

# Design Journey Map: Milestone 1

Use this design journey map to plan your project and to track your progress as you complete your milestones. This document is intended to help you plan and document the process. Document this process in the way that works best for your group. That means that if you prefer written paragraphs, use them. If you prefer bullet points, use them. This document exists to help you, make it your own to suit your group's needs.

Group Name: Green Giraffe

Team Member Names: Hamed Rabah, Billy Zhu, Kevin Ting, Arzu Mammadova

Team Member NetIDs: (hr277), (bz83), (kt427), (am2692)

Lab Section Number: 205

## Milestone 1, Part 1: The Client – know your client and users

**Client** – In this part, tell us about your client (who is your client, what kind of website do they want built, what are their key goals). List at least 3 important goals. Make sure you explain why each of the goals is relevant.

**Note:** If a website exists already, and you'll be redesigning it, then add the URL & screenshots of the existing site.

CAMP is an organization on Cornell's campus focusing on STEM support for students and philanthropic involvement around the community.

The objective of the CAMP will be to pursue the following goals:

- (1) to draw attention to the value of medical relief and humanitarian aid. This is necessary since there are various parts of the world that are lacking in health care and people are suffering.
- (2) to educate students about national and international health issues, while simultaneously striving to engage students and the public in the response to such issues. This is important to broaden the mindset of our members beyond Cornell University and into the greater world.
- (3) to engage the student population in fundraising initiatives that support the work of the designated organization the Cornell Association of Medical Philanthropy partners with each year. This is important to bring awareness to our efforts and to open the minds of other Cornell students and faculty as well.
- (4) to provide a platform for students with pre-medical or related interests an opportunity to explore the medical field, gain academic and social support as well as diversify their knowledge of various medical careers. This is a valuable tool for students to learn networking skills with one another as they will see what they're learning in school be applied to the real world.


These goals will be achieved with events that include guest speakers, monthly awareness campaigns that bring attention to the work of the organization and the health issues they face, and fundraising activities which benefit said organization.

The website will be used for introducing the Cornell community to the club. It will also be used within club members to interact with the club and be up to date on the events as well. There will also be an option for potential members to sign up and join the club through the interactive parts of the website.

Old URL: [http://orgsync.rso.cornell.edu/show\\_profile/119208-association-of-medicine-and-philanthropy-cornell](http://orgsync.rso.cornell.edu/show_profile/119208-association-of-medicine-and-philanthropy-cornell)

Screenshot of old website:

**Association of Medicine and Philanthropy, Cornell**



- [Go To Organization Portal](#)
- **Category:** Professional
- **Description:** The objective of the CAMP is to pursue the following goals: (1) to draw attention to the value of medical relief and humanitarian aid; (2) to educate students about national and international health issues, while simultaneously striving to engage students and the public in the response to such issues; (3) to engage the student population in fundraising initiatives that support the work of the designated organization the Cornell Association of Medical Philanthropy partners with each year; and (4) to provide a platform for students with pre-health or related interests an opportunity to explore the medical field, gain academic and social support as well as diversify their knowledge of various medical careers. These goals will be achieved with events that include guest speakers, awareness campaigns that bring attention to the work of the organization and the health issues they face, and fundraising activities which benefit said organization.
- **Website:** No Website
- **Keywords:**
  - Pre-health
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  - Science
  - Technology
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  - Charity
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**Organization Contact**

- **Registration Status - 2017-18:**  
Approved
- **Registration material still needed:**
- **SAFC Tier FY18:**  
Tier 6
- **UG/GR \*:**  
Undergraduate
- **Organization Email \*:**

## Milestone 1, Part 1: The Client – Target Audience

In this part, tell us about who would be the potential consumers of this website, how, when, and where they'd interact with the website, etc. List at least 3 scenarios where they would use the website. Get as much detail as possible from the client to help you find representative users that can help you generate useful personas.

- One scenario is a current student at Cornell University who is looking to apply to the organization. He would visit the website sometime after hearing about the club, in the beginning of the semester, most likely around the time of clubfest. He would use the website to learn more about the club on the “about” page, what they do, what their goals are, and what membership entails. He would also use the “members” page to learn the name of members, learn who is leading the club (e-board members) and refresh his mind on names of current members he may have met at networking events (clubfest, information sessions, etc.). He will also use the calendar to inform himself of upcoming events so that he can attend and will finally use the “apply” page to apply to the club.
- Second scenario is a current CAMP member with a busy schedule, who can't always keep track of all schedules CAMP appointments. The reminders sent by E-board members usually get lost in the vortex of other emails, so they would check the website for the schedule of G-bodies and other events.
- Third scenario is a local business wanting to learn more about the goals and missions of the Cornell Association of Medicine and Philanthropy. They would visit the website to see footage from previous philanthropic events conducted by CAMP, learn more about the organization and use the “Contact Us” page for potential partnerships or donations.

## Milestone 1, Part 1: The Client – Personas

In this part, create two (or more, if needed) personas that represent different aspects of the client's target audience, and describe them in detail below, e.g., demographics, appearance, characteristics, hobbies, etc. Make clear what kinds of people you talked to and researched, and what aspect of the target audience each persona relates to.

### Persona 1:

Person 1 is Katherine De Rose. She is a student at Cornell University who is interested in the the medical field (generally pre-med or related concentrations) and is specifically interested in the intersection of medicine and philanthropy. She does not know too much about national and international health issues but wants to learn more about them and how to respond to them. Additionally, Katherine wants to learn more about the medical field and careers in general, while also making connections with like minded individuals with similar career aspirations. She is looking to apply to the club, and will want to know when the upcoming events are, the names of various members of the organization, and have access to the application.

### Persona 2:

Person 2 is Peter Ricketts. He is a student at Cornell University, a member of CAMP, who is majoring in Computer Science and is also on Pre-Med track. His extracurricular activities, besides CAMP, include Robotics project team, TAing INFO 1300 and working in the Engineering Learning Initiatives. Clearly, he has a busy schedule and it often gets hard to remember all the appointments and meetings scheduled for the week. He wants to go on the website and see the schedule for upcoming events and G-Body meetings, so that he doesn't have to go through the myriad of emails he is getting every day.

### Persona 3:

Person 3 is Joe Weinstein. He is a local business owner who has done really well in the past quarter. As a result, he has made a surplus that he would like to give to charity. He is interested in looking at Cornell clubs to help out as he likes working with young people. But he wants to make sure he is giving his money to a club that is going to make the most use of his money.

## Milestone 1, Part 1: The Client – Needs and wants

In this table, collect your client's and target audience's needs and wants for the website, come up with multiple appropriate design ideas on how those needs may be met. In Memo, give the justifications for the ideas and write down any additional comment you have. There is no specific number for how many needs you have to write in the design journey map: you need enough to do the job.

<b>Needs and wants – List your client and target audience's needs and wants.</b>	<b>Design ideas</b>	<b>Memo – Justification/Additional comments/info for TAs</b>
About Page	Explain the charter of the club and symbols representing who the website is aimed for (students, businesses, philanthropy, etc.)	The about page should be extensive and interesting enough to attract business partnerships, alumni, and new students
Client wants a robust homepage featuring important content relevant to CAMP	Featuring main ideas of the website as large bullets/sections of the webpage (perhaps in different colors), being detailed on the home page	The website home page should feature enough content to be helpful, but not so much as to become overwhelming to the users.
Client wants a calendar that can be edited to feature important events	Backend database where client can add calendar info, integrating Google Calendar API into the website.	Creating a calendar in the backend would require extensive database knowledge we do not have. We will try to integrate Google Calendar's API to meet the needs of the client.
Client wants the CAMP logo as well as the Cornell logo featured prominently on the website	Using their existing logo in conjunction with the Cornell University text and logo, creating a new logo for the club that uses a similar font to Cornell's logo	We are not fans of the existing logo so we are considering making a new one, however, the client specifically mentioned

		wanting their logo on the website, so perhaps we will present two versions to the client.
Client wants photos on the home page that can be added	Fixed set of photos on webpage, trying out Picasa Web Albums Data API for editability	Creating an editable photo library is beyond our current knowledge scope, so we will most likely have to use static photo libraries.
Option to sign up for the club	Creating a HTML form that integrates adds users to an email listserv	We will use our new found knowledge on forms to integrate CAMP's email listserv.

## Milestone 1, Part 2: The Design – Intermediate design pieces

Information Architecture, Content, and Navigation

Lay out the plan for how you'll organize the site and which content will go where. Note any content that you need to make/get from the client. What is the visual theme that you'll be implementing?

**Note:** As with needs, you should have the right amount of content to do the job.

**Tip:** Feel free to include photos of your information architecture process, especially if you use card sorting.

Category/Sub Category	Content (M1 & M2) & Visual Theme (M2)	Who does this help, and why?
Home page	snippets on information about the club (mission statement, quick overview of what the club does, etc.).	Allows anyone visiting the site to get a quick run-down of what the club does quickly without having to search or look around for it
Members page	Images of club members, names of club members, position of members, e-board positions and names,	Allows people interested in applying to learn more about who is running the club, and who members of the club are
About page	When the organization was founded, who it's catered to, etc.	Gives users an idea of what the club is about the background information about the club
Sign Up Page	HTML form with a questionnaire that concludes in joining email listserv	Helps prospective members gain access to the club events
Events page	Calendar with upcoming events	Allows anyone trying to apply to the club to know when upcoming events are, and



		allows current members to keep track of their schedules
Contact page	HTML form that asks for contact information and message to send to the club	Helps students, alumni, and businesses' reach CAMP.

