cornell community. In summation, the client wants a website with a clear and concise introduction to the Measureless' mission, biographies for their members, an events page for their upcoming events, and a multimedia presence in form of recording samples.

The client described their desired website theme as clean, simple and "easy on the eyes." The content and design of the website should be inspired by the group's defining values of God, faith and solidarity. Moreover, the group wishes to use their existing logo and to add elements throughout the website to resonate a theme of warmth, friendliness, acceptance and love.

Measureless members were impressed by the website that Princeton University's Christian acappella group currently uses.

M2. Part 1: 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. Get as much detail as possible from the client to help you find representative users that can help you generate useful personas.

The client is a Cornell University Christian acappella group. They are focused on performing music that includes their three values of godliness, faith and solidarity. Given this theme the client counts the following as its target audience (listed in order of most to least important):

1. Cornell Christian community
2. Students interested in joining Measureless
3. Friends and family members of Measureless members
4. Christian community members not associated with Cornell

Given that the client has a niche target audience, the focus of the website will be to attract these members of the community by emphasizing the Christian values that the group espouses.The premier part of the target audience is the Christian community at Cornell, as this social group makes up the majority of Measureless' audience and support. Additionally, since the continued existence of the group is a priority, attracting student interest, not only in terms of audience but also as members of the group, is very important. The tertiary target audience is for the personal interest of the families and friends of Measureless members, as well to potentially expanded the group's reach beyond Cornell.

M2. Part 1: 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.

User 1 is a 24-year-old male graduate student at Cornell pursuing a Ph.D. in Chemical Engineering named **Adam**. Adam is a devout Christian and a regular visitor of sermons and mass at his local church in Ithaca, NY. As a graduate student, he lives Downtown and is not available on campus frequently. However, Adam would like to explore more activities on campus that cater to his faith and religion. He is involved with Christian charities in Ithaca and he would like to have some event-appropriate entertainment at a fundraiser for these charities. He wishes to find musical groups on campus that focus on certain Christian principles in their performances, though not necessarily singing gospels. Moreover, the most important aspect of the group to Adam is the personal characteristics of its members. He wishes to know about the group's mission, and more importantly the members, before deciding whether to book them for the fundraiser. Additionally, he wants to know of events on campus when the group is performing so that he can listen and judge the quality of the group before making a final decision.

User 2 is a 18-year-old female freshman named **Laura** from Massachusetts who was raised in a liberal, yet faithful, Christian family. She is involved with multiple student organizations on campus (which mostly involve professional fraternities and academic clubs). However, none of these organizations provide her with a way to connect with her faith and religious principles. She is a talented singer and has been contemplating joining an acappella group on campus to provide her with creative release and de-stress her packed schedule. Laura is not attracted to synchronized and instrumental groups on campus - her analysis of campus organizations has led her to believe that a cappella groups are more popular on campus. Her ideal group would be one that focuses on values of openness, friendship and faith. She is searching for Cornell a cappella groups online. Laura wishes to find a group where not only can she reconnect with her faith and prosper as a singer, but also a group where she can make lifelong friends.

M2. Part 1: Needs and wants
(You'll be revising this section between M1 & M2)

For M2:
In the same table, make the M1 design ideas that you have chosen to implement as **Bold and expand it further to give details.** Next, justify each **Bold Design Choice** in the Memo.

Needs and wants (List your client and target audience's needs and wants)	Design ideas (M1) and choices (M2) (List your design ideas in M1. Update ideas in this section with the choices in Bold)	Memo (Justification/Additional comments/info for TAs)
Client wants to cater to people who either follow Christianity or at least its principles.	This will be supported in the Mission page , which contains an emphasis on the group's values and how they are supporting their religion through their music. **The page will have an alternating background in order to separate descriptions and to create a visual flow.**	"Christian A Cappella Group" will be on a subheading of the name Measureless of the header, which is enough of an indication on every page.
Target audience wants to know about the timings and location of the client's performances and auditions	Add a page containing meeting and event information, styled horizontally so info is easy to find. **The homepage will list the group's recent announcements.**	Meetings and events can be places on the same page; both pieces of information aren't too extensive
Audience and friends of the group want to know about the profiles of group members	Contain bio page with officer profiles at top, rest listed alphabetically. **The member page includes information about the members of the group and fun facts — such as favorite bible verses — that the target audience might want to know about.**	Officer info at top because besides audience and friends, those who want to communicate with the group would want to know about the leaders first/primarily.
Client wants a page with sample recordings for users to listen to and test	Link to YouTube channel and embed a YouTube video. Also have links to download select performances. Include a blurb stating permissions of using the media.	YouTube is the de facto media player. There won't be an autoplay of music because people can get surprised by that if they're in a public space.
Easy on the eyes, clean and simple design	A color scheme using white, and fonts that aren't too stylistic. **Use a light sepia blue color theme with strong white overtones to provide a clean look to the website.**	Gravitating towards peach because it's a warm and friendly color, and sky blue because its a color used often on the Facebook page.
(etc.)		

