

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 Economics 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:

[Home](#)[Events and Attractions](#)[Vendor Information](#)[Performer Information](#)[Photo Gallery](#)

Ithaca Apple Festival


When: Oct 3-5 2014

Where: Ithaca Commons

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

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.




The festival is made possible with the support of our sponsors. Thank you!

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Please note that content on this website has been adapted from [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.