## Milestone 1, Part 2: The Design – PHP & Interactivity plans

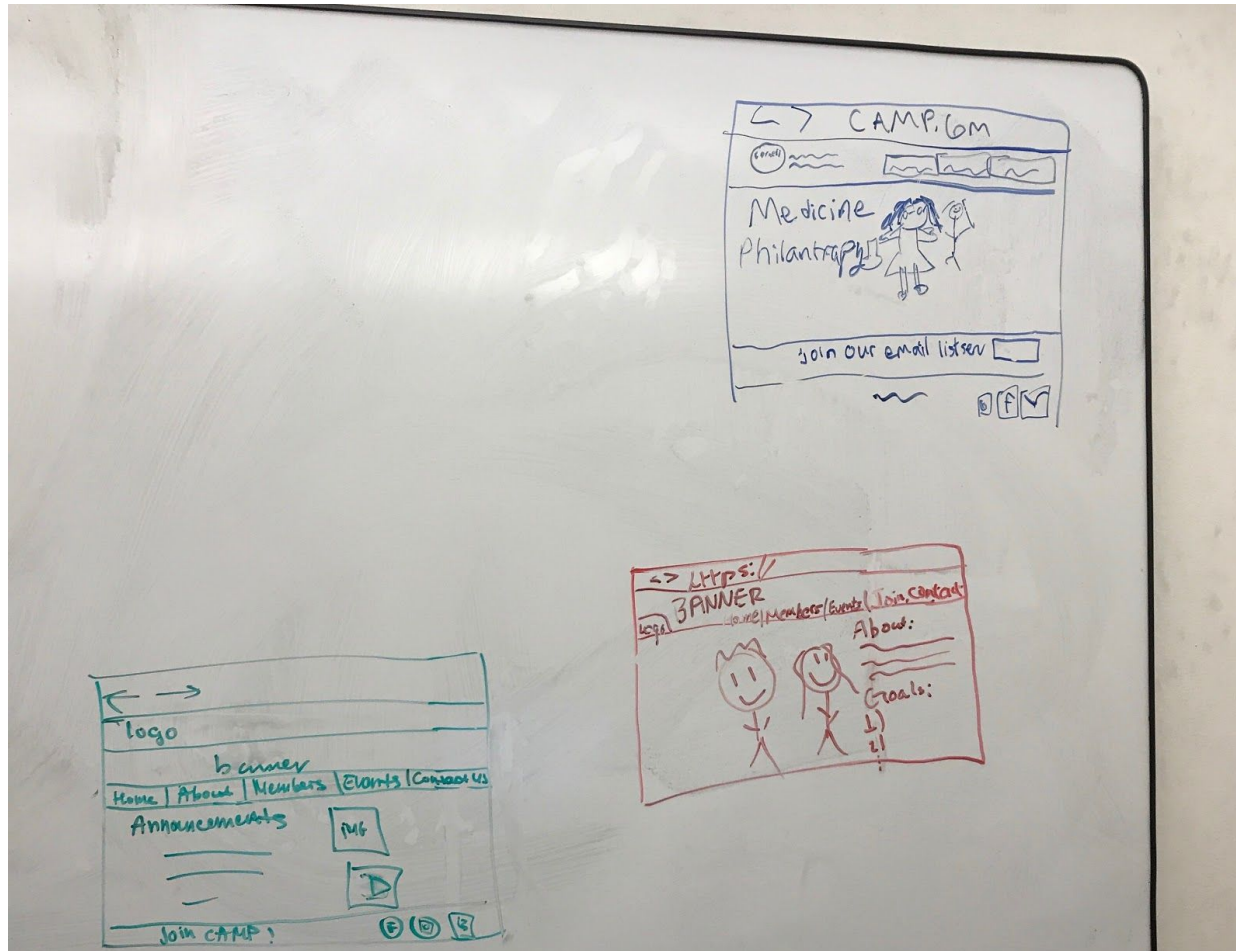
What interactive features will your site have? What jQuery and PHP elements will you include? Note that you must build at least one original PHP interactive element from scratch, but you may include additional PHP or Javascript from outside sources for additional functionality. Please clarify what you plan to build and what you plan to utilize from other sources. Also, describe how the interactivity connects with the needs of the clients/target audience/personas. Please list your features and explain why you intend to include each one.

- One interactive PHP element we will build from scratch is forms for joining the club and contacting the club members. The forms will have a questionnaire with multiple input elements and will use regular expressions in the front-end (Javascript) and back-end (PHP) to ensure that proper information has been filled out. This interactive element is relevant to the audience and personas because it targets the potential members, business partners and donors. If someone is interested in the club, he/she can simply go on the website and easily sign up to be on the list-serv.
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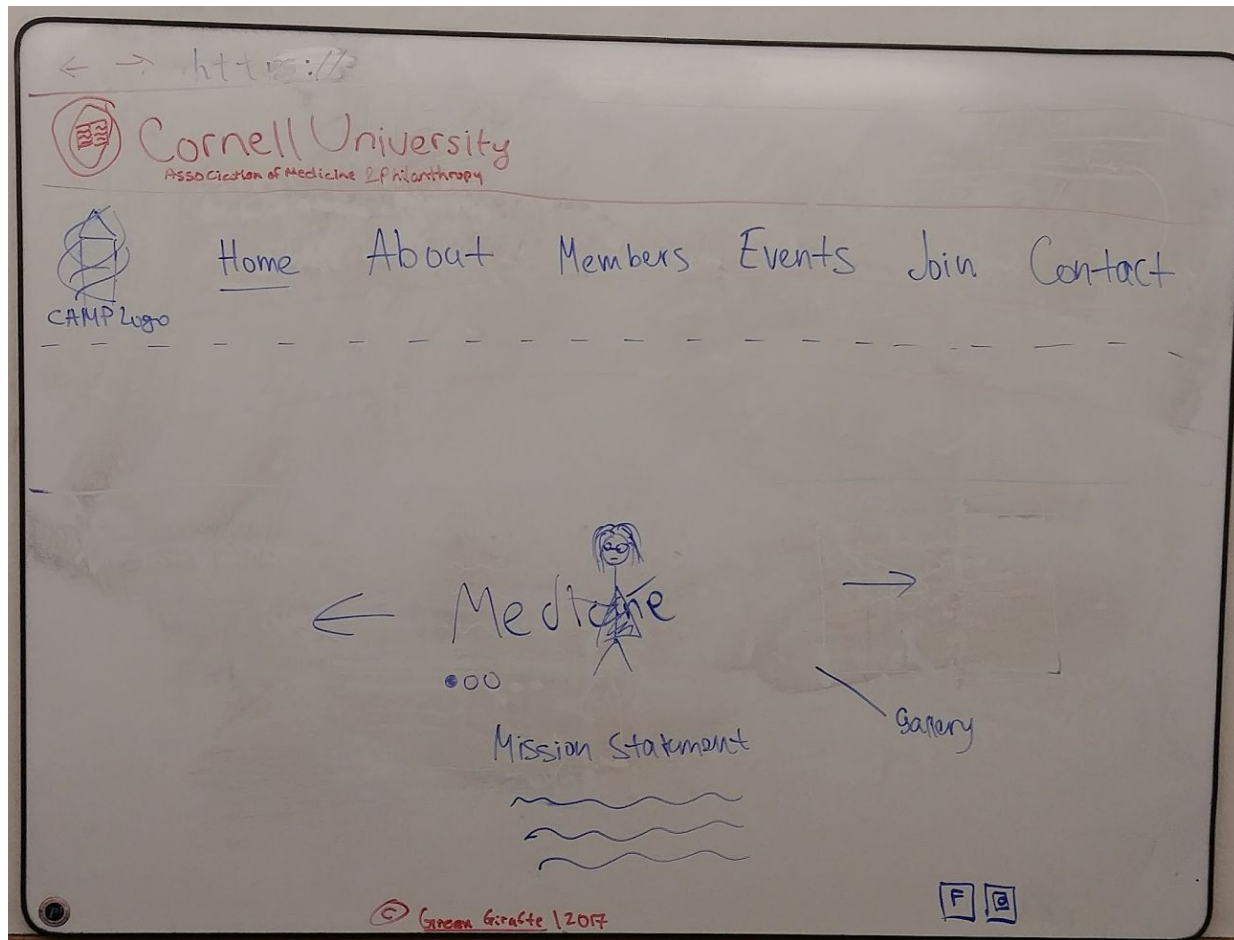
## Milestone 1, Part 2: The Design – Sketches / Storyboards