M2. Part 2: Intermediate design pieces
(You'll be revising this section between M1 & M2. Have an initial plan for M1, refine it for M2.)

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.

Category/Sub Category	Content (M1 & M2) & Visual Theme (M2)	Who does this help, and why?
About	Mission statement (purpose and vision); history **Soft color scheme to further emphasize the mission statement and separate backgrounds to distinguish paragraphs**	Potential members; if they align with the mission they'll be inclined to learn more about the club and apply. **Target audience regarding the mission of the group.**
Member Information	Bios of 5 e-board members Bios of 14 members **The member photos with names at the bottom and more information on hover to reduce scrolling on the page.**	Potential applicants to "meet" members, and for proud parents to be excited that their daughter/son is on a website
Media	Previous performance videos (possibly sourced from one Youtube channel) Recording Samples (Downloadable) Photos	Friends, family, and members looking to relive the experience; potential event hosts looking for a music group
Get Involved	E-Board contact info / listserv subscribe, Facebook link Application Form **(the form will be added post PHP completion in class)**	Potential members and potential event hosts looking to contact the club
Front Page	Announcements (upcoming events, etc), photos **A slideshow to welcome the user to the page and gauge interest.**	People interested in seeing the next showing or potential members looking for audition information

M1 & M2. Part 2. PHP & Interactivity plans
(You'll be revising this section between M1 & M2. Describe your ideas in M1, and update them in M2)

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.

Interactive features that would require jQuery / JavaScript:

1. When the user hovers over links or pictures that can expand, the links and pictures will change opacity. (from scratch)
2. Possible lightbox effect for pictures. (from scratch)
3. Smooth scrolling for same-page links. (from scratch or from css-tricks.com)
4. Custom scroll bars (optional, but would be nice) (probably outsourced)
5. Collapsible menus (not sure yet if we would need them, but could come in handy) (could do from scratch)
6. JavaScript form validation (will do via tutorials)

Interactive features that would require PHP:

1. Acapella application form that any user can fill out, with PHP form validation (would we need both JavaScript and PHP validation, or would one suffice?) (from scratch or from GitHub)
2. If not a built-in form, an upload function (might be a security hazard, some research still needs to be done in this area to minimize risk)
3. Built-in contact form if club officers would prefer not publishing their email on the site to avoid being found by spammers (original PHP from scratch)
4. **PHP image resizing to accommodate different screens and optimize image load time**

Justification:
These interactive elements connect with the needs of the client because he personally wanted an application form on the website, as well as an easy and straightforward way for the members to contact the club e-board. Both of these functions we plan to implement using PHP. As for the JavaScript/jQuery interactivity, some of them complement the functions we listed previously, such as the form validation, whereas others are intended more to complement the design. The client wants a simple, elegant design, of which lightboxes easily can achieve, and of which hovering effects greatly maximize. Smooth-scrolling is definitely easy on the eyes, and having custom scroll bars could also add to the unity and consistency of the website by ensuring that the scrollbar style, which could vary across browsers, is consistent on their website. The collapsible menus could do wonders for navigation, would would truly make the experience much better for the target audience, which includes the personas we mentioned earlier.

M1 & M2. Part 2: Sketches / Storyboards
(You'll be adding to this section between M1 & M2. Present initial versions in M1, and add higher fidelity ones in M2)

