Design Journey Map

(Aditya Agashe)

(net id: ava9)

(section #202)

Target audience

(In this part, write down who is your target audience below)

The purpose of the Apple Festival website is to provide users with information regarding the festival (time schedule, dates, events/attractions happening, location of events, logistics like parking, map with key locations and attractions marked). Therefore, the target audience of my website will be local Ithaca residents. Since the Apple Festival is not a highly publicized event outside of Ithaca, it is reasonable to assume that the people attending will be local Ithaca residents, which is why I will design my website to target that audience. This target audience needs can be broken down as follows:

- As an Ithaca resident attending the festival, I want the website to tell me the list of events and attractions, location of the festival, perhaps list any fees of attendance.
- As a business, I want to learn how I can be an approved vendor at the festival and the process associated with that (legal forms, fees, approved list of goods that can be sold)
    - Type 1 Business: Want to sell food to the public (restaurants)
    - Type 2: Business: Want to sell non-food items to the public (i.e. locally made artwork, clothing, jewelry, decorations)
- As a local performer, I want to learn about how I can perform at the apple festival (legal forms, application, audition process, time slots available)

Persona

(In this part, create a persona that can represent your target audience, and describe him or her in details below, e.g., demographics, appearance, characteristics, hobbies, etc.)

Local Festival Attendee:

Jeff is a 35 year old product manager at a local company. He has been married to his wife for 8 years now and recently had a 11-month old baby girl. He thinks that it is the right time to relocate into a larger house, instead of the apartment in the Commons where his family is currently located.

Jeff has a Samsung Galaxy phone, and uses it to take pictures of his family. He purchased the phone so he would be able to take high quality photos and videos, surf the web, and check his email. He still writes his schedule and to-do list in his notebook, and doesn't like using online tools like Google Calendar.

He likes that his phone is small enough to fit in his pocket even though it is his primary camera. He likes to upload his photos to Facebooks so that he can share them with family and friends. Every year he makes a photo book for his parents around Christmas time.

Business Owner Persona:

Sally is a 25 year old female resident of Ithaca. She started her own ice cream parlor 2 years ago, out of the encouragement from family and friends. She is unsure what the future holds for her, but is currently happy managing her ice cream parlor.

Sally is constantly on the web on her laptop and iPhone. She is always using social media websites like Facebook, Twitter, and Instagram to promote her local business. She takes pictures with her iPhone daily of the happy customers and uploads them in the evening to her business profile on these social media sites.

Apart from using her phone for work (checking emails, updating her schedule on Google Calendar) and marketing, she uses instant messaging to stay in touch with friends and family. He is always commenting on her friends Facebook photos and using messaging apps to coordinate times to hang out with her friends.

Performer Persona:

Mike is an Ithaca resident who now attends Ithaca College. He is studying performing arts and one day wants to be a dance instructor. He is a 20 year old male living with his friends.

He is a big fan of Apple Inc, and loves their eye for design and detail in their products. He has the latest iPhone and is constantly in touch with his friends and family via social media. He uses his phone for instant messaging, surfing the web, and streaming music.

He uses Twitter to post updates about what he is up to with his dance group, Break Free. He posts pictures after each practice and loves choreographing dance moves to the latest hit songs.

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)
List of events and attractions	Have one of the 4 webpages be dedicated to events and attractions	So, attendees can plan out their day (when to arrive, what to bring, etc)
Location of festival and different booths at the festival	If the festival has a flyer, attached a pdf version here and perhaps have the list of the booths on a map.	This is so people can navigate their way around the festival and plan ahead.
Cost of attendance (parking, entrance fee if it exists, estimation of food prices)	Emphasize that there is no entrance fee and provide parking information.	This is so people will be more willing to come (once they realize it is free) and are able to plan ahead for their time of arrival
How to be an approved vendor (legal forms, fees, approved list of goods that can be sold)	Have one of the 4 webpages dedicated to this information. Also, let vendors be able to link to their business page.	This way vendors can find out information for selling their products at the festival and also promote their page.