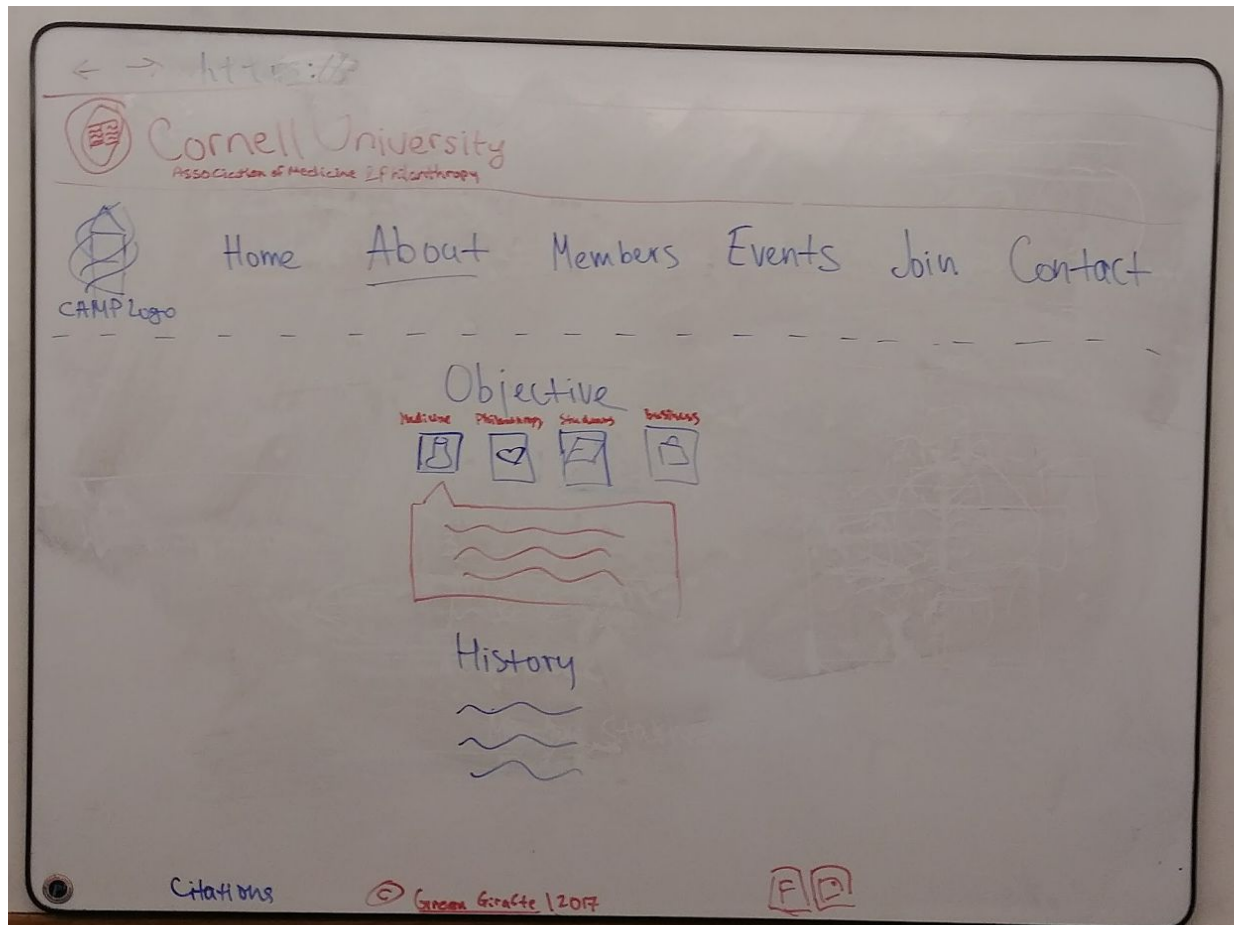
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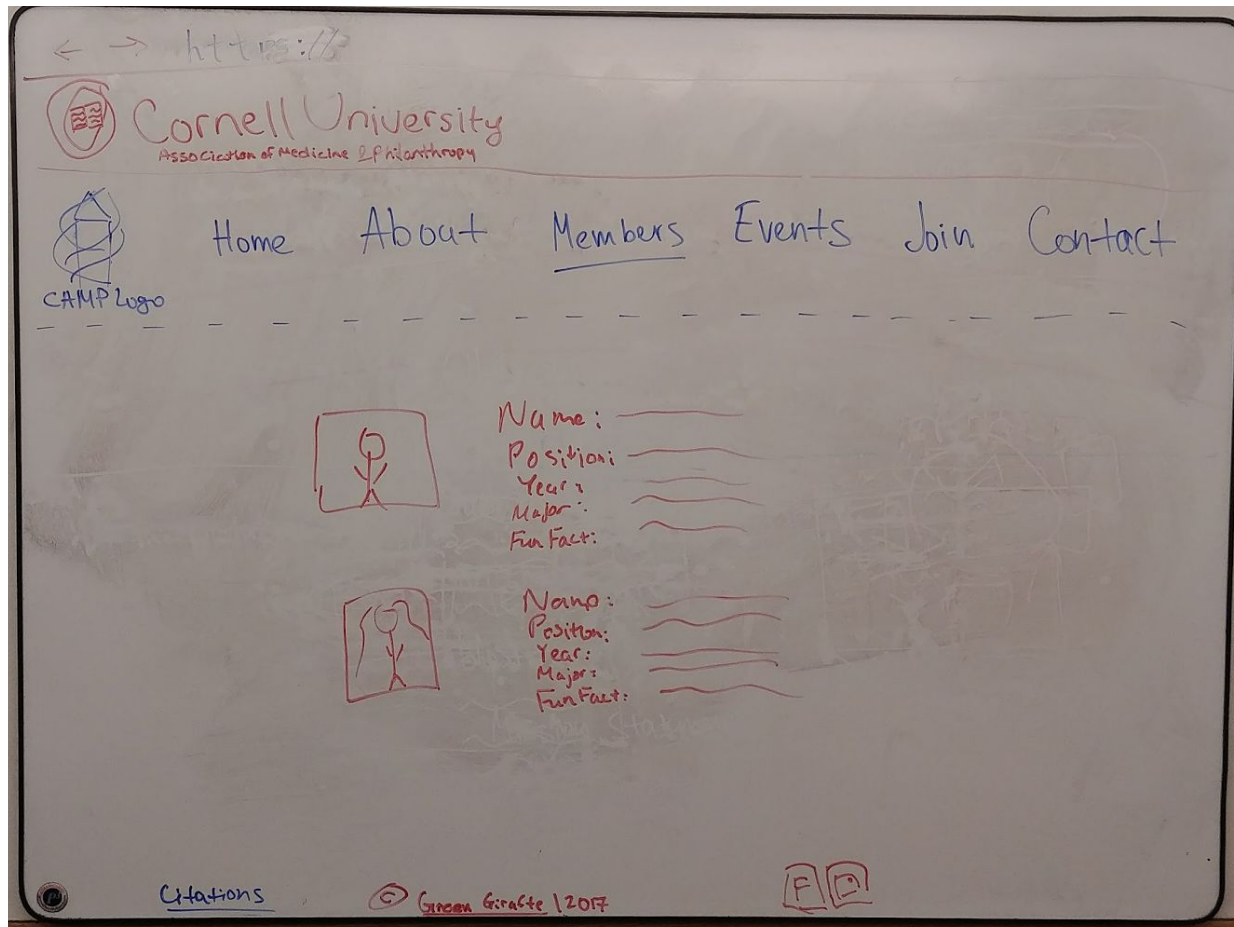
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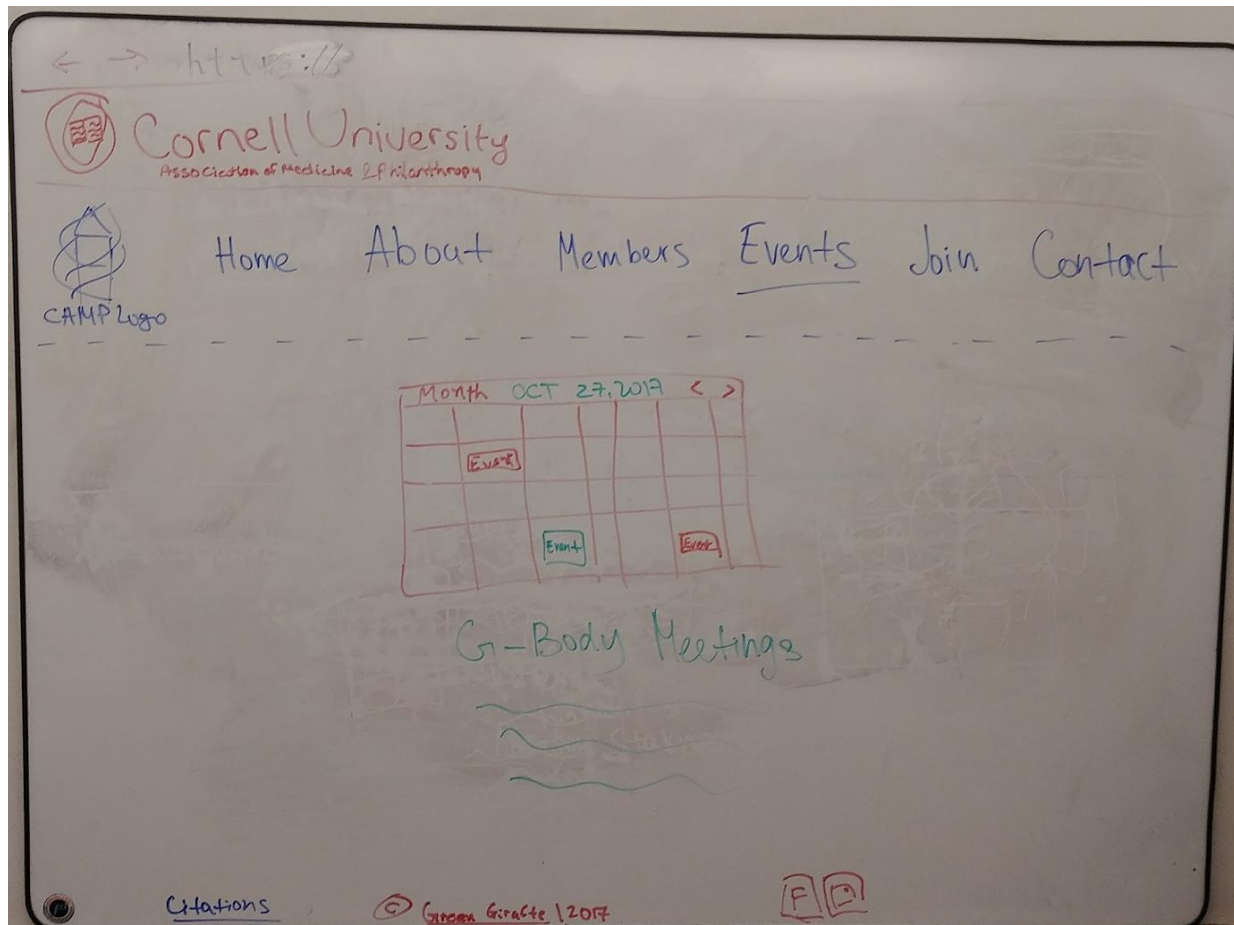


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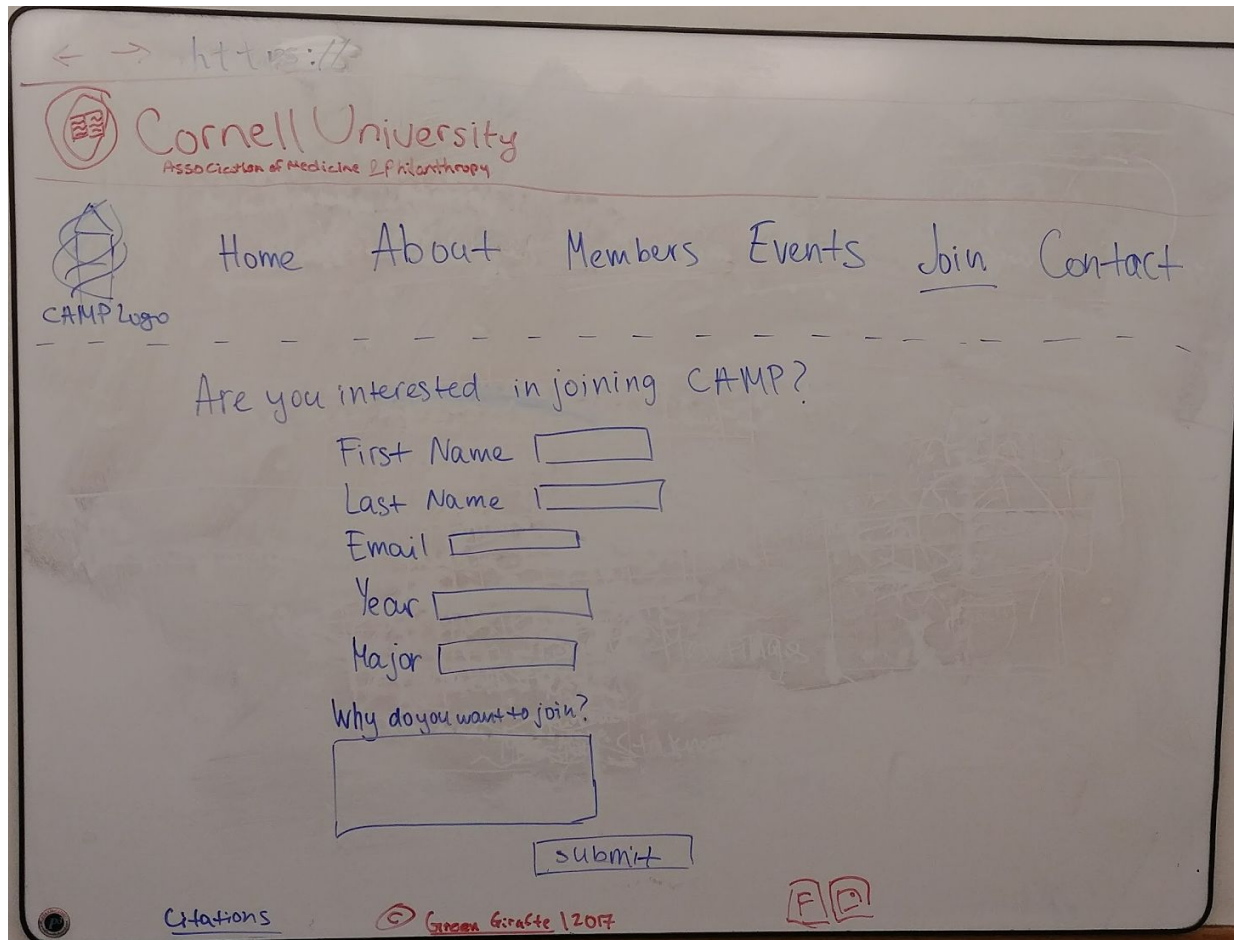