In this part, paste your drawings, screenshots, or storyboards as you develop them. Accumulate items 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: as with needs, you should have the right number of these to do the job.
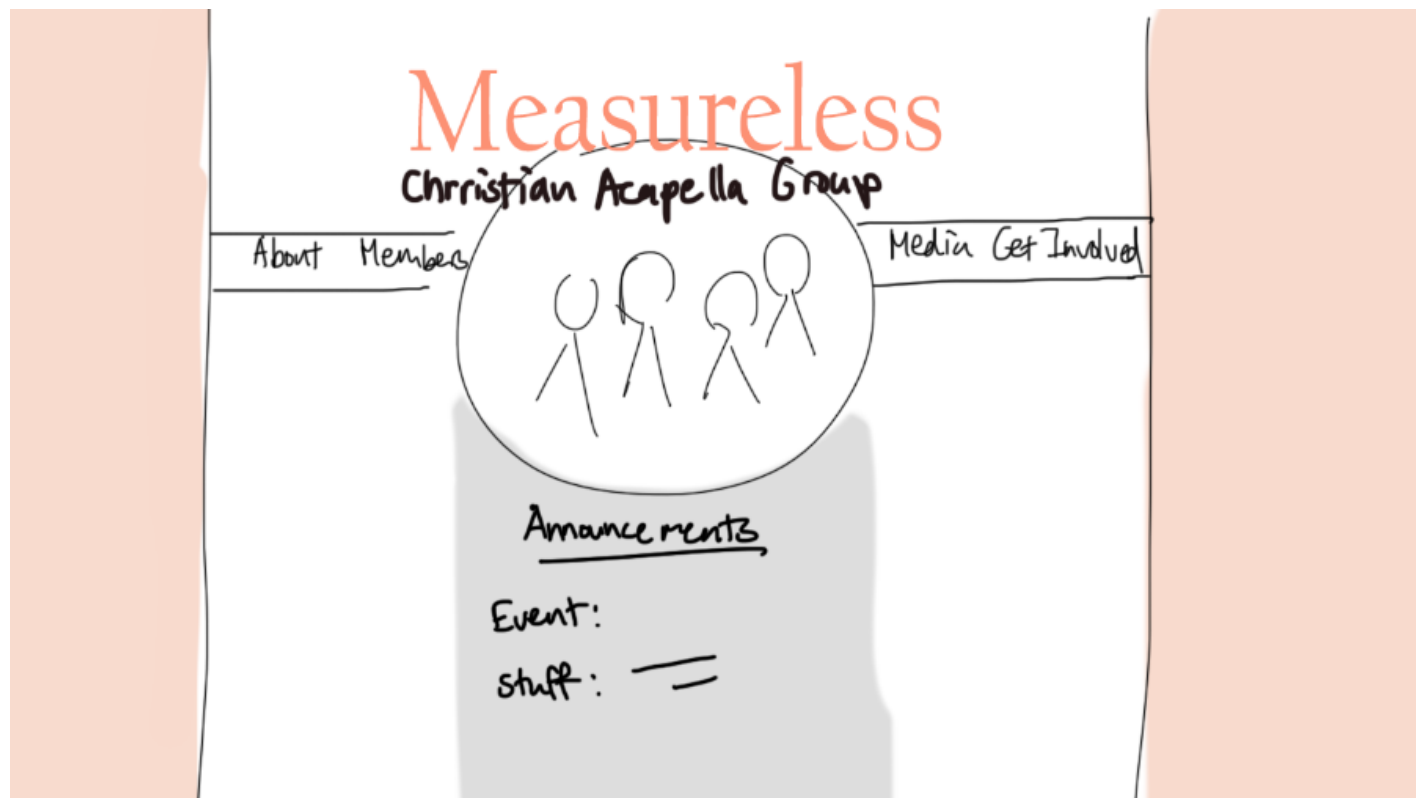
Measureless
Chrristian Acapella Group