How to be a performer at the apple festival (legal forms, application, audition process, time slots available)	Have one of the 4 webpages dedicated to this information. Once performers are accepted, their name, bios, and info will be posted – to promote them and attract people to the festival.	

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.)

Attached below.

Festival Overview

Ithaca's premier event of the Fall, Apple Harvest Festival is a three day celebration of food, fun, and apples!

The 32nd Anniversary of the Great Downtown Ithaca Apple Harvest Festival set to take place on Friday October 3rd (12pm-6pm), Saturday October 4th (10am-6pm) and Sunday October 5th (10am-6pm). The 2014 Apple Harvest Festival holds plenty of apple's, local produce, fresh baked goods, family entertainment at every turn, games, rides, prizes and live performances on two stages. Apple Harvest Festival is a great introduction to the rich farm and artist community of Ithaca. First time visitors can witness a variety of wonderful local entertainment while also visiting the historical outdoor pedestrian shopping mall, The Ithaca Commons. The pedestrian mall is the epicenter of the festival and the gateway to a nostalgic journey to harvest season fun.

## Sponsors

List of sponsors and company logos
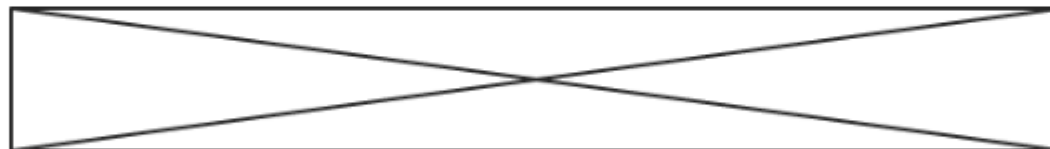
Please note that content on this website has been adapted from here.

Schedule of Events

The 32nd Anniversary of the Great Downtown Ithaca Apple Harvest Festival set to take place on Friday October 3rd (12pm-6pm), Saturday October 4th (10am-6pm) and Sunday October 5th (10am-6pm).

For a list of Performances click here.

Map with locations of events
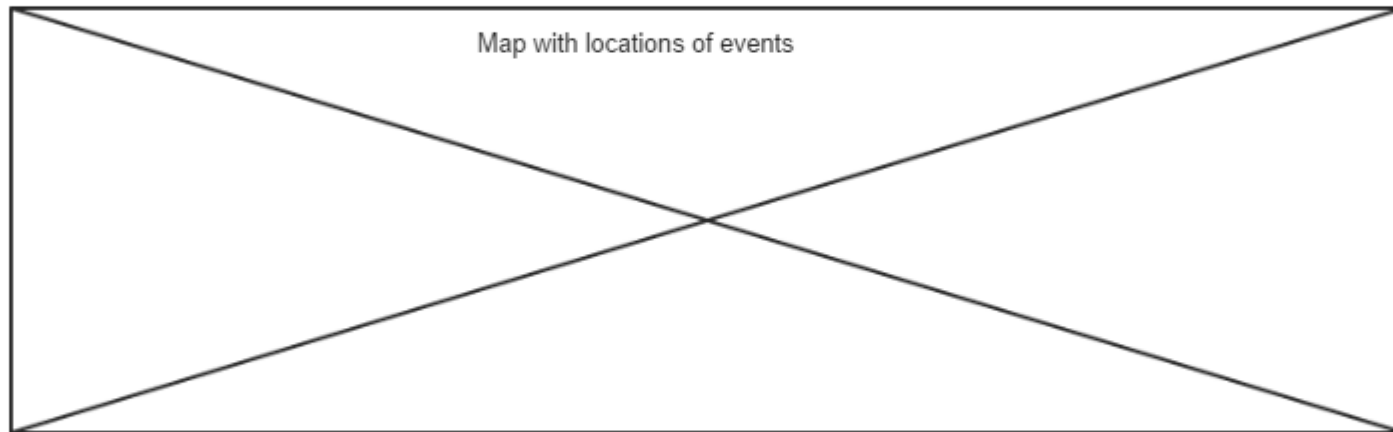
Other Attractions