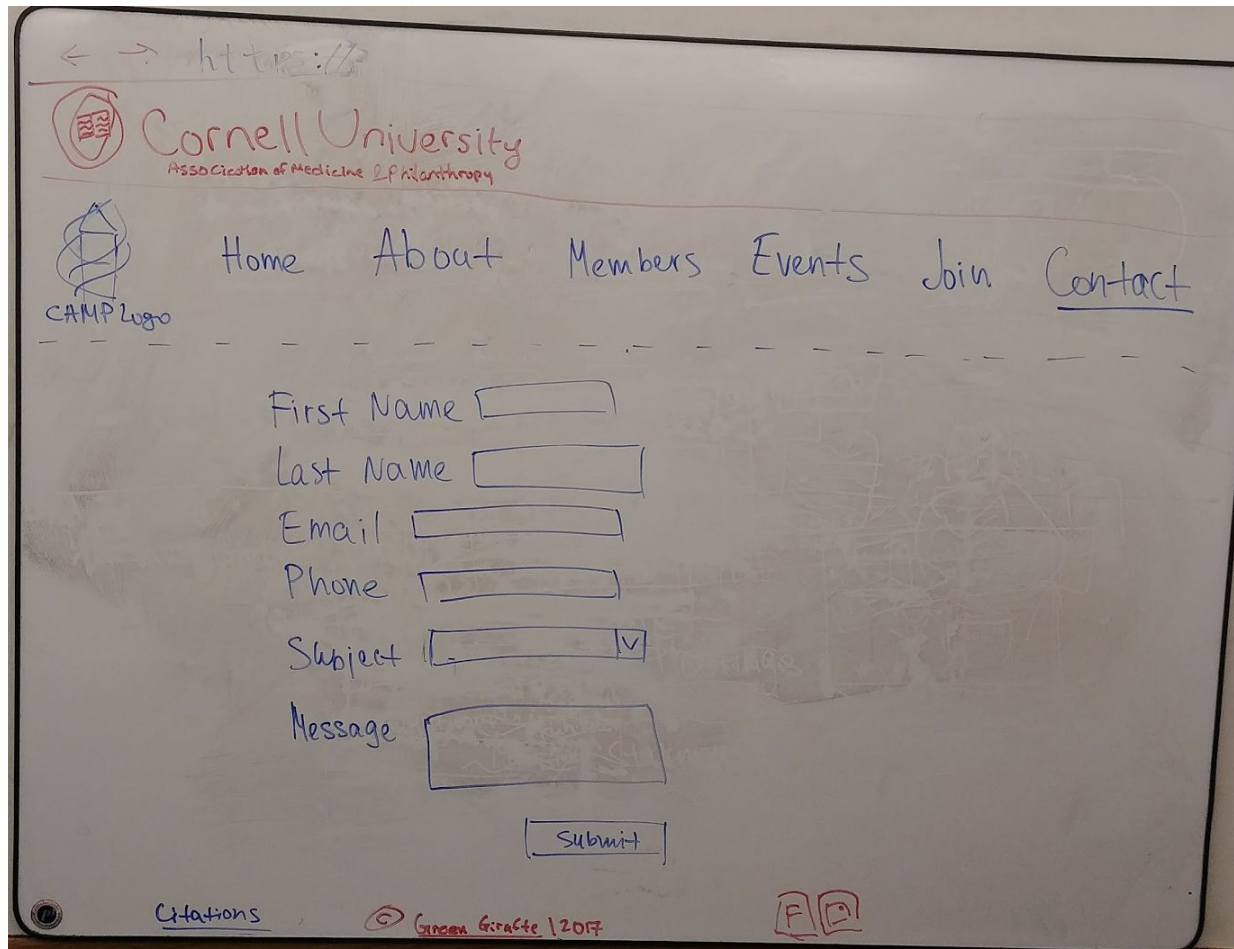












## Milestone 1: Additional comments

If you feel like you haven't fully explained your design choices in the journey map for Milestone 1, or you want to explain some functions in your site (e.g., if you feel like you make a special design choice which might not meet the requirements), you can use this space to justify your design choices.

Cornell logo is at the top of the page because the club asked us to incorporate the Cornell logo into the website. It also makes the organization as a whole look more professional since they appear to be under Cornell's umbrella.

Some of the client's wants cannot be met because we do not have the tools necessary. For instance, making the pictures editable would require a database back-end which can be difficult to accomplish for the purposes of this class. However, this can be accommodated by promising that our group members will aid in customizing the website and deploying it even after the website is due.

# Design Journey Map: Milestone 2

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**Organization Contact**

- **Registration Status - 2017-18:**  
Approved
- **Registration material still needed:**
- **SAFC Tier FY18:**  
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## Milestone 2, Part 1: The Client – Target Audience

In this part, tell us about who would be the potential consumers of this website, how, when, and where they'd interact with the website, etc. List at least 3 scenarios where they would use the website. Get as much detail as possible from the client to help you find representative users that can help you generate useful personas.

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- Third scenario is a local business wanting to learn more about the goals and missions of the Cornell Association of Medicine and Philanthropy. They would visit the website to see footage from previous philanthropic events conducted by CAMP, learn more about the organization and use the “Contact Us” page for potential partnerships or donations.

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### Persona 2:

Person 2 is Peter Ricketts. He is a student at Cornell University, a member of CAMP, who is majoring in Computer Science and is also on Pre-Med track. His extracurricular activities, besides CAMP, include Robotics project team, TAing INFO 1300 and working in the Engineering Learning Initiatives. Clearly, he has a busy schedule and it often gets hard to remember all the appointments and meetings scheduled for the week. He wants to go on the website and see the schedule for upcoming events and G-Body meetings, so that he doesn't have to go through the myriad of emails he is getting every day.

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Person 3 is Joe Weinstein. He is a local business owner who has done really well in the past quarter. As a result, he has made a surplus that he would like to give to charity. He is interested in looking at Cornell clubs to help out as he likes working with young people. But he wants to make sure he is giving his money to a club that is going to make the most use of his money.



## Milestone 2, Part 1: The Client – Needs and wants

In this table, collect your client's and target audience's needs and wants for the website, come up with multiple appropriate design ideas on how those needs may be met. In Memo, give the justifications for the ideas and write down any additional comment you have. There is no specific number for how many needs you have to write in the design journey map: you need enough to do the job.

Needs and wants – List your client and target audience's needs and wants.	Design ideas and choices	Memo – Justification/Additional comments/info for TAs
About Page	<b>Have an About Page explaining the charter of the club and symbols representing who the website is aimed for (students, businesses, philanthropy, etc.).</b> We will also provide a brief history of the club at the bottom of the page to establish a connection with the users.	The about page should be extensive and interesting enough to attract business partnerships, alumni, and new students
Client wants a robust homepage featuring important content relevant to CAMP	<b>Feature main ideas of the organization as a gallery of infographic images.</b> This page will have minimal text (a brief overview of the club) as the client has commented that they do not want to overwhelm the home page with excessive information of secondary relevance.	The website home page should feature enough content to be helpful, but not so much as to become overwhelming to the users.
Client wants a calendar that can be edited to feature important events	<b>Integrating Google Calendar API into the website.</b> Since the TA's have commented that a back-ended calendar might be out of the scope of the class, we will utilize embedded Google Calendars to provide the same	Creating a calendar in the backend would require extensive database knowledge we do not have. We will try to integrate Google Calendar's API to meet the needs of the client.

Client wants the CAMP logo as well as the Cornell logo featured prominently on the website	<b>Using their existing logo in conjunction with the Cornell University text and logo, creating a new logo for the club that uses a similar font to Cornell's logo. This will be kept consistent throughout all pages on the navigation bar to credit both CAMP and Cornell University.</b>	We are not fans of the existing logo so we are considering making a new one, however, the client specifically mentioned wanting their logo on the website, so perhaps we will present two versions to the client.
Client wants photos on the home page that can be added	<b>Fixed set of photos on webpage. Since making editable photos is beyond the scope of the course, the client has agreed with the use of static images.</b>	Creating an editable photo library is beyond our current knowledge scope, so we will most likely have to use static photo libraries.
Option to sign up for the club	<b>Creating a HTML form that integrates adds users to an email listserv. Will merge the "Join" and "Contact" pages.</b>	We will use our new found knowledge on forms to integrate CAMP's email listserv.
Client wants a gallery page to showcase how much fun they have.	<b>Create a gallery page dedicated to showing pictures from various events. We will use existing photos from their Facebook page to provide us with the content.</b>	

## Milestone 2, Part 2: The Design – Intermediate design pieces

Information Architecture, Content, and Navigation

Lay out the plan for how you'll organize the site and which content will go where. Note any content that you need to make/get from the client. What is the visual theme that you'll be implementing?

**Note:** As with needs, you should have the right amount of content to do the job.

**Tip:** Feel free to include photos of your information architecture process, especially if you use card sorting.

Category/Sub Category	Content (M1 & M2) & Visual Theme (M2)	Who does this help, and why?
Home page	A brief overview about the club and a gallery of infographic images.	Allows anyone visiting the site to get a quick run-down of what the club does without having to search or look around for it
Members page	Images of club members, names of club members, e-board positions, other interests and activities.	Allows people interested in applying to learn more about who is running the club, the members of the club, their interests and other non-academic activities they engage in
About page	When the organization was founded, who it's catered to, mission statement, main objective, etc.	Allows users to learn about the mission statement and the key goals of the club. Moreover, gives users an idea about the background information of the club

Reach Us page	HTML forms that asks for contact information(name, phone, email) and a message with the intent of contact to send to the club.	Helps students, alumni, and businesses' reach CAMP.
Events page	Calendar with upcoming events. With text at the bottom specifying the time and location of usual G-Body meetings.	Allows anyone trying to apply to the club to know when upcoming events are, and allows current members to keep track of their schedules
Gallery Page	Static images taken from their Facebook page showcasing various events.	This content helps potential members be more engaged with the club. The photos will make potential members more interested as they see that the club is a lot of fun.

## Milestone 2, Part 2: The Design – PHP & Interactivity plans

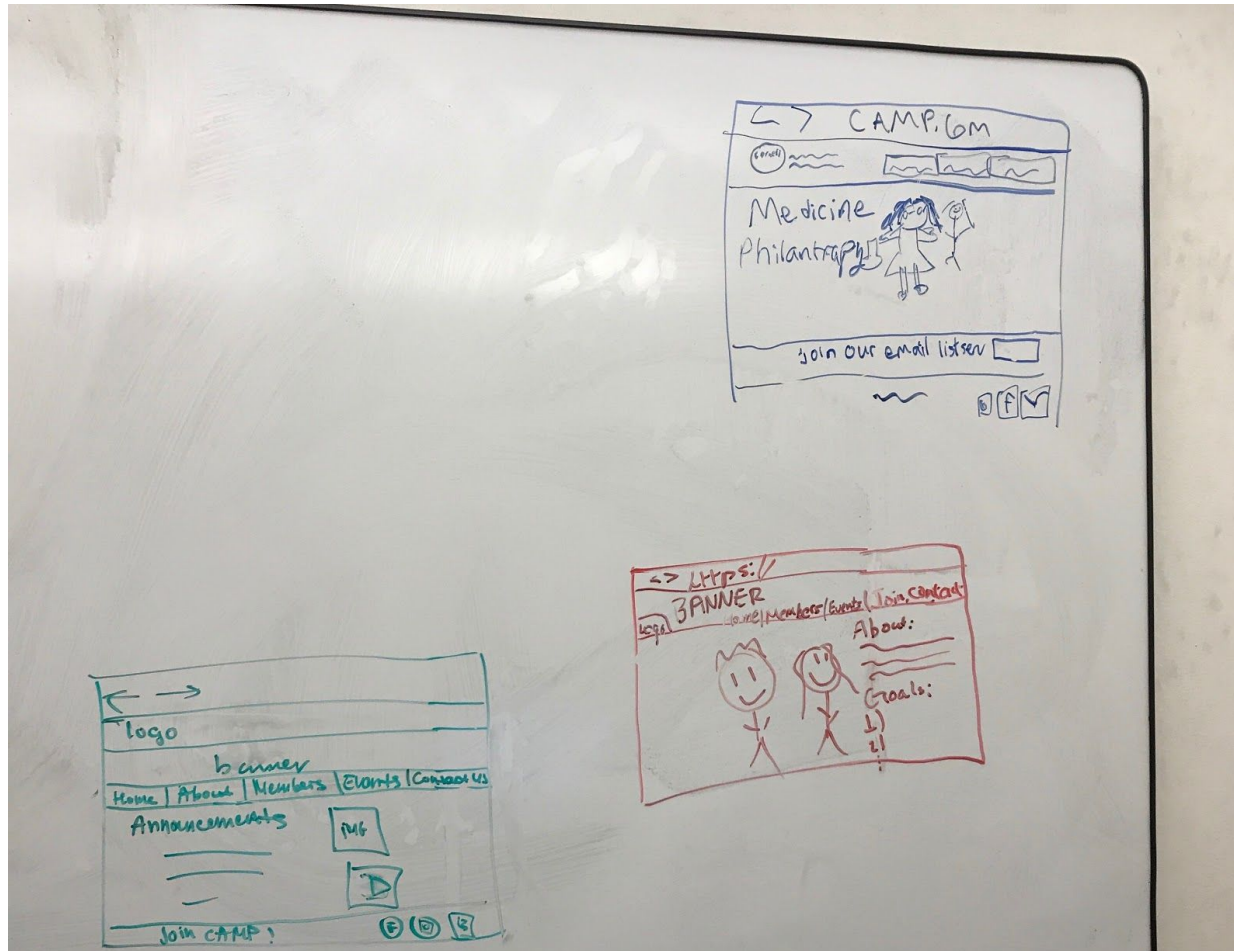
What interactive features will your site have? What jQuery and PHP elements will you include? Note that you must build at least one original PHP interactive element from scratch, but you may include additional PHP or Javascript from outside sources for additional functionality. Please clarify what you plan to build and what you plan to utilize from other sources. Also, describe how the interactivity connects with the needs of the clients/target audience/personas. Please list your features and explain why you intend to include each one.