Links   2   3   4

Slideshow

Announcement + Events

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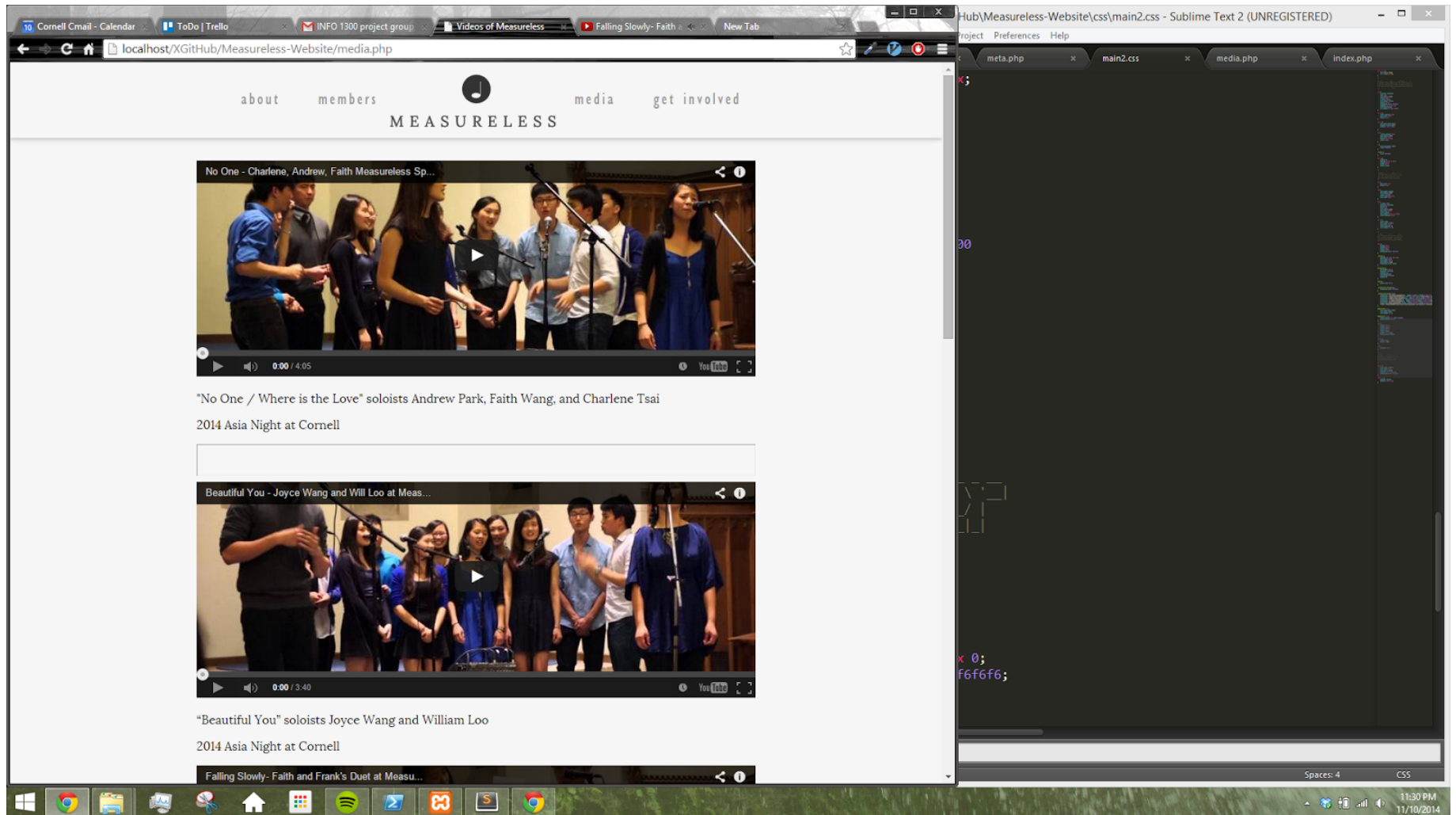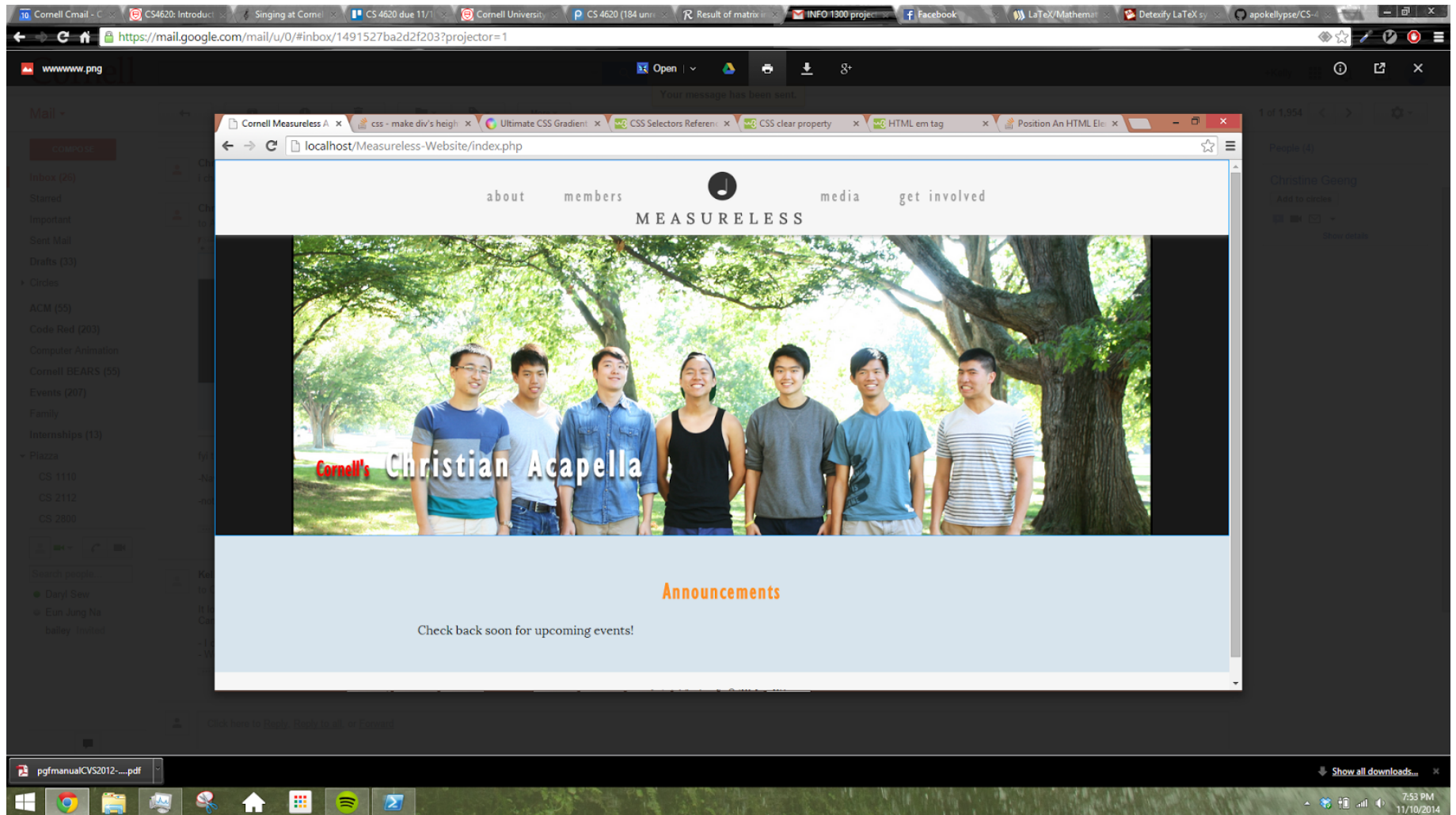
M2. Part 3: Group Constitution and Project Plan

