User 1

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

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

Christine Geeng is a junior Information Science major at Cornell University. She is from Edison, New Jersey.

She is taking an Art Minor and loves to draw. In her free time, when she's not drawing (character design is her specialty), she is involved in Cornell's Computer Animation Club as Art Lead and treasurer.

She likes web design and web usability, and may possibly do UX design or Art design in the Game Design class next spring.

2. Does your user 1 belong to your target audience of the site? (Yes / No)
Yes, because she is a Cornell University student.

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

Tasks descriptions for user 1	How did the user do? Did that meet your expectation?	User's reaction / feedback to the design (E.g., specific problems or issues found in the tasks)	Your reflections about the user's performance to the task	Re-design choices	Memo (Any additional comments you have, this is optional)
(Task 1) Find out who sponsored the festival.	User went directly to Sponsors and Support after glancing around page	This is cool.	Fast enough, and the user appeared to like the webpage	None.	User wishes it were mobile-friendly. I'll add media queries if I have extra time.
(Task 2) When does the festival take place?	She scrolled around the Home page, then found it under Event Schedule	Maybe important dates like that should go on the home page.	Fast.	It was fast enough, and I don't think it should be on the home page.	N/A
(Task 3) You're really good at making pies. Is there a pie contest?	User clicked on Events and the Apple Pie link in the secondary navigation.	I wish the secondary navigation wouldn't collapse from page to page.	It was the fastest one so far.	Although it might not be completely consistent, I think that it makes navigation	User dislikes the header color, but really loves the tables.

				faster and move focused on the current page.	
(Task 4) You want to look at Fine Art. Where do you go?	She goes to Event Schedule, does a Ctrl-F, and finds it immediately.	I was too impatient to scroll or click around.	Very good.	None.	N/A
(Task 5) You want to know if your favorite local farm is going to be at the festival.	She went to Vendors, and scrolled down to find it.	The Vendors page is really long, but I like how it has pictures of the Vendors.	Good.	There's a lot of vendors, I can't just take them off.	I could consider collapsing some of the vendors to make it more visually small?

User 2

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

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

Aaron Coven is a junior in the Industrial Labor Relations school at Cornell University. He is also interested in Information Science, and pursuing an Information Science minor.

He likes reading the news, and frequents websites such as the New York Times website. He also has a passion for baseball.
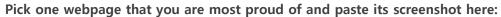
2. Does your user 2 belong to your target audience of the site? (Yes / No)

Yes, because Aaron is a student at Cornell University.

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

Tasks descriptions for user 2 (The tasks should be the same with user 1)	How did the user do? Did that meet your expectation?	User's reaction / feedback to the design (E.g., specific problems or issues found in the tasks)	Your reflections about the user's performance to the task	Re-design choices	Memo (Any additional comments you have, this is optional)
(Task 1) Find out who sponsored the festival.	He was really fast at clicking Sponsors and Support, and exceed my expectations.	Neato.	Very good.	None	User wants the panels to be more opaque
(Task 2) When does the festival take place?	He didn't see the header that had the tiny font that had the answer.	Make it more obvious.	Needs to be faster.	Yeah, it needed to be more obvious, so now it has its own tab in the Event Schedule section	N/A
(Task 3) You're really good at making pies. Is there a pie contest?	User goes to Events, finds it right away	Sweetness.	Very good.	None.	N/A

(Task 4) You want to look at Fine Art. Where do you go?	User scrolls slowly down the Events page, and finds it eventually.	It took too long.	Needs to be faster	Not too sure how to fix this, it's more of a content issue.	Perhaps I could go through content and organize it better?
(Task 5) You want to know if your favorite local farm is going to be at the festival.	He went to Vendors right away.	Well that was easy.	Very fast.	Nothing needs fixing, yay!	N/A

Pick one webpage that you are most proud of and paste its screenshot here:

* 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 project 2 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 previous design journey. 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.)