Project 2 Milestone 2

The main target audience for the revamping of the Ithaca Apple Harvest Festival is local Ithacans, mainly those who consume organic and local products. For convenience sake I define them as "townies" and I note that they are extremely environmentally and socially conscious consumers. This excludes Cornell University and Ithaca College students since more locals go to this festival than students. The reason for this is unclear but it might have something to do with the festival being more family oriented and caters to the "hippy" characteristics that Ithacans are known for: Caucasian, young, organic, localvore, vegetarian/vegan, etc.

I went about the festival without having to ask questions. I surreptitiously went around eaves dropping on peoples' conversations and discovered that roughly half of the attendees drove to the event and the other half took the TCAT. As I predicted, most were very environmentally conscious. I would say the major needs these people needed were clear directions to the festival, information on where to park, map of events, and times of events, farms / local stores represented. I would say most attendees were interested in trying the various apple edible products such as the funnel cake and other pastries. Of course, many were equally as interested in trying fresh apples. They are motivated to come because the festival celebrates the local culture and promotes green thinking in addition to offering delectable apple products. There are few impediments for people not to attend the festival, I guess the main one would be transportation. I believe most attendees would have like to have seen better organization in the website and clear navigation to important things like driving directions, TCAT routes that go to the festival, opening and closing times of the festival, and important or noteworthy events going during the festival.

As mentioned before, the website needs clearer organization so that information important to attendees can be easily found. It would start with a top page navigation bar with dynamic links or tabs to facilitate information finding. The color scheme would be earth tone colors that represent a green and organic way of life. In addition, the font would be in the Sans-Serif family to make words crisp and easy to read off a screen. The site would be modeled after an F-layout for maximum search efficiency of important items and to grab the users' attention. In general the architecture will include at top-page navigation bar, a header, side bar for sub-navigation links, content pane to the right of the side bar, and a footer. Since I can safely assume most attendees will have smart phones, the site must be made responsive to small screen sizes and thus mobile. A mobile site solves all the issues that the current festival site does not: readily accessible and concise travel and time information about events at the festival.

header <div>

logo

red backgrand

navigation bar

background (green)

Home About

Directions Events venders

content <div>

side Bar <div>

copyright © 2013 Arielsariano

maroon color

footr <div>