**INFO/CS 1300**

**Final Project Design Journey Map**

Designing for an External Client



**Group Information**

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section 205

**Describe the Client**

Our client is the president of the Vaccine Education Initiative club – a public health group education group that aims to educate the campus and greater Ithaca communities about the benefits of and the science behind vaccinations, in light of recent events such as the allegations that vaccines cause autism. Our client would like an informational website aimed to dispel harmful myths through public outreach events and general education announcements such as reminders of free vaccinations on campus.

**Describe the Target audience**

The target audience for this website would mainly be towards those who feel strongly about vaccinations and want to spread awareness about the benefits of getting vaccinated. In addition, this website may also be targeted for those who are skeptical about vaccinations and want to fnd some sort of closure to this debate on whether or not vaccines are good/bad for people.

**Audience Needs**

In the table below, collect your target audience’s needs and wants for the client’s site, justify

each design choice, and write down any additional comment you have in the memo. Add rows as needed. Note that the 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) |
| Information about where and when yearly flu shots will be available | General announcements on website about and when vaccinations will be offered, opportunity to join list serv of the club for further updates | Links to Gannett page for further reference or added calendar (Javascript) for audience to be able to schedule when they want their flu shots |
| Motivation for why s/he should make the effort to get her/his shots | FAQs regarding vaccination myths as well as advertising for public outreach events that will encourage active participation in vaccination programs |  |
| Point person to reach out to for more information | Member profiles/listed contact information as well as a contact form to sign up for the club’s list serv |  |
| Clear, succinct, and readable text | There has been times when many users that do not have great vision complain about reading text that is too small on their screen, so this would fix that problem | Whenever these people complain about this, they seem very frustrated and I think saving them from this frustration is very important to both please the client and present a successful website |
| Visually appealing and vibrant pictures | Makes the website a lot more eye catching and interesting than normal text by including photos throughout website and include a gallery | Gets information across to the user faster and easier than text |

**Client Feedback**

Describe how you will solicit feedback from the client about the site. Focus on the following:

* ***Who do you plan to ask for feedback, and why*? For example, you might ask two contact people from a student organization for feedback. For a small business, you might ask the business owner. Explain why you chose who to work with for feedback.**

We plan to ask the president of the club for feedback because she is the one in charge of running the club. She’s also the one that has been in contact with us in regards to making the website, so as the spokesperson of the club, she will be the ideal, primary person to test the website in addition to providing us with valuable feedback. Furthermore, we plan to ask the rest of the executive board to test the website so that we have a larger audience, all with different preferences, so that we can possibly make the website more user friendly.

* ***What do you plan to ask*? Focus on the needs and design choices listed in the previous section. Ask the respondent(-s) to assess how well the site met the goals. Avoid question that can be answered with a simple *Yes* or *No*. You might ask the client, for example, to provide a list for each design need. The list might include what the client thought turned out well, and what needs more work. This is a suggestion, and you need to show that you attempted to come up with original questions.**

After they have a quick run through of the website, we will first ask them if they think there should be more content on the website. If so, what other pages they think will best fit their website. Since we initially only asked the president for suggestions on what the content of the website should include, having a bigger audience will be beneficial in that there will be more advice to what should be added to the website. We also plan to ask them to perform three to five tasks to test the usability of the website. If they get lost within the website, we will note it down (where it happened and what may have caused the confusion) and try to fix the problem. We will also ask if the website looks clustered or too simple in case of any design malfunctions. Lastly, we will ask them how they feel when they go through the website—does it make them feel informed and want to go get a vaccine (assuming the user hasn’t yet) or does it seem mundane?

1. Can you find the member bio of the Secretary?
2. When is the next time you can get a vaccine shot?
3. Can you find the answer to whether natural immunity is better or if vaccine-acquired immunity is better?
4. Do you feel informed and want to go get a vaccine or does the website lack content/information?
5. Is there something missing in the website that you want me to include?
6. Should all the members have their own page, or do you think it’s better for the member profiles to all be on the same page?
7. What else should we include in the contact form?
8. Do you think this is a good banner to use for the website?

* ***How do you plan to interpret the results*? Examples: you could compare how strongly the respondent(-s) expressed satisfaction or dissatisfaction with the results for each design need. You could also compare how many pluses or minuses the respondent(-s) expressed for each. These are suggestions, and you need to show that you attempted to come up with original plans for interpretation.**

We plan to show the client the design need and wants chart that we made. After, we’ll tell them to go through the list to see which was fulfilled and which wasn’t. With that, we’ll note down all the positives and negatives of our website based on the client’s feedback and make changes accordingly. With the positives, we’ll try to make it even better (or keep it the same), and with the negatives, we’ll ask them for suggestions on ways to make it better and then change it (or if they don’t like it at all, we’ll remove it).

The information you gain from this section will be included in the final Design Journey Map.

**Additional design justifications (optional)**

If you feel like you haven’t fully explained your design choices, or you want to explain some functions in your site you can use the additional design justifications to justify your design choices. You don’t need to fill out this section if you think all design choices have been well explained