

## 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