

Design Journey Map

Kelly Yu

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Section 204

Target audience

My target audience is the general population of undergraduate Cornell students.

Persona

Marissa Wong is a junior Mechanical Engineer in the School of Engineering at Cornell. She's a first generation Hong-Kong-American 20-year-old. She's pretty outgoing, taking part in clubs such as CSA (Chinese Student Association) and being involved in Cornell Roses (Ultimate Frisbee team) as well as the CUAir project team. She has shoulder-length black hair and tends to wear light makeup.

Marissa is overall a balanced person, but has her quirks – she gets impatient very fast, and hates ambiguity. She is very goal-oriented, and believes bad communication is the source of many of the world's issues.

Marissa is very optimistic and also has a very light-colored and bright wardrobe. Spring and Fall are her favorite seasons.

As for hobbies, Marissa likes longboarding at night, and Frisbee is her life. She also likes reading cooking blogs and cooks in her apartment in Collegetown about every other day. She also likes movies a lot, and makes sure to see the latest releases almost as soon as they come out.

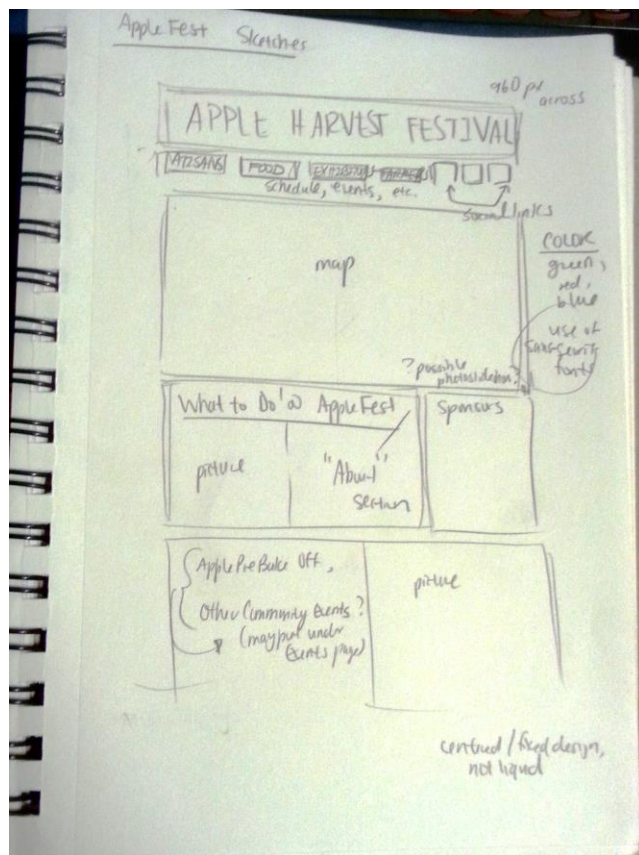
In this part, collect your target audience’s needs and wants for the Apple Festival site, justify each design choice, and write down any additional comment you have in the memo. Note that memo is optional.

Needs (List your target audience’s needs and wants one by one)	Design choices (Justify your design choices correspond to their needs)	Memo (Any additional comments you have to justify your design choices or things you want TAs to know)
Gets impatient very fast	Present important info on front page, make content precise	
Hates ambiguity/ Likes good communication	Communicate parking spots, food vendors, activities in a list or other organized format	
Likes cooking	If possible, have suggested apple recipes, or emphasize use of apples in cooking	

Goal-oriented	Have a list titled “things to do at apple fest” to let Marissa have goals in mind when she visits apple fest	
Optimistic / Likes bright colors	Use optimistic language / positively connotated words, use bright color scheme	

Sketches / Screenshots / Storyboards

((In this part, paste your 4 drawings, 4 screenshots or storyboards of the site below. To clarify, screenshots mean taking pictures of the site built in HTML/CSS. Sketches or storyboards can be your hand drawings, or mockups built by software like Illustrator, Photoshop, axure, etc.)



Apple Fest Design 3



Apple Fest Design 4

APPLE HARVEST FESTIVAL

Blue, Green, Orange



*** Additional design justifications**

(If you feel like you haven't fully explained your design choices in the journey map Part 1, or you want to explain some functions in your site (e.g., if you feel like you make a special design choice which might not meet P2M1 requirement), you can use the additional design justifications to justify your design choices. Remember, this is place for you to justify your design choices which you haven't covered in the design journey Part 1. Use it wisely.

However, you don't need to fill out this section if you think all design choices have been well explained in the design journey map Part 1.)