Friday
5-8pm - First Friday Gallery Night - A walkable tour of downtown galleries, www. gallerynightithaca.com
8pm – Feature Movie: Pulp Fiction -the State Theater
Saturday
10-5:30pm - First People's Festival- Dewitt Park
10-4pm - 2nd Annual Sweet Ride Car Show – Press Bay Alley
Sunday
12 Noon - Apple Pie Bake Off and Judging– State Street Stage
10-4pm - 2nd Annual Sweet Ride Car Show- – Press Bay Alley

Who will be at Apple Fest?

Over 100 vendors will be selling unique apple varieties, hot apple cider donuts, kettle corn, local farm fresh baked goods and a multitude of around the world specialties. Local farmers are on site selling everything from tasty apple beverages to local pumpkins and of course, apples, apples and more apples. Wineries and cideries have regional beverages available for tasting and purchase. Kids can visit with the goats and learn how fiber is made with Laughing Goat Fiber Farm. Looking for quality goods, visit 50 different handcrafting artisans along Cayuga Street at the fall craft show which includes jewelry, ceramics, home decor, body care, specialty gifts, unique sculpture, clothing and so much more.

For a list of Participating Vendors click here.

Apply to be a Vendor

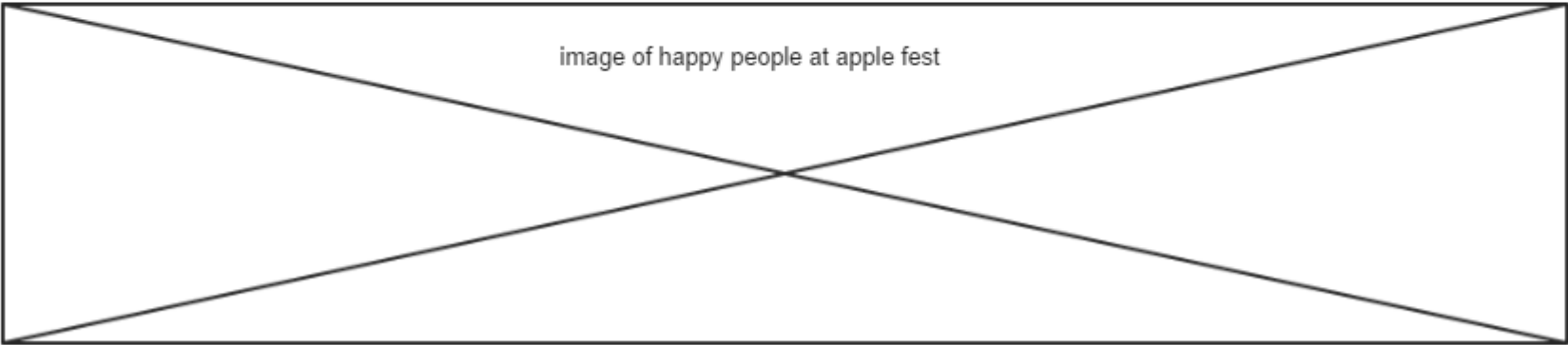To apply to be a vendor simply email: <insert email here>

image of happy people at apple fest

Who will be Performing at Apple Fest?

