

### 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?

<b>Tasks descriptions for user 1</b>	<b>How did the user do? Did that meet your expectation?</b>	<b>User's reaction / feedback to the design</b> (E.g., specific problems or issues found in the tasks)	<b>Your reflections about the user's performance to the task</b>	<b>Re-design choices</b>	<b>Memo</b> (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