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.?

Rishab Gupta is from West Windsor, New Jersey, a medium-sized suburban town. He is a full time undergraduate student at Cornell University, studying Computer Science in the College of Engineering.

He is a disciplined and hardworking student who is involved in the intramural squash team at Cornell, and is also part of the Cornell Data Science Club.

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

Yes, Rishab is part of my target audience because he is a student at Cornell.

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) You want to find out what kind of food the festival will offer.	Very well. He clicked on Vendors and found information immediately.	He found the experience enlightening. He found the task easy	He found the site in the most efficient way possible.	None requested.	N/A
(Task 2) You want to find out what to do around noon on Sunday.	He found "Apple Pie Bake-Off and Judging", which does occur around Noon Sunday.	No issues at all. Followup: how about if you wanted to find MORE events?	To the followup question, after some deliberation, Rishab went to the performances page.	User believes that performances should be in hierarchy under Events.	I agree with user.
(Task 3) You want to find out what else is going on in Ithaca the same weekend.	User is confused. Cannot find "Additional Community Events"	Should include "Additional Community Events" in hierarchy	Rather poor, it was confusing for him.	Definitely will implement the hierahical navigation.	N/A

| (Task 4)

You heard about a Car Show going on at the festival. Where do you look for more information? | After much scrolling, Rishab found the article about the Car Show. | User thinks that some parts of the website are shadowed /hard to find.

Lots of continuous text is hard to read. | Mediocre, due to lack of website organization | If possible, add picture of car. | N/A |
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| (Task 5)

You want to know where apple cider is sold. | Went to Vendors, then Events, and used find function. User found information about Finger Lakes Cider Week, instead of cider at the festival. | Get a map. | He found what he wanted, but at a different event besides the festival. | I will put the map on the website. | User suggests that the map should be on the home, or get a page to itself. |

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.?

Kevin Pu is from the city of Edison Township in New Jersey. Kevin is a full-time undergraduate student at Cornell, planning on an Electrical and Computer Engineering minor and a Computer Science major. He teaches a trail-running course in the Fall.

Kevin is a laid-back person who enjoys to peruse his free time watching TV shows which include Adventure time. He runs and likes staying in shape.

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

Kevin is part of my target audience because he is a student at Cornell.

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) You want to find out what kind of food the festival will offer.	Kevin immediately went to Vendors and found the information	User wants the corresponding navigation to be highlighted to match the current page	He did the task very well	I will consider changing the navigation slightly. (keep current page title glowed)	N/A
(Task 2) You want to find out what to do around noon on Sunday.	User found information with no problem, and scrolled down and found the article about the Apple Pie Bake Off.	User found a typo under "Apple Pie Bake-Off"	He did the task efficiently.	None.	N/A
(Task 3) You want to find out what else is going on in	User cannot find the "Other Community Events" section.	User disagrees with the nature of test, saying the	The test was not fulfilled to completion.	Kevin would never expect a Apple Harvest Festival website	Upon hearing Kevin's comments, I agree that the content should only be

Ithaca the same weekend.		entire website should be about the Apple Harvest Festival only.		to contain info besides that pertaining to the Apple Harvest Festival.	about Apple Harvest Festival, and that other outside events may not need to be advertised.
(Task 4) You heard about a Car Show. Where do you look for more information?	User was very proficient and accessed the information at a record speed.	User proudly proclaims, "I found it!"	The task was very easy for the user.	Although Kevin had no problem, I still think there is a lot of text that is hard to read.	N/A
(Task 5) You want to know where apple cider is sold.	User is confused, goes to Vendors page but can't find where cider is	In a real-life situation, he would have given up after a few clicks.	The task was difficult.	Kevin thinks that a tab for a Map would be swell, and I agree.	I really need to add a map.

* Additional design justifications

(If you feel like you haven't fully explained your design choices in the journey map Part 2, or you want to explain some functions in your site (e.g., if you feel like you make a special design choice which might not meet P2M2 requirement), you can use the additional design justifications to justify your design choices. Remember, this is place for you to justify your design choices which you haven't covered in the design journey Part 2. Use it wisely.

However, you don't need to fill out this section if you think all design choices have been well explained in the design journey map Part 2.)