Design Journey Map

Name: Billy Zhu

NetID: bz83

Section Number: 205

Target Audience

In this part, write down who is your target audience below.

My broad audience is anyone who wants to visit the Ithaca Apple Festival – this includes Ithaca residents, students, professors, and any visitors. But more specifically, I want to target students in particularly as I feel that students make up the majority of people who go to the Ithaca Apple Festival. In addition, I have access to various students on campus so I can ask them questions about their needs and wants for the Apple Festival. My audience may have little to no prior knowledge about the Ithaca Apple Festival, or they may know a lot about the festival. Either ways, I want my audience to learn something new from my website that they would not have known before.

Looking at the current website, I also see various forms and application for people who would like to be a volunteer or vendor at the festival. I would like to make use of the content on the existing website so I will also take these people into consideration as another target audience. It is important to also think about the people on the other side of the table at these festivals, not just the visitors.

Persona

In this part, create a persona that can represent your target audience, and describe him or her in details below, e.g., demographics, appearance, characteristics, hobbies, etc.

Name: Alina Zhang

Gender: Female

Ethnicity: Chinese

School/Major: Sophomore in the College of Engineering at Cornell University, Computer Science Major

Hobbies: Photography, Tennis, Rock Climbing, Swimming, Watching YouTube videos about fan theories for TV shows and movies

Charactersitics/Personality: Alina is a very environmentally concerned individual. She is a vegan, cares about the environment, and is a big promoter of sustainability. She enjoys thrifting and in particular, homemade and locally produced products. She enjoys garage rock and music from local bands. Fall is her favorite time of the year and she really enjoys communal events—making the Apple Festival the place to be!

Background Story: Despite the fact that she has finished all her homework and projects to leave some time for the weekend, she still has two upcoming prelims so time is of the essence for her. If the festival is engaging enough for her, she will consider going to the festival on multiple days. If not, she might just drop by on Saturday. She also went to the apple festival last year and had a great time. This year, she will be going with her boyfriend. The weekend for the Apple Festival also marks their one year anniversary!

Needs

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.
My audience wants a map so that they can navigate the festival as conveniently as possible.	At the moment, I can't seem to find a map online. If they do release it, I will display the map as an image file on my website so that my audience can use it.	Because I can't find a current map for the 2017 Apple Festival, I will not be able to display it for this milestone. However, I will use the map for 2016 as a placeholder. Worst comes to worst, I can also construct my own map when I do visit the festival myself.
Some of my audience may want to apply to volunteer at the festival	Make use of the existing links so that volunteers and vendors can sign up. I intend to put this information in a table as it is more structured and organized.	
Know the date and time of the festival	Use the existing information from the current website and Facebook page to provide my audience with the date and times of the festival. I want to represent this information more visually. A picture speaks a thousand words so iti'll be more engaging and intuitive than text as the way it is now.	
Contact people hosting the event with any additional questions or request	Create a contact page using the information from the Downtown Ithaca website.	
See a gallery of the event	Post pictures from the festival along with some quotes/captions from people who are at the event.	I might split up this section to one of each of the three days. However, if I'm really busy that weekend, I might just post photos from one day.
Basic summary of what the Apple Festival is about.	Include a home page with a brief background about what the Apple Festival is about. I will largely be pulling information from the festival's website and Facebook page.	