- One interactive PHP element we will build from scratch is forms for joining the club and contacting the club members. The forms will have a questionnaire with multiple input elements and will use regular expressions in the front-end (Javascript) and back-end (PHP) to ensure that proper information has been filled out. This interactive element is relevant to the audience and personas because it targets the potential members, business partners and donors. If someone is interested in the club, he/she can simply go on the website and easily sign up to be on the list-serv.
- Another interactive element we will have is dynamic calendar announcing various events and fundraisers. This may be difficult to accomplish with pure PHP and Javascript that we're learning in this class, so we will most likely use Google's API to link the calendar to a Google Account with relevant information. This element is relevant to both the audience and personas because it targets the currently active members. If someone were to miss a couple of G-Body meetings, he/she won't be left in the dark as the website will display relevant information and events.
- For the Gallery page, to make the image more interactive than basic thumbnails, we will implement a Lightbox effect to be taken from the W3Schools website. That way, the viewing experience will be more immersive for potential members and the website will seem more sophisticated. This will engage the potential member audience even more as they will be inclined to join a club that is fun yet also organized!

## Milestone 2, Part 2: The Design – Sketches / Storyboards

In this part, paste your drawings, screenshots, or storyboards as you develop them. Accumulate artifacts as you make them; they'll help your teammates, clients, us, and a "future you" who may present this to a potential employer see how you evolved and thought about the site. Your sketches should also show what content goes where, about how many pages are in the site, and the visual design/theme.

**Note:** As with needs, you should have the right number of these to do the job.



(Initial designs from all of us, then we reached a consensus)



# Cornell University

Association of Medicine and Philanthropy



[Home](#)

[About](#)

[Members](#)

[Events](#)

[Reach Us](#)



**CAMP, or Cornell Association of Medicine and Philanthropy, is a STEM/ Pre- health focused organization on campus. Our purpose is to broaden perspectives on areas of medical work other than a single pre-medical purpose as well as to raise awareness and give back through philanthropic events to underrepresented causes.**

**We admit all students who demonstrate a genuine interest in the organization with our purpose and support and encourage all STEM students' interests. CAMP has weekly meetings for members of Wednesdays from 5-6 in Malott 203 or Goldwin Smith Hall G64 on Cornell's campus.**





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Association of Medicine and Philanthropy



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[Events](#)

[Reach Us](#)



The objective of the CAMP is to draw attention to the value of medical relief and humanitarian aid; (2) to educate students about national and international health issues, while simultaneously striving to engage students and the public in the response to such issues; (3) to engage the student population in fundraising initiatives that

Green Giraffe





***Esther Chen '18***

Position: Executive President

Major: Biomedical Engineering

Other Activities:

- President of Engineers in Medicine
- Captain of Thorny Roses Club, Women's Ultimate Frisbee
- Frey Lab in HumEc Dept. of Fiber Science & Apparel Design



***YongJae Park '19***

Position: Executive Vice President

Major: Human Biologu, Human and Society

Other Activities:

- Volunteer Coordinator of Youth Outreach Undergraduates Reshaping Success (Y.O.U.R.S.)
- Community Outreach Chair of Alpha Epsilon Delta (Pre-Med Honors Society)
- Brother of Lambda Phi Epsilon
- Buchon Lab: studying the role of Mirror gene in Enteroendocrine cells of *Drosophila melanogaster* in response to stress



# Cornell University

Association of Medicine and Philanthropy

[Home](#)[About](#)[Members](#)[Events](#)[Reach Us](#)

April 22, 2012						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
			Gbody			
8	9	10	11	12	13	14
			Gbody		Event	
15	16	17	18	19	20	21
			Gbody			
22	23	24	25	26	27	28
Event			Gbody			
29	30					

Gbody Meetings Every Wednesday  
3:30pm at Goldwin Smith Hall G64

Green Giraffe





# Cornell University

Association of Medicine and Philanthropy



[Home](#)

[About](#)

[Members](#)

[Events](#)

[Reach Us](#)

Inquiry Type

Student ▼

First Name

Last Name

Email

Phone

Message

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## Milestone 2: Additional comments

If you feel like you haven't fully explained your design choices in the journey map for Milestone 2, or you want to explain some functions in your site (e.g., if you feel like you make a special design choice which might not meet the requirements), you can use this space to justify your design choices.

Cornell logo is at the top of the page because the club asked us to incorporate the Cornell logo into the website. It also makes the organization as a whole look more professional since they appear to be under Cornell's umbrella.

Some of the client's wants cannot be met because we do not have the tools necessary. For instance, making the pictures editable would require a database back-end which can be difficult to accomplish for the purposes of this class. However, this can be accommodated by promising that our group members will aid in customizing the website and deploying it even after the website is due.

We plan on including a gallery page in the next milestone, this feature was requested late by the client so we don't have high fidelity sketches of the page, but we plan on including it on the draft. We also have merged the Join/Contact page with a more universal Reach Us page.

Currently, we have 2 JQuery plugins called bxslider and fancybox. Unfortunately, the CSS code for both these libraries do not validate. Because we are unsure of the behavior if the source code is changed, we have left the code as is.

We also did not need to change the audience/persona based on client and T.A. feedback.

# Design Journey Map: Milestone 3

Use this design journey map to plan your project and to track your progress as you complete your milestones. This document is intended to help you plan and document the process. Document this process in the way that works best for your group. That means that if you prefer written paragraphs, use them. If you prefer bullet points, use them. This document exists to help you, make it your own to suit your group's needs. **Fill out this page and include it for Milestone 3.**

Group Name: Green Giraffe

Team Member Names: Hamed Rabah, Billy Zhu, Kevin Ting, Arzu Mammadova

Team Member NetIDs: (hr277), (bz83), (kt427), (am2692)

Lab Section Number: 205

## Milestone 3, Part 1: Your Plan for User Testing – Testing Protocol

Describe your testing protocol in the space below. How are you going to choose users? How will they be representative of the target audience? How will you find them? Where will you meet them? Will you compensate them?

We have three target audience so we will split our users into such:

1. CAMP members - we will randomly select someone that is a member of CAMP and will ask him/her to test our website. We will arrange a time and place to meet with them at their convenience.
2. Potential members - we will find random students in PSB and screen them first by asking if they are interested in an organization involved in medicine and philanthropy. If they are interested, we will show them the website and ask them what they think.
3. Non-students - we will screen random faculty, staff, or business owners if they might be interested in philanthropy and if they could try out our website as well.

By using this testing protocol, not only are we getting critical feedback on our website, but we are also spreading word about CAMP as well. So it's a win-win! In the spirit of Christmas, we will compensate our testers with candy canes.

## Milestone 3, Part 1: Your Plan for User Testing – Tasks

What tasks are you going to have them do? How would these tasks connect with the client's needs? **Replace the example tasks below with your own.**

Task Name	Task Description	Task goal/what's being tested/expected outcomes
Task 1: Signing up for CAMP	You are a pre-medical student who wants to be more involved in extracurricular activities on campus. You have a friend who is a member of the club and he has given you a link to this site. After browsing through the website you are interested in joining the club.	This is the primary purpose of our website-- to recruit members to CAMP. This targets one of our target audience, potential members. This task tests the navigation and information flow of our website and should only take a couple of seconds.
Task 2: Join an event	You are a member of CAMP but you have been very busy and stressed with prelims in the past three weeks. As a result, you have missed out on a lot of the G-Body meetings and are not sure of what is going on in CAMP. How can you retrieve information about upcoming activities?	This task also satisfies a goal for a specific target audience-- the active members. This task will be used often since busy college students are often scattered and do not keep track of events. This task should only take a couple of seconds as well.
Task 3: Browse through pictures	You are a potential member of the club but you only want to join clubs that are fun and exciting (time is of the essence to you). Therefore, you want to scroll through some pictures to see what the club is all about and how much fun they have.	This task tests the interactivity elements of our website (image sliders, lightbox, pictures, etc). There are various images throughout our page so this task might take a couple of minutes to cycle through different pictures.
Task 4: Contact CAMP	You are an affluent individual and have stumbled onto our page. You are a fan of charity and philanthropic events and would like to help out in addition to donating a small amount. Thus, you would like to reach out so you can make a change.	This task tests for the target audience of non-students. Moreover, it tests the intuitiveness of our form and PHP/Javascript requirements. Because we would like to test actual messages, the form submission component may take a couple of minutes as well.
Task 5: Describe CAMP-- summarize what the club is about	You went to club fair and was given a link to this website. You completely forgot about the club and what they're about. Now using this website, you start to piece together a picture of what the club is about.	The task of this website is to make sure that we're emphasizing the main message of the club. We want the website to be true to stay true to the roots of CAMP, otherwise we have failed with our website. Most of the information can be found on the homepage as well as the About page. Summarizing the information should only take a minute or two.



## Milestone 3, Part 1: Your Plan for User Testing – Script

Write out your user testing script. How are you going to welcome them? Reassure them that you're testing the site, not them? Get them to think aloud while they use the site?

How are you going to introduce each task? What wording will you give the user? Will you give them any information in advance (for example, a certain piece of interactivity doesn't work yet)? How will you remind them to think aloud? How will you decide when to "give up" on the task?

Afterwards, what specific questions or general opinions will you ask for about their experience or the site? How will you thank them?

"Hi how are you doing today sir/ma'am? Do you mind if I ask you a few questions today?"

- If "no" - thank them and wish them a good day. Otherwise...

"We are building a website for a club on campus and we would like to test our website for some feedback. Do you think you will be interested? This should not take any more than 5 minutes."

- If "no" - thank them and wish them a good day. Otherwise...

Pull up website and start going through each task. Read off the premise of each task and observe the user's reactions. *Be sure to NOT use phrases that might aid in the navigation of the website.*

"If you could also speak aloud when performing each task, it would help us see your thought process in case we need to change anything."

Here are some helpful quotes to use to reassure users:

- "We are testing the website, not you. If there are any difficulties, it is our responsibility as the developers of the website to fix these problems. There is no pressure to get the task done."
- "This website is still very subject to change. If there are any difficulties, then you will be helping us a lot in terms of usability."

Our interactive components have mostly been completed at this point so there is no need to guide them through. We will decide to give up on a task if it takes longer than the expected time or if the user seems distressed/frustrated.

If the user is frustrated we will reassure them first before moving on. We will also show them our method of completing the task and ask for constructive criticism.

"What do you think about our website? Are there any changes you would make or any features you would like to see?"

We would end the user testing by thanking the users and offering them a candy cane as compensation (in the spirit of the holidays)!