Describe here how the group is going to work: who has what main and backup roles, how folks are going to communicate, expectations around communication, how docs and materials are going to be shared, how the deadlines will be managed, how you would keep a track of tasks and progress within your group etc. If you will be using any tools for scheduling, sharing documents, managing tasks, etc., make sure you describe them here. This is also a good time to identify challenges (like known unavailability for a few days by one your group members etc), and how you would manage these challenges. Keep updating this on a regular basis for your own benefit.

Also, if you are not tracking tasks (calendars, own shared to-do lists, bug trackers or gantt charts etc.) and progress somehow, you might want to use a basic task tracker given below as an example.

Note: Again, you want the right number of items for the job. The constitution should have enough info that your group knows how it's going to work. For tasks, make sure tasks are specific enough to know what you really need to do and can track progress, that you think about time needed to review and integrate materials, and that tasks are balanced across the team.

Task	Team Member Names and roles	Due Date	Status
Interview Client	Aaron, Kelly: Leaders; Christine: Notes	11/2	Done
Client description, Target audience, Personas	Manu: Leader, Aaron: Backup;	11/4	Done
Sketches, Design	Christine: Leader; Kelly: Review	10/26	Done
PHP / jQuery description & Intermediate Design Pieces	Kelly: Leader; Christine: Review	11/4	Done
Needs and Wants	Manu, Aaron, Christine: Co-Leaders	11/9	Done
Uploading and final validation	Kelly	11/11	Done

Challenges: Aaron is not free on Mondays, and Kelly is not free on Fridays, and Christine is not free on Tuesdays.

Communication: We communicate mainly through email, with texting as backup

Materials: For milestone writeups we collaborate over Google Drive, using Google Docs. For HTML, CSS, and PHP, we use GitHub.

Deadlines: Deadlines are put in the Drive, and reminders are sent through email by the Lead.

Part 4: M1 and M2 Additional comments

If you feel like you haven't fully explained your design choices in the journey map for M1 and M2, 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 requirements), you can use this space to justify your design choices or ask other questions about the project and process.