Sketches / Screenshots / Storyboards

In this part, paste your 4 drawings, 4 screenshots or storyboards of the site below. To clarify, screenshots mean taking pictures of the site built in HTML/CSS. Sketches or storyboards can be your hand drawings, or mockups built by software like Illustrator, Photoshop, axure, etc.
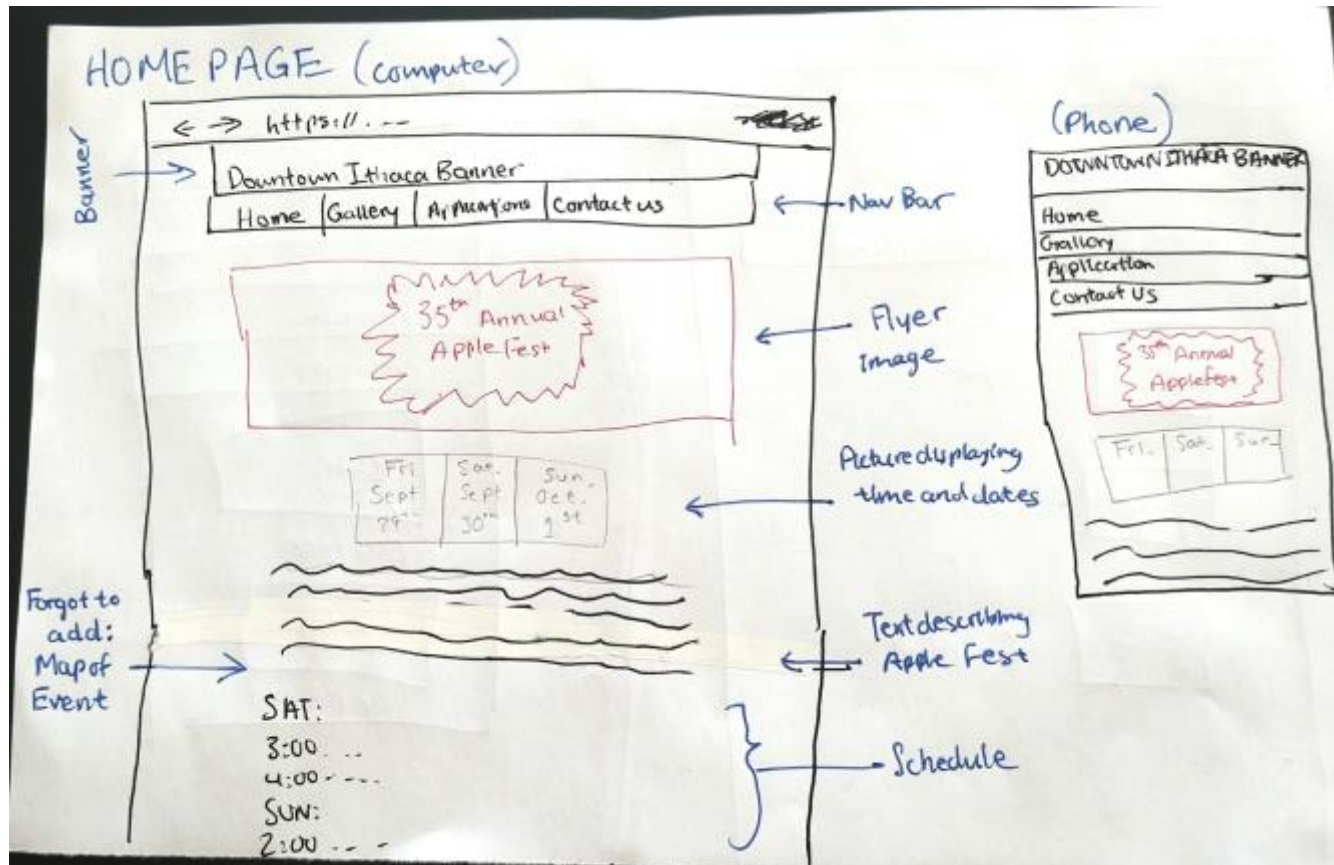
Applications

← → https://

Downtown Ithaca Banner

| Home | Gallery | Applications | Contact Us |

CATEGORY	LINKS
Volunteer	docs.google...
Craft	docs.google..
Farmer	docs.google-..
Food	docs.google...
Commercial	docs.google -..
Performer	docs.google ---
NonProfit	docs.google.--

(Phone)

Downtown Ithaca Banner

Home

Gallery

Applications

Contact Us

Volunteer
docs.google....

craft
docs.google---.

Farmer
docs.google ---.

COmmercial
docs.google ---
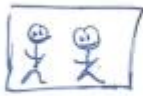
GALLERY

← → https://

Downtown Ithaca Banner

| Home | Gallery | Applications | contact US |

caption

Caption

Caption

Phone

Downtown Ithaca Banner

Home

Gallery

Applications

Contact Us

caption

caption

Contact

Downtown Ithaca Banner

| Home | Gallery | Application | Contact Us |

Email: Info@downtownithaca.com

Address: 171 E. State St.
Center Ithaca
Ithaca, NY 14850
USA

Phone: 607-227-8679

Downtown Ithaca Banner

Home

Gallery

Application

Contact US

Email:
info@downtownithaca

Address:
171 E. State St.

Phone:

Additional Design Justifications

If you feel like you haven't fully explained your design choices in the journey map part 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 P2M1 requirement), 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 part 1. 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 part 1.*

After filling out the design journey, I realized that I would have too much information on my home page with the map and schedule. Most home pages are limited in information as they should just give a brief overview of the festival. To still have the information necessary, I will have an additional "Information" page with the map and schedule. That way, my users won't be overwhelmed by the content on the homepage.