## Milestone 3, Part 2: User Testing Round 1 – User 1

1. Who is your user, e.g., where do they come from, what is their background, etc.?

Our first user is Andrew Cheung. He is a junior studying Biological Engineering in the College of Agricultural and Life Sciences. He is from Queens, New York. In his spare time he likes to play video games and watch TV shows. He was a member of CAMP last year but has missed out on a lot of the G-Body meetings this semester. As a result, he is out of the loop.

2. How does this user represent your target audience/client's needs?

This user represents their target audience of members that might be misinformed. This user has been a member of the club but he is seeking new and updated information.

## User 1 Task Notes

Tasks descriptions for user 1	How did the user do? Did that meet your expectation?	User's reaction / feedback to the design	Your reflections about the user's performance to the task	Memo Any additional comments you have.
You are a pre-medical student who wants to be more involved in extracurricular activities on campus. You have a friend who is a member of the club and he has given you a link to this site. After browsing through the website you are interested in joining the club.	The user met our expectations. He went straight to the "Reach Us" page and clicked on the link to the Google Form to the application for the club.	The user found the navigation bar to be straightforward and easy to use. However, he felt that the "Reach Us" page seemed empty since there were only two collapsible labels. He liked the show/hide feature but felt hiding it on default made the page look empty.	We were impressed by the speed of the user to complete the task. In addition, we agreed on his criticism as the page did feel empty. As a result, we still allowed for the toggle feature so that users can hide elements and won't be distracted when filling out form. However, we had the forms displayed by default to fill up the page and show more content.	
You are a member of CAMP but you have been very busy and stressed with prelims in the past three weeks. As a result, you have missed out on a lot of the G-Body meetings and are not sure of what is going on in CAMP. How can you retrieve information about upcoming activities?	The user went to the Events page and used the calendar to look through upcoming events. The user found the calendar in sufficient time.	User really enjoyed the calendar. He felt that it was really intuitive and he liked the integration with CAMP's Google account. He said he would like to have the Events page display A headline with text corresponding to each event on the calendar.	We were satisfied with the user's response time. We took the user's criticism into consideration but could not think of a way to implement a dynamically changing calendar and text using the current skills we have learned so far in this course.	The suggested feature by the user could not be implemented because it is outside the scope of this class.
You are a potential member of the club but you only want to join clubs that are fun and exciting (time is of the essence to you). Therefore, you want to scroll through some pictures to see what the	User first cycled through the image slider on the home page. He then proceeded to go through each gallery and clicked on the	User really enjoyed the Javascript plugins. He said the image slider was "cool" and the lightbox was "really intuitive and fancy-looking". However, he did mention that the thumbnails could be more spaced out.	We were likewise satisfied that the user enjoyed the plugins. We took the user's advice into consideration and added more padding between images.	

club is all about and how much fun they have.	photos and used the lightbox.			
You are an affluent individual and have stumbled onto our page. You are a fan of charity and philanthropic events and would like to help out in addition to donating a small amount. Thus, you would like to reach out so you can make a change.	User remember seeing the form from a previous task and quickly went back to the Reach Us page. He filled out the form in sufficient time.	User also tried to stress-test the form for us which we liked. He wanted to know what was going on behind the scenes and thought that it was cool we both sent an email and stored it into a file. He advised us to fix the padding inside the input as the text was towards the borders of each input box.	We appreciated the user stress-testing the form for us. We also added consistent padding in the inputs per the user's request.	
You went to club fair and was given a link to this website. You completely forgot about the club and what they're about. Now using this website, you start to piece together a picture of what the club is about.	User quickly skimmed the information on the home page and the about page. Described CAMP "as a club promoting philanthropy, specifically in the medical field, through fundraising events." He found the information quickly.	User enjoyed the interactivity component of the icons. Felt it was a great way of showing the mission statement. He liked how each icon corresponded to the particular point. He did note that we could use better fonts to make the website more engaging.	We were happy with the user's response. We also decided to change the font as a result.	

## **Milestone 3, Part 2: User Testing Round 1 – User 2**

1. Who is your user, e.g., where do they come from, what is their background, etc.?

Nikita Lakhani is a sophomore studying Animal Science with a minor in BioMedical Sciences in the College of Agriculture and Life Sciences at Cornell University. She is from Rockland County, New York. Her extracurriculars include Guiding Eyes for the Blind, Pre-Vet Society, Big Red Marching Band and Pep Band. In her spare time she likes to sing and read. Nikita would be interested in joining CAMP, as she thinks it is a perfect match for her interests and a great opportunity to further develop her passions.

2. How does this user represent your target audience/client's needs?

Nikita represents the target audience of potential members, as her studies and interests match up with the main objectives of CAMP.

## User 2 Task Notes

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	Memo Any additional comments you have.
(Task 1) You are a pre-medical student who wants to be more involved in extracurricular activities on campus. You have a friend who is a member of the club and he has given you a link to this site. After browsing through the website you are interested in joining the club.	The user quickly found the "Reach Us" page on the navigation bar. She then clicked on the link under "Apply", which took her to the Google Form.	User thought that the navigation bar was well-built and gave her a good sense of orientation. She also pointed out that it was a good idea to spread out the navbar along the entire width of the page, as that made it look aesthetically pleasing and easier to use.	The user's response time met our expectations. She quickly found the required page in the navbar and consequently found the link to the needed form. We were also satisfied with the user's feedback to the navbar. Since the navigation bar is one of the most important design elements, it is important for us to make sure that it helps users navigate through our website as efficiently as possible.	
(Task 2) You are a member of CAMP but you have been very busy and stressed with prelims in the past three weeks. As a result, you have missed out on a lot of the G-Body meetings and are not sure of what is going on in CAMP. How can you retrieve information about upcoming activities?	The user went to the Events page, containing the calendar, and looked through the upcoming G-Body meetings and other events.	The user found the calendar very helpful and said it helped to see the summary about the time and location of the G-Body meetings right above it.	As expected, it took the user no longer than a couple seconds to find the calendar.	
(Task 3) You are a potential member of the club but you only want to join clubs that are fun and exciting (time is of the	The user quickly found "Gallery" on the navbar and went through each of the galleries listed in the dropdown menu.	The user pointed out that the photos were very carefully classified into three different groups. Moreover, she said that each page contained an	The user's response time met our expectations. As we were initially debating whether it would be better to split the photos up into separate categories or throw	

essence to you). Therefore, you want to scroll through some pictures to see what the club is all about and how much fun they have.		extensive enough gallery to help her get a general idea of what the club is about, what kind of events it usually hosts, etc. The user also mentioned that the images on each page would look more visually pleasing if we reduced the dimensions.	them all into a single gallery, we were satisfied with the user's comment on the categorization of the images. We also took into consideration user's advice about the sizing of the photos and reduced the dimensions, which made the page look more visually pleasing.	
(Task 4) You are an affluent individual and have stumbled onto our page. You are a fan of charity and philanthropic events and would like to help out in addition to donating a small amount. Thus, you would like to reach out so you can make a change.	Having forgotten that the "Reach Us" page contained two forms, the user first tried to find a separate "Contact Us" page. She then checked the "Reach Us" page again and realized that the needed form was there as well.	The user admitted that it would be redundant and unnecessary to create separate pages for the "join" and "contact us" forms, and agreed with our way of incorporating both forms in a single page. She also added that collapsible labels was a "smart" way of making the page look as compact as possible. She pointed out that the red color of the labels did not match the banner and the footer and suggested we change the color.	Though the user did not immediately go to the "Reach Us" page, her response time still met our expectations. We also agreed with the user's comment about the color of the labels and followed her advice and changed the color of both of the labels, so that they match the overall website color scheme.	
(Task 5) You went to club fair and was given a link to this website. You completely forgot about the club and what they're about. Now using this website, you start to piece together a picture of what the club is about.	The user first looked through the information on the home page. She then, intuitively clicked on "About Us" on the navbar and quickly found the needed information.	The user said that the idea with the icons was "interactive" and a "creative" way to list the objectives and show the mission statement of the club. She added that the small "Club History" paragraph below the icons was informative and inspirational, and added to her interest in the club.	The response time met our expectations. We were satisfied with the user's feedback on the interactivity component of the icons under "Our Objectives."	



## **Milestone 3, Part 2: User Testing Round 1 – User 3**

1. Who is your user, e.g., where do they come from, what is their background, etc.?

David Strauss is a sophomore in the College of Arts & Sciences at Cornell University and is currently undeclared. He is from Los Angeles, California, and enjoys playing video games and soccer in his free time. He is interested in pre-med and wishes to involve himself with an organization aligned with his own goals and interests.

2. How does this user represent your target audience/client's needs?

He represents potential members (current students of Cornell interested in medicine) of CAMP who would visit the website to learn more about the club, and see if they would be a fit in the organization.

## User 3 Task Notes

Tasks descriptions for user 3	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	Memo Any additional comments you have.
(Task 1) You are a pre-medical student who wants to be more involved in extracurricular activities on campus. You have a friend who is a member of the club and he has given you a link to this site. After browsing through the website you are interested in joining the club.	Went straight to the reach us page, with no problems. Clicked on the application link and went to the application google survey.	User had no issues with the task, he liked how the navbar had easy to understand labels.	Very quick response to our task, seems that it is easy to find the application.	
(Task 2) You are a member of CAMP but you have been very busy and stressed with prelims in the past three weeks. As a result, you have missed out on a lot of the G-Body meetings and are not sure of what is going on in CAMP. How can you retrieve information about upcoming activities?	Went straight to the events page and found the google calendar	No issues with the task, very quick to reach the page. He did say that the calendar made the page look a little more professional and refined	No changes needed, very quick to find the events page with all upcoming activities.	
(Task 3) You are a potential member of the club but you only want to join clubs that are fun and exciting (time is of the essence to you). Therefore, you want to scroll through	Went to the homepage first, flipped through the four images there, then went to the gallery tab and flicked through the galleries.	He remembered that there were a few images on the homepage, but also noted that the gallery label on the tab in our navbar made it easy to find the gallery page	No trouble finding pictures, homepage may have some pictures but since the user begins at the homepage, they seem to remember that there are some photos there	

some pictures to see what the club is all about and how much fun they have.				
(Task 4) You are an affluent individual and have stumbled onto our page. You are a fan of charity and philanthropic events and would like to help out in addition to donating a small amount. Thus, you would like to reach out so you can make a change.	Went right back to the reach us page and found the comments/questions form.	User said the reach us label made it easy to find, although the question was a little confusing since he thought he might have had to find a page where he could actually donate money (in action he went quickly to the reach us page, but talking about it after he mentioned that once he got there he thought at first he would have to find a donation page of some sort)	User found the page just as quickly as he did in the past tasks, but did wonder if there was a donation page.	In the future, if you were really looking to donate money, you would most likely just use the questions/comments to send us an email, but we can debate this and check it once more in another round of testing
(Task 5) You went to club fair and was given a link to this website. You completely forgot about the club and what they're about. Now using this website, you start to piece together a picture of what the club is about.	Read about the club on the about page, then learned about the executive board members on the members page. He noted that he would have flipped through the pictures in the gallery and homepage again if he hadn't previously done so in task 3	He mentioned that it was easy to find the "big" info that many look for in clubs- what they do, mission statement, e-board members, upcoming events	Seems to have a good understanding of what the club is about, but now that we think about it, the question doesn't exactly have a set objective to complete since whether you have a picture of the club is somewhat subjective	The question is somewhat not specific enough, since there is a lot of things you can do to piece a picture of what a club is like - we can change this in the next round of testing

## Milestone 3, Part 3: User Testing Round 1 – Reflection and Changes

**Note: These answers should be in paragraphs. This section should probably end up being longer than a page; you shouldn't constrain your answers to fit in the space provided.**

1. What did you learn from this round of user testing?

Firstly, we realized that we need to change our task 5. It wasn't quite specific enough since it didn't have a task that you could definitely do or not do. Having a picture of what the club is like is a subjective question, and so we will change this task in our next round of testing.