State Street Stage SATURDAY
10-10:45PM   IC Voicestream
11-11:45PM   Evan D. Williams
12-12:45PM   Vitamin L
12:45-1:15   Danza Romani
1:15-1:45   June with Chandani Belly Dance Troupe
2-4PM   Ageless Jazz Band
4-6PM   Samuel B. Lupowitz & The Ego Band

State Street Stage SUNDAY
10-11AM   Story Dance
11-12PM   Mirage Belly Dance
12-1PM   Apple Pie Bake Off Competition
1-2:45PM   Allen Rose & The Restless Elements
3-4PM   Anna Coogan & Johnny Dowd
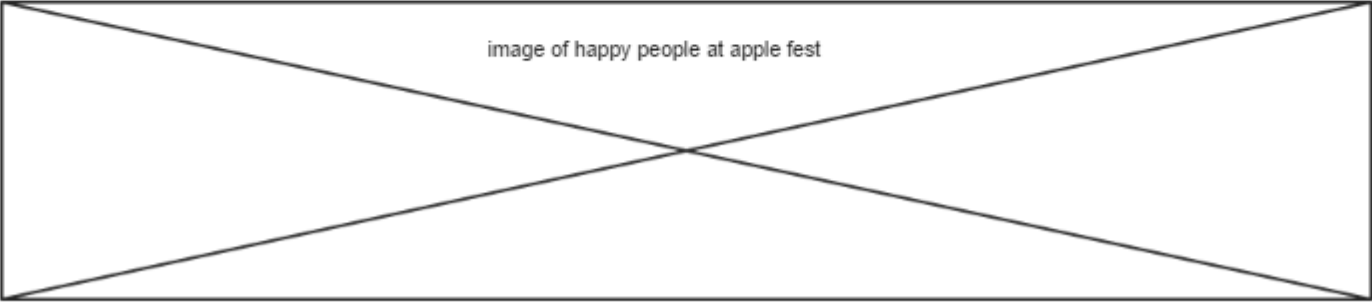4-6PM   Steve Southworth & the Rockabilly Rays

Aurora Street Fairway Stage SATURDAY
11-12PM   Moreland the Magician
12-12:45PM   ICircus
1-3PM   Jomo and Johnnycake
3-4PM   Sundown Sally
4-6PM   Regina O'Brien

Aurora Street Fairway Stage SUNDAY
12-12:45PM   ICircus
1-3PM   East Hill Classic Jazz Duo
3-4PM   Luke Gustafson
4-6PM   The Notorious Stringbusters

Apply to be a Perform

To apply to be a vendor simply email: <insert email here>

image of happy people at apple fest

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.?

User 1 is a 35 year old female who is a professor at Cornell. She enjoys teaching Economies and seeing her students grow through her courses. She is an outgoing and friendly professor, and is always willing to help students who are having difficulty learning her course material.   Because of this, she maintains a close relationship with her students, even after they graduate from Cornell. After every semester, students visit her to tell her how much of a difference she has made in their education.

She has a daughter that will now be entering elementary school. She is trying to help supplement her daughter's education by playing creative games on her iPad to teach her daughter basic math, reading, and writing skills.

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

YES, that is why I choose her.

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 the list of vendors that will be at the apple festival	The user was able to find this information relatively quickly (5-10 seconds), as it is a section in the menu.	The user liked that the vendor information was present in its own section	I liked that the user was able to find the information quickly	I think that the design choices implemented do not need to be changed	I am glad that this task worked out well
Task 2: Find the photo gallery of pictures from the Apple Festival	The user was able to find this information relatively quickly (5-10 seconds), as it is a section in the menu.	The user liked that the photo gallery was present in its own section – it was a nice way to see the pictures separately	I liked that the user was able to find the information quickly and that the user appreciated the photo gallery	I think that the design choices implemented do not need to be changed	I am glad that the user liked my design choice with the photo gallery
Task 3: Find out the email address to contact if one wants to be a performer	The user was able to find this information relatively quickly (15-20 seconds) by navigating to the	The user liked that the performance information was present in its own	I liked that the user was able to find the information quickly even though it was a specific	I think that the design choices implemented do not need to	I am glad that this task worked out well