Design Journey Map

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User 1

In this part, describe your user 1 by answering the questions below.

1. Who is your user 1, e.g., where user 1 comes from, what is your user 1's job, characteristics, etc.?

User 1 is Alina Zhao. She is a sophomore studying Electrical Engineering at the College of Engineering at Cornell University. She is from Princeton, New Jersey and is an Asian American. She is a vegan and is very environmentally conscious. She loves photography, hiking, and being outdoors for most of her spare time. She's also incredibly talented at tennis, swimming, and musical instruments. This year would mark the second time that she's going to the Ithaca Apple Festival.

2. Does your user 1 belong to your target audience of the site? (Yes / No)

Yes, she is a student and that was one of my desired target audience.

If "No", what's your strategy of associating the user test results to your target audience's needs and wants? How can your re-design choices based on the user tests make a better fit for the target audience?

Tasks

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	Re-design choices	Memo Any additional comments you have.
"Since you are interested in the Apple Festival, can you tell me when it will be held this year"	Since user was already on the home screen, she gave me the dates and even specified the times. She pointed to the flyer and the calendar icons. Met expectations.	She said the flyer was aesthetically pleasing. However, she felt that my design for the calendar dates was a bit too constricted and something about it was "off".	I agree that the flyer was really well done. I felt a bit insulted as I put a lot of effort (more than I was proud of) to design the calendar icons.	I'll redesign my calendar icons so that there is padding between each date. I'll also add more color that fits the general theme of the page.	
"You are at the Apple Festival and want to find your favorite apple cider stand, what do you do?"	User clicked on the "Information" tab and zoomed in on the screen to look at the map. I did not expect her to zoom in.	She said that the map was too small. Also said that the map was outdated, she wanted to look at this year's information, not last year's.	She had a great point as I had scaled the image so that it would fit within the page	Make the map bigger!	I will update the map with this year's information once it gets released. Also, they seem to have removed last year's map so I just enlarged the width, resulting in pixelation.
"You just came back from the Apple Festival and want to show your other friends how fun it was. How would you do this?"	Alina clicked on the "Gallery" tab and scrolled through the pictures. Reading off the captions and quotes. Met expectations.	Really enjoyed the layout of the gallery.	User did what I had expected, not much to change.		
"Now let's assume you really disliked the Apple Festival, how would you submit a complaint?"	User clicked on the "Contact Us" tab. She tried to click on the e-mail but instead just highlighted and copied it before opening up the mail application on her laptop.	Alina explained that she was trying to email them directly from the email address provided.	She raised another great design point, I want to make the website as intuitive as possible.	Add an attribute to the email so that it will open up the email application so that users can contact them directly.	

"Since you are amazing on the violin, you want to show off your skills at the Apple Festival. How can you get permission to do so?"	User clicked on the "Applications" tab and scrolled down on the table before clicking the hyperlink to the Google form. Met my expectations.	She said that the table was a neat way of organizing information. However, she felt it was really cramped and did not look aesthetically pleasing.	She did as I had expected, just have to change the table a bit.	Allow for more padding and change the width of the columns on the table so that the text does not seem like it's awkwardly floating.	

User 2

In this part, describe your user 2 by answering the questions below.

1. Who is your user 2, e.g., where user 2 comes from, what is your user 2's job, characteristics, etc.?

User 2 is Bipra Kundu. He is a junior studying Computer Science in the College of Arts and Sciences at Cornell University. He likes to code, play basketball, and play video games in his spare time. He is Bengali-American and from New York City. Despite the fact that he has been in Cornell for about three years, this would be his first Apple Festival.

2. Does your user 2 belong to your target audience of the site? (Yes / No)

Yes, he is a student at Cornell University which is my specified target audience from the first milestone.

If "No", what's your strategy of associating the user test results to your target audience's needs and wants? How can your re-design choices based on the user tests make a better fit for the target audience?