2. What are three key changes you made based on the testing, what alternatives did you consider, and why are they appropriate changes? Include sketches of your new design here if appropriate.

The three key changes we made after the first round of user testing:

1. Minor changes to CSS, i.e. fixed padding/margins between the images, set more appropriate font colors for icons on the "About" page and collapsible labels on the "Reach Us" page.
2. Set the forms to display by default on the "Reach Us" page.

The above-mentioned changes to the design of the website make it look professional and more visually pleasing.

3. Modified task 5 for User Testing. It is important for us to make sure that the tasks are specific and descriptive enough, as that is crucial for getting constructive feedback from the users.

Task 5: You went to club fair and was given a link to this website. You completely forgot about the club and what they're about. Now using this website, you want to see their mission statement and learn about their objectives.

3. If you make any changes to the testing protocol for round 2, tell us what they are here.

## Milestone 3, Part 4: User Testing Round 2 – User 4

1. Who is your user, e.g., where do they come from, what is their background, etc.?

Katherine Taylor is a 19-year-old sophomore at Cornell studying Pre-Vet Animal Science in the College of Agriculture and Life Sciences. Katherine is from Orlando, Florida. Her extracurriculars include Cornell Army ROTC, Cornell raptor program and Tae Kwon Do. In her spare time, Katherine likes to watch Korean dramas, read books and go the gym.

2. How does this user represent your target audience/client's needs?

Katherine represents the prospective member target audience, as she is interested in philanthropy and thinks CAMP will give her a good platform, teach her networking skills and provide her with significant academic support.

## User 4 Task Notes

Tasks descriptions for user 4	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	Memo Any additional comments you have.
(Task 1) You are a pre-medical student who wants to be more involved in extracurricular activities on campus. You have a friend who is a member of the club and he has given you a link to this site. After browsing through the website you are interested in joining the club.	The user went straight to the Reach Us page and clicked on the link under "Apply", which took her to CAMP's google form.	The user liked how straightforward and easy it was to navigate through the website. The Reach Us page in her opinion looked a bit empty compared to other pages.	Satisfied with the user's response time. We took her comment into consideration and considered modifying the design of the page after we get all of our user testing done, so that we have complete feedback from several users.	
(Task 2) You are a member of CAMP but you have been very busy and stressed with prelims in the past three weeks. As a result, you have missed out on a lot of the G-Body meetings and are not sure of what is going on in CAMP. How can you retrieve information about upcoming activities?	Went to the Events page and found the calendar with upcoming events.	Liked how we integrated the Google Calendar API into the webpage, and said it was a good idea in general, because as a prospective member he would want to look through CAMP's schedule and learn about the upcoming events.	User completed the task in no time, as expected. No significant changes were made.	
(Task 3) You are a potential member of the club but you only want to join clubs that are fun and exciting (time is of	Went to the Gallery tab and looked through each of the three galleries in the dropdown menu.	Commented on how organized and well-categorized the galleries were. She said that the Lightbox effect made the	Satisfied that the user had no trouble finding the pictures and found the categorization of	

the essence to you). Therefore, you want to scroll through some pictures to see what the club is all about and how much fun they have.		viewing experience much more engaging, and really gave her a clear idea of what the club is like.	galleries based on events appropriate.	
(Task 4) You are an affluent individual and have stumbled onto our page. You are a fan of charity and philanthropic events and would like to help out in addition to donating a small amount. Thus, you would like to reach out so you can make a change.	The user went straight back to the Reach Us page and found the needed form.	The user liked the collapsible labels and was impressed with the CSV file functionality. However, she said that the contact form was not specific enough and thought it would be logical to request who the user is(i.e. student, business, university staff)	Satisfied with response time. We found the user's feedback really helpful and added radio buttons.	
(Task 5) You went to club fair and was given a link to this website. You completely forgot about the club and what they're about. Now using this website, you want to see their mission statement and learn about their objectives.	User went to the home page first and read through the brief overview of the club. She then went to the "About" page and clicked through the icons describing CAMP's key objectives.	The user said that the short description of the club on the home page was appropriate, because it went straight to the point and did not overwhelm him with extra information. Moreover, she was impressed with the interactiveness of the icons on About page (and their responsiveness) because it grasped her attention and made her actually read the objectives.	We were satisfied with the user's response time and her feedback. No changes were made.	

## **Milestone 3, Part 4: User Testing Round 2 – User 5**

1. Who is your user, e.g., where do they come from, what is their background, etc.?

Islam Elsaid is sophomore majoring in Chemistry. He is currently Vice President of Academic events in CAMP. Outside of CAMP, he is affiliated with the Cornell Daily Sun and is an orientation leader and peer advisor.

2. How does this user represent your target audience/client's needs?

He is a current member so he would be good at representing current members that want to be up to date with events. However, as a board member of the club, his user testing (pretending to be a prospective member) will be of great value since he will also be able to see what types of things he would want on the website.



## User 5 Task Notes

Tasks descriptions for user 5	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	Memo Any additional comments you have.
(Task 1) You are a pre-medical student who wants to be more involved in extracurricular activities on campus. You have a friend who is a member of the club and he has given you a link to this site. After browsing through the website you are interested in joining the club.	Quickly found the reach us page and clicked on the link under "apply" to reach the application	Good organization of the navbar, but the form looks a little bland	Good organization which is a plus, we can change the look and feel of the form depending on whether other users feel the same	
(Task 2) You are a member of CAMP but you have been very busy and stressed with prelims in the past three weeks. As a result, you have missed out on a lot of the G-Body meetings and are not sure of what is going on in CAMP. How can you retrieve information about upcoming activities?	Went straight to the events tab and looked at the google calendar	Good page, liked how the google calendar allows you to see the location, date and time of an event. Said it would help him keep track of his schedule	No changes necessary, no negative feedback for this task	

<p>(Task 3)</p> <p>You are a potential member of the club but you only want to join clubs that are fun and exciting (time is of the essence to you). Therefore, you want to scroll through some pictures to see what the club is all about and how much fun they have.</p>	<p>Instantly went to the gallery tab and looked through the photos on each page</p>	<p>good looking pages, really liked how the pictures got bigger if you clicked them</p>	<p>Again, no issues in this task, no changes necessary</p>	
<p>(Task 4)</p> <p>You are an affluent individual and have stumbled onto our page. You are a fan of charity and philanthropic events and would like to help out in addition to donating a small amount. Thus, you would like to reach out so you can make a change.</p>	<p>Went to the reach us page and went to the comments/questions form</p>	<p>He wasn't completely sure that he reached the right place since there was no transaction form or anything</p>	<p>Although there is no transaction form, this is fine because if there was really an affluent individual looking to donate, they would use the question form to inquire on how he would go about donating, so the user actually did what I was expecting</p>	
<p>(Task 5)</p> <p>You went to club fair and was given a link to this website. You completely forgot about the club and what they're about. Now using this website, you want to see their mission statement and learn about their objectives.</p>	<p>Went to the about us page and learned about the club history, and clicked through the icons for different aspects of their mission statement</p>	<p>He liked the added touch of the icons changing the words below</p>	<p>Good things were said by the user for this task, no changes necessary</p>	

## Milestone 3, Part 4: User Testing Round 2 – User 6

1. Who is your user, e.g., where do they come from, what is their background, etc.?

Our user is Yash Patel; he is a junior in the College of Arts and Sciences. He is double-majoring in Classics and Biology. He is also on a pre-med track. Yash has heard of CAMP from a couple of his friends in the club. Moreover, he is interested in joining an extracurricular activity so that his application looks good for Medical Schools.

2. How does this user represent your target audience/client's needs?

Yash is representative of our target audience of potential clients. He has heard of the club before and is interested in checking out the club.

## User 6 Task Notes

Tasks descriptions for user 6	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	Memo Any additional comments you have.
(Task 1) You are a pre-medical student who wants to be more involved in extracurricular activities on campus. You have a friend who is a member of the club and he has given you a link to this site. After browsing through the website you are interested in joining the club.	The user scanned the navbar and found the Reach Us page in no time.	The user first said he would expect the page title to be "Join Us" or "Apply", but then he realized that the page also contained a contact form and said it "made sense" to include the two forms into a single page. He thought that the link under "Apply" looked a bit awkward.	The user completed the task quickly as expected. Since a few users made a comment about the visual design of this page, we added a small Google Form icon next to the link, and changed the background color from plain white to "white smoke". These seemingly small changes gave the page a significantly different feel.	
(Task 2) You are a member of CAMP but you have been very busy and stressed with prelims in the past three weeks. As a result, you have missed out on a lot of the G-Body meetings and are not sure of what is going on in CAMP. How can you retrieve information about upcoming activities?	The user went to the Events page and quickly found the calendar.	The user found the calendar useful and said it was convenient to have it on the website, as that is what many clubs fail to do and he usually has to resort to other sources, like the club facebook page, or google account.	The user's response time met our expectations. Since all the users provided positive feedback for the Events page, we did not make any significant changes to it.	

<p>(Task 3)</p> <p>You are a potential member of the club but you only want to join clubs that are fun and exciting (time is of the essence to you). Therefore, you want to scroll through some pictures to see what the club is all about and how much fun they have.</p>	<p>The user first flicked through the slider on the Home page. He then went to the Gallery tab and clicked on the “First Annual Gala” tab in the dropdown menu.</p>	<p>The user first thought that the photos were just pasted. He was utterly pleased when he realized there was a lightbox effect.</p>	<p>We were pleased with the user’s feedback and the time it took him to find the galleries.</p>	
<p>(Task 4)</p> <p>You are an affluent individual and have stumbled onto our page. You are a fan of charity and philanthropic events and would like to help out in addition to donating a small amount. Thus, you would like to reach out so you can make a change.</p>	<p>Having remembered from the previous task that there were two forms on Reach Us page, the user went straight to the Reach Us page and found the needed form.</p>	<p>The user said that the collapsible labels were a good design decision to including two different forms in one page.</p>	<p>As expected, the user did not have any issues in finding the needed form. Were pleased that the user liked the labels with show/hide features.</p>	
<p>(Task 5)</p> <p>You went to club fair and was given a link to this website. You completely forgot about the club and what they’re about. Now using this website, you want to see their mission statement and learn about their objectives.</p>	<p>The user went to the About page and clicked through the icons to learn about the objectives. He then read the small paragraph on the Home page, describing what the club is about.</p>	<p>The user thought the requested information was really easy to find and the general content categorization is intuitive. He also liked the interactivity of the icons and said that the background information about CAMP was appropriate and helped him establish a</p>	<p>The user found the needed information quickly and successfully completed the task. We were pleased that the interactivity of the icons managed to engage the user and make him more interested in the club.</p>	

		connection with the Club.		
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## Milestone 3, Part 5: User Testing Round 2 – Reflection and Changes

**Note: These answers should be in paragraphs. This section should probably end up being longer than a page; you shouldn't constrain your answers to fit in the space provided.**

1. What did you learn from this round of user testing?

From this round of user testing, we learned that we needed to work on more of the colors and themes of our website. Users also felt that the “Reach Us” page was relatively empty despite the fact that we met the expectations of the client; this goes to show that despite the client's wishes, oftentimes, real-life users know best. We also learned that we got a lot of the design right, our interactivity elements did engage the user as we had expected it to.