	performance section as finding the appropriate email.	section and contained all the details about performances there	detail in the performance section	be changed	
Task 4: Find the map of the Apple Festival	The user took time to review the menu, and choose to click the events description which brought her to the map	The user thought the map should be on a separate page given its importance	Even though the user found the map, I like the suggestion to make the image its own separate link – I added that feature	I will add a link to open the map in a new tab as a larger image (for convenience)	I am glad that I was given the feedback to improve my website
Task 5: Find out who will be performing at 10:00 AM on the Saturday of the Apple Festival	The user was able to find this information relatively quickly (15-20 seconds) by navigating to the performance section as finding the appropriate answer.	The user liked that all of the performance information was present in its own section	I liked that the user was able to find the information quickly in the performance section	I think that the design choices implemented do not need to be changed	I am glad that this task worked out well

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.?

User 2 is a 30 year old male who is living in Collegetown. He attended Cornell University and is a Computer Science major. He is taking 20 credits this semester and is enjoying his coursework very much. On the side, he is also a part of the ultimate Frisbee recreation team and does research in a machine learning lab.

He like Cornell because of the tightknit community. He loves making his way to the commons with his friends to explore new restaurants and go sightseeing. He is excited for the upcoming Apple Festival.

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

YES, that is why I choose him.

Tasks descriptions for user 2	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 the list of vendors that will be at the apple festival	The user was able to find this information relatively quickly (5-10 seconds), as it is a section in the menu.	The user liked that the vendor information was present in its own section, but suggested adding a photo on this page to liven things up	I liked that the user was able to find the information quickly	I agree that the page seems a bit dull and an image should be show the display of vendors	I am glad that that I got feedback on this aspect of the page
Task 2: Find the photo gallery of pictures from the Apple Festival	The user was able to find this information relatively quickly (5-10 seconds), as it is a section in the menu.	The user liked that the photo gallery was present in its own section – it was a nice way to see the pictures separately	I liked that the user was able to find the information quickly and that the user appreciated the photo gallery	I think that the design choices implemented do not need to be changed	I am glad that the user liked my design choice with the photo gallery
Task 3: Find out the email address to contact if one wants to be a	The user was able to find this information relatively quickly (15-20 seconds)	The user liked that the performance information was	I liked that the user was able to find the information quickly even	Similar to how the user suggested	I am glad that the users advice from a previous section is

performer	by navigating to the performance section as finding the appropriate email.	present in its own section and contained all the details about performances there	though it was a specific detail in the performance section	adding an image to the vendor page, I think it would be a good idea to do the same in the performance page	affecting multiple areas of my website
Task 4: Find the map of the Apple Festival	The user was able to find the map quite easily.	The user thought the map was well positioned	I like that the user was able to find the information quickly	I think the design choice is validated, but I will still add a link to open the image as a larger one in a new tab	I am glad that I was given the feedback as it shows that the website functionality works
Task 5: Find out who will be performing at 10:00 AM on the Saturday of the Apple Festival	The user was able to find this information relatively quickly (15-20 seconds) by navigating to the performance section as finding the appropriate answer.	The user liked that all of the performance information was present in its own section, but suggested that I combine the performance and vendor sections	I liked that the user was able to find the information quickly in the performance section, but I don't agree with combining the section (it will create navigational issues since there is a lot of information in both sections)	I think that the design choices implemented do not need to be changed	I am glad that I got this feedback and will weight it with the other results

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.?

User 1 is a 35 year old female who is a professor at Cornell. She enjoys teaching Economies and seeing her students grow through her courses. She is an outgoing and friendly professor, and is always willing to help students who are having difficulty learning her course material.   Because of this, she maintains a close relationship with her students, even after they graduate from Cornell. After every semester, students visit her to tell her how much of a difference she has made in their education.

She has a daughter that will now be entering elementary school. She is trying to help supplement her daughter's education by playing creative games on her iPad to teach her daughter basic math, reading, and writing skills.

I choose the same user as Milestone 2 because the design of my website had changed a lot so I wanted to get feedback on whether I has addressed problems from before and improved the user experience.

2. Does your user 1 belong to your target audience of the site? (Yes / No)
YES, that is why I choose her.

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 the list of vendors that will be at the apple festival	The user was still able to find this information quickly (5 seconds), as it is a section in the menu.	The user liked that under the vendor tab, the information for organized neatly	I liked that the user was able to find the information quickly	I decided to add an image of a vendor here, so that the webpage isn't just filled with text	Overall, this task was performed just as well as before
Task 2: Find the photo gallery of pictures from the Apple Festival	The user was able to find this information relatively quickly (5 seconds), as it is a section in the menu	The user liked that the photo gallery was present in its own section, and that the pictures are easier to view	I liked that the user was able to find the gallery quickly, and liked that the hover-over effect was appreciated	I decided to add the feature of clicking the image to open it with a larger view	Overall, this task performed better than before and I am glad that the user experience on this webpage improved
Task 3: Find out the email address to contact if one wants to be a performer	The user was able to find this information much quicker than before (10 seconds)	The user liked the organization of the webpage – with 2 main headers and 1 image	I am glad the new design improved the user experience – previously this task took the user 15-20 seconds so this was an improvement	I decided to keep the same background cover and adding a black block over it for text/images.	These design changes seem to be working well with the user, and navigational ability has increased

Task 4: Find the map of the Apple Festival	The user was able to access this information and more quickly (<5 seconds)	The user liked the googleMaps link along with the AppleFestival map image	I liked how the addition of the googleMaps link was helpful. Now the user can get directions to the festival from the webpage	I made the map image links able to open in a new tab	This way, the user can enlarge them to print them out
Task 5: Find out who will be performing at 10:00 AM on the Saturday of the Apple Festival	The user was able to find this information quickly (5 seconds)	The user again commented on how the organization on the webpage was well done	I am glad that the information was able to be accessed and read easily by the user	I maintained the same design theme though out the website, to improve navigation	Based on these results it looks like the redesign choices have worked out for the better

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.?

User 2 is a 20 year old male who is living in Collegetown. He attended Cornell University and is a Computer Science major. He is taking 20 credits this semester and is enjoying his coursework very much. On the side, he is also a part of the ultimate Frisbee recreation team and does research in a machine learning lab.

He like Cornell because of the tightknit community. He loves making his way to the commons with his friends to explore new restaurants and go sightseeing. He is excited for the upcoming Apple Festival.

I choose the same user from Milestone 2 because the design of my website had changed a lot so I wanted to get feedback on whether I has addressed problems from before and improved the user experience.

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

YES, that is why I choose him.

Tasks descriptions for user 2	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 the list of vendors that will be at the apple festival	The user was able to find this information really quickly (<5 seconds), as it is a section in the menu.	The user liked that the vendor information was present in its own section and how the webpage was laid out	The user liked that I added a bright photo of a food vendor on this page to attract college students to come.	I had gotten the advice of adding the image from this user before, so he liked the changes I made to the webpage	His feedback was that the block with text and images helps increase navigation and user experience
Task 2: Find the photo gallery of pictures from the Apple Festival	The user was able to find this information quickly (5 seconds), as it is a section in the menu.	The user enjoyed viewing the pictures separately (clicking on them to produce a larger image)	I liked that the user was able to find the information quickly and that the user appreciated the photo gallery	I decided to add the black transparent block behind the photos to increase visibility	I am glad that the user liked my design choices with the photo gallery
Task 3: Find out the email address to contact if one wants to be a performer	The user was able to find this information quickly (5 seconds) by navigating to the performance	The user liked that the performance information was present in its own	I liked that the user was able to find the information quickly even though it was a specific	I decided to structure this webpage similar to the vendor	User 1 had advised me to stick with this consistent layout, and it seems to have