2. What are the main changes you plan to make based on the testing and on other feedback you've gotten from users, clients, and TAs (and why)?

Some of our major changes include: making the overall background color of the website a different hue of white, adding icons and additional radios to the forms, and changing the design of the Members page to reduce scrolling. We also changed the ways the icons interacted on the “About” page to engage the users even more. We changed the background color and the icons on the “About” page because some users felt that the experience was kind of bland. We added icons and radio buttons to our forms to make it more robust and also more engaging. we also changed the design of the members page due to the previous feedback we received from the TAs.

## Milestone 3, Part 6: The Interactivity Requirements

In this section, you will clearly state what parts of your website are intended to fulfill the two interactivity requirements. Note that you do not need to discuss interactivity components that you have taken from external sources. Only the two components (one JavaScript/jQuery, one PHP) that **you wrote** and want to be graded for the interactivity requirement portion should be included here. **You are not allowed to use external external code to satisfy your interactivity requirements.**

### JavaScript/jQuery Interactivity

The portion of our site that fulfills the jQuery interactivity requirement is:

- There is client-side validation on the message submission on the “Reach Us” page
- There are also toggles and show/hide features on the two different applications on the “Reach Us” page
- On the about page, there are icons that can be clicked through. Each icon represents one point of CAMP’S mission statement and the icon will be highlighted as a result.

The code for this piece can be found in:

- The original Javascript code can be found in the site.js file. (Cross-reference the id’s and class names in apply.php)
- The code for the icon switching can also be found in site.js and it’s cross-referenced with about.p

### PHP Interactivity

The portion of our site that fulfills the PHP interactivity requirement is:

- There is server side validation on the message submission on the “Reach Us” page
- We also send out an email (on a capable server) to the client after the form has been completed.
- We also append the data from the form into a CSV file - though this is code from lab, some of the code is still originally ours as it utilizes arrays that hold four elements instead of two.
- The navbar highlights the current page by grabbing the basename URL.

The code for this piece can be found in:

- The original PHP code for the forms can be found under apply.php and submitted.php

- The original PHP code for navbar interactivity can be found under navigation.php

## Milestone 3, Part 7: Additional Design Justifications

If you feel like you haven't fully explained your design choices in the journey map, or you want to explain some functions in your site (e.g., if you feel like you make a special design choice which might not meet the Final Project Milestone 3 requirements), you can use the additional design justifications to justify your design choices. Remember, this is place for you to justify your design choices which you haven't covered in the design journey map. Use it wisely. *However, you don't need to fill out this section if you think all design choices have been well explained in the design journey map.*

For the "Reach Us" page, the CAMP representative we were working with decided not to have the full application on the website. CAMP already has an application through Google Forms which automatically syncs to a Google Sheet. Moreover, they have already been using the Google Form and Google Sheet so they did not want to have split sources of information.

Using the local server plugin in Atom, it is not capable of sending emails. Therefore, the mail function cannot be properly tested using the current setup(we did try it on a server capable of email and it worked). Therefore, we pooled the data into a CSV file *in addition* to the mail function. That way, there is a centralized backup of all the possible comments and messages in case an email gets accidentally deleted or overlook. When we explained the CSV file backup to CAMP, they were fine with the idea and we even showed them how to access the file through the directories and look up the additional information. The CAMP representative also requested that we not display the comments on the website as these messages are meant to be a form of private communication, not a blog.

CAMP unfortunately still has not linked us with an Instagram account yet so we have commented out the external link for now. In addition, we have a php file called "giraffe.php" that will feature us (the website developers). For this milestone, we did not have the time to work on this page yet as we were prioritizing the client's pages. However, this page will soon be completed in the near future.

Lastly, the Javascript Lightbox plugin that we use has awkward interactions in mobile-mode. If the browser screen is stretched to a width ~450px, the lightbox is mobile-responsive. However, if we right click and inspect the page as a mobile phone, the lightbox display is responsive. After trying various lightbox plugins, we could not find one that worked well with mobile. As a result, we decided to turn off the <a> attribute when the gallery pages are resized to a mobile display and just show the pictures as large widths instead.



# Design Journey Map: Milestone 5

Use this design journey map to plan your project and to track your progress as you complete your milestones. This document is intended to help you plan and document the process. Document this process in the way that works best for your group. That means that if you prefer written paragraphs, use them. If you prefer bullet points, use them. This document exists to help you, make it your own to suit your group's needs. **Fill out this page and include it for Milestone 5.**

Group Name: Green Giraffe

Team Member Names: Hamed Rabah, Billy Zhu, Kevin Ting, Arzu Mammadova

Team Member NetIDs: (hr277), (bz83), (kt427), (am2692)

Lab Section Number: 205

## Milestone 5, Part 1: Reflection – Client’s Needs & Target Audience’s Needs

Use this space to reflect on how well you met your client’s needs and how well you met your target audience’s needs. Your reflection should be honest. Honesty here is worth more in terms of points than making yourself look good. All designs make compromises. Your reflection should be critical, constructive, and thoughtful.

We met almost all of our client’s needs that they wanted in the website. To be honest, this is mainly because they had relatively simple needs, simply wanting things that we would have implemented anyways, such as having an about page and having a way to sign up for the club. Things that we didn’t meet their initial wants on were firstly, having a robust homepage with information about the club on it. The homepage doesn’t have that much information about the club because we came to the consensus that it would seem redundant to have information about the club on the homepage and then again in the about us page. The other need that we didn’t meet completely was having the images on the homepage be editable by them. The main issue here is that the only way they can add more pictures is to add it to the images folder then link to it in the php file.

However, we do feel like we met the target audience's needs well, since a prospective member will have access to all the information about the club they would want to know about; moreover, we provided a link to their Google Form so they can sign up for the club as soon as possible. An existing member can gain access to quick information regarding the club through the Google Calendar. Faculty members and business owners can communicate with the club by filling out our form on the “Reach Us” page.

## Milestone 5, Part 2: Notes to Client

Write down any information that your client would need to know when trying to take your final website and use it. Do not worry about telling the client how to host a website on a server. You did not learn how to do that. Instead use this space to let your client know about issues with your website. Things that don’t work well. Potential areas for improvement. Etc.

Secondly, you should include any other details that would be pertinent for your client to know about your final website design (like things you were not able to do as discussed with your client and why).

- Changing content on the “Events” page merely requires adding events to the Google Calendar from the [cornellmedicinephilanthropy@gmail.com](mailto:cornellmedicinephilanthropy@gmail.com) Google Account
- Comments/Questions will be directed to the inbox of [cornellmedicinephilanthropy@gmail.com](mailto:cornellmedicinephilanthropy@gmail.com)
- A backup of all the comments/questions can be found under “comments.csv”. This can be found under “data” → “comments.csv”

- We were not able to incorporate a dynamic announcements page with login and editing capabilities because that is outside the scope of our class. To achieve this, feel free to reach out to any of our team members as many of us will be taking 2300 which will cover these topics.
- Similarly, a dynamic gallery page could not be achieved with the topics we learned in this course. Once again, feel free to reach us next semester when some of our members will be taking 2300.
- If the client wants to add a new gallery or change pictures on the website, they can feel free to reach us.

## **Milestone 5, Part 3: Reflection – Strengths**

List 3 strengths of your work that sets it apart from the previous website of the client (if applicable), and from typical websites.

- Mobile responsiveness - Some websites do not have mobile responsiveness but ours does
- Form with both server side and client side validation - That way, information can be processed and handled directly from the website.
- A lot of Javascript interactivity to engage the users and make our website more dynamic.

## **Milestone 5, Part 4: Reflection – What did you learn?**

- We learned how to work together in a group setting which was different from our individual projects.
- We learned how to communicate effectively with our client which would be similar to a real-life scenario of working with a client.
- We learned how to use various JQuery libraries and plugins to help us achieve interactivity on our website.
- We learned how to adapt to various coding styles and design styles into a coherent and well-polished website.

## **Milestone 5, Part 5: Reflection – Your Grade**

Part of learning a new skill is also learning to evaluate it. Using the rubric of this assignment, grade your final submission. Be honest and fair. Feel free to elaborate on why your grade is fair, critical, and reasonable. Feel free to also list your point deductions below.

We believe we earned full points on the assignment. We were very cognizant of the needs of our client and of the grading rubric, and as a result we did everything in our power to make sure we fully met our client's needs. This included learning technologies outside the scope of normal instruction such as iframes, base name function for PHP, PHP mail function, and CSV file integration. Our group was also very focused on strong design principles and sought to make a website that was a powerful compromise between aesthetics and utility, that met the needs of our client. Furthermore, we made a fully responsive website that looks great on mobile and different screen resolutions and web browsers. In totality we believe our group earned full marks on the assignment and went above and beyond in serving our client.

## **Milestone 5, Part 6: Notes to Graders**

Tell us about things that don't work, that you wanted to implement. Give justifications. For example, If HTML or CSS doesn't validate, please explain that here.

The Lightbox plugin unfortunately does not work well for mobile (works fine if you shrink the screen though). After experimenting with various Lightbox plugins, this was the best we could do. To resolve this issue, we just turned off the Lightbox functionality for mobile mode.

The CSS for Bxslider and Lightbox does not validate. This code is external code and we did not want to tamper with the designer's code as it might not render well in other/older browsers.

## Milestone 5, Part 7: External Code

List all of the sources of external code you used for your project and where you used it in your project. When listing where you used it, list the file name and the approximate line numbers. Failure to list all external code here is an academic integrity violation.

External Code: any code (HTML, CSS, JavaScript/jQuery, PHP) that was not written by you or your group members.

Fancybox - The Lightbox jQuery plugin we used:

- styles/jquery.fancybox.css
- scripts/jquery.fancybox.js
- gala1.php: Lines 7-35
- gala2.php: Lines 7-35
- hunger.php: Lines 6-34
- includes/head.php: Lines 13-15

Bxslider - the slideshow jQuery plugin we used:

- styles/jquery.bxslider.css
- scripts/jquery.bxslider.js
- index.php: Lines 9-14
- includes/head.php: Lines 17-19
- scripts/site.js: Lines 3-6

Favicon Code: includes/head.php Lines 10-11

CSV File Code:

- apply.php: Lines 5-9; Lines 51-55
- includes/csvStorage.php
- includes/KebolaCSV (all the files within that subfolder)

iFrame code from Google Calendar:

- events.php: Line 14

We also used fonts that can be found in the “fonts” folder

## Milestone 5, Part 8: Additional Design Justifications

If you feel like you haven't fully explained your design choices in the journey map, or you want to explain some functions in your site (e.g., if you feel like you make a special design choice which might not meet the Final Project Milestone 5 requirements), you can use the additional design justifications to justify your design choices. Remember, this is place for you to justify your design choices which you haven't covered in the design journey map. Use it wisely. *However, you don't need to fill out this section if you think all design choices have been well explained in the design journey map.*

The TA's suggested that we use the lightbox/slider for the Members page. However, after trying out the sliders amongst ourselves, we noticed we were less inclined to go through the members. Clicking through the slideshow or Lightbox took too much time as we had to sit and wait for each member information to load. By laying out all the members for the user to see, potential members might recognize a familiar face right away and be more interested in the club. Instead of having the page showing members one by one, we decided to lay it out so that there would be two members for each row to reduce scrolling. Also if someone was looking to find someone they already met, it would be much faster for them to view the page with everything laid out already rather than having to individually click through to find someone.