	section as finding the appropriate email.	section and contained all the details about performances there	detail in the performance section	page with a transparent black box containing text and images	worked in increasing navigation with this user as well
Task 4: Find the map of the Apple Festival	The user was able to find the map quite easily (5 seconds).	The user thought the map was well positioned and liked the google maps addition	I liked that the user was able to find the information quickly and was able to view the location of the event statically (image) or dynamically (google maps)	I decided to make the location information printable and also give the user the ability to seek directions	The added features are a tremendous help to the user in finding directions to apple festival, and the user was pleased with the additions
Task 5: Find out who will be performing at 10:00 AM on the Saturday of the Apple Festival	The user was able to find this information relatively quickly (10 seconds) by navigating to the performance section as finding the appropriate answer.	The user liked that all of the performance information was organized in its own section	Previously, the user wanted to combine this section and the vendor one, but I am glad that the user was able to navigate the two separate webpages	I decided to keep the webpages separate because there is very little information overlap	Based on these results it looks like the redesign choices worked well with this user in improving user experience and navigation

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

* Additional design justifications

1. CRAP Design Techniques
   - Contrast
     - i. For all the text on my webpage I made sure that it contrasted with the background color. I made the headings large and choose the color to me white, so that they would catch the attention of the viewer. Since the menu is orange, the text contrasts there and in the body I placed the text against a transparent black background to increase visibility.
   - Repetition
     - i. I was consisted with the menu layout and color scheme throughout the webpage – it was at the top of each webpage. My goal by doing this was to be consistent with the navigational schema.
     - ii. I also maintained the same fonts (font family and size), colors, and styling (indenting and spacing) for each type of text (headings, paragraphs, links) in a webpage. I did this to give the website a professional and unified look.
   - Alignment
     - i. As I mentioned above, I aligned my headings and paragraphs together to create a unified look.
     - ii. The navigational bar was in the same page on all 5 pages, so the viewer would always know where to go to navigate the website.
   - Proximity
     - i. I grouped the text into paragraph blocks supplemented by images throughout all the webpages. This way, when a viewer lands on the page he can decide whether to look at the section based on the headings and images.
     - ii. I also grouped the webpage titles together in the menu to help viewers navigate the content more effectively.
2. F-pattern
   - Since my website is a HTML/CSS webpage, the F-pattern theory applies to my website. This means that viewers are more likely to read information in that pattern. That is why I structured my website to follow this principle. I created a menu at the top (I validated this position in my user testing), and then had blocks with information under it.
   - I also considered not writing so much text in each section of my website because research shows (also mentioned in DMMT book) that people tend to not read all of the information on a webpage. However, since my target audience is specialized to the local Ithaca residents who want to attend Apple Festival, they want a lot of information from the website (direction, performance schedule, maps, etc). These two motives clash with each other, so I had to come up with a solution to accommodate both motives. I decided to keep short headings in bold letters, while also providing bulleted lists with additional information for those who are interested. I also included links to obtain more information.
3. Hero Image

- I added a hero image to the background for all webpages, and then had a black transparent box with content over it. This contrast was visually attractive to my target audience and was able to serve its purpose (to attract my target audience to attend Apple Festival and obtain all the information they need on the webpage).

4. Things that are above and beyond:
    - I added links to all the actual image files in my photo gallery, while using only thumbnails for the images displayed regularly. This way the loading time for the webpage was must faster. I also created a hover over effect coupled with the black transparent background, that made view the photos a pleasant user experience
    - I added the ability for a user to open the map image in a new page as a pdf file, so that it would be easier to print
    - I added a google maps link so that the user can look at a dynamically changing map and also ask for directions to the Commons (where Apple Festival is held)
    - I tried to create a bright and simple design that increase navigation and user experience – I did this by placing a transparent black box over a bright hero image. On top of this black box, I placed all the content on each webpage (text, links, images) to increase contrast. In the end, I received good feedback for employing this technique during user testing.