Tasks

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	Re-design choices	Memo Any additional comments you have.
"Your friend from Ithaca College will be performing at the festival. How can you find out when he'll be performng?"	He clicked on the Information tab and scrolled down to "Performance Schedule". He found his friend's Jazz Vocal Ensemble and the time, date and location.	He commented that it was incredibly useful, especially since the map was on the top of the page and could be used as as reference guide since he didn't know where the pavilion was.	The fact that the map was on the top of the page for an easy reference point was entirely unintentional. Still, the task was completed as I had expected.		
"You have a car and want to drive down to the festival since it's far. Where can you park and how much is parking?"	He clicked on the "Information" tab once again to find parking garages. This was not as I had expected since the home page had parking information.	He said that though he could find the parking garages, he wanted to know the price.	It was not as I had anticipated. I realized that some of my information was really scattered.	Reiterate the price of parking on the information page.	
"Since you have never been to an Apple Festival before, can you tell me what it's about from this website?"	Bipra read off the information from the homepage. This met the expectation I had of the purpose of the home page.	He liked how the home page gave him a brief overview but not too much to overwhelm him.	The page and task worked as I had anticipated. Not much to change for this.		
"I know that your girlfriend works for a non-profit organization. Is there a way for her to publicize her cause at the festival?"	Bipra went to the Applications tab and scrolled down to the non-profit form. He clicked on it and mimicked filling out the form. Worked as I had anticipated.	He liked the way the information was laid out. But suggested that I open my link in an external window. In fact, he commented that all my links should be opened in a new window.	He raised a valid point as I do not want dead navigation links in website.	Implement an attribute on all the <a> tags that would open links in a new tab/ window.	
"You realize you lost your phone during the festival. You want to see if anyone could have possibly picked up your phone. How would you achieve this?"	User went to the "Contact Us" page and highlighted the phone number. He also clicked on the email and mimicked sending them an email about it. This worked as I had anticipated.	He liked the contact page in case anyone had any follow up questions with the festival.	This page and task was completed as I had expected. No need to change for this.		

Additional Design Justifications

If you feel like you haven't fully explained your design choices in the journey map part 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 P2M1 requirement), 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 part 2. 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 part 2.*

I had initially tested my wireframes (hand-drawn sketches of my website) with my users. When I did this, I did not receive much criticism. In fact, they both requested that I followed up with them after having a more polished draft of my website. Therefore, I coded up my website and then brought it to them once again for user testing.

I decided to go with a responsive CSS design as I could not think of a way to handle my navigation bar by using relative floats, Flexbox, or the grid method. Moreover, a responsive CSS design is compatible with most browsers so no user is left in the dark.

One other note, because we have not learned Javascript quite yet and I am not too sure of a better way of handling enlarging images (other than a LightBox), I made it so that when the user clicks on the map, it will automatically download on their phone so that they will always have the map to carry around, even without data.

Another note to the T.A.s, I will be incredibly busy this weekend so I won't have time to work on this milestone that much after Friday. I will still be going to the Apple Festival and taking pictures and getting quotes. As of now, I have used pictures from past Apple Festivals as a placeholder. I will update the final implementation of my website with pictures that I took.

For the final submission, assemble parts 1, 2, and 3 into a single document.

Submit that document as a PDF.

Target Audience

Summarize your target audience (1-3 sentences). Your target audience should not too specific (1 person) or too broad (all students at Cornell). Your target audience should be a specific group that you can identify their particular needs and address those in your design. Change your audience for the final submission if necessary.

My target audience are Cornell University Undergraduate Students who are interested in going to the Annual Ithaca Apple Festival. These individuals probably do not know much about the festival and are looking for information about the event.

List the qualities you are looking for in your target audience (1-2 sentences for each quality) (list 4-6 qualities):

A) Uninformed – My audience does not have background knowledge about the event

B) Curious – They are interested in the apple festival and are wondering what it's all about

C) Excited – They are anticipating something fun and exciting as they need a break a from school

D) Adventurous – They are interested in trying new things that might be out of their comfort zone.

User 3

In this part, describe your user 3 by answering the questions below.

1. Briefly describe your participant. (e.g., where user 3 comes from, what is your user 3's job, characteristics, etc.) (1-2 sentences)

User 3 is Pankush Kumar. He is a junior at Cornell University studying Biological Sciences. He also works as a researcher and is a member of CUEMS. He is from New York City and loves to play video games in his spare time. He is also a huge fan of trivia and board games.

2. List the qualities (using the letters from above) of this participant that match your desired qualities you listed above.

If you cannot list any qualities, what's your strategy of associating the user test results to your target audience's needs and wants? How can your re-design choices based on the user tests make a better fit for the target audience?

He is uniformed as he does not know much about the Apple Festival. He is curious because he is always questioning things. He is adventurous as he likes to seek out new experiences and also he is excited to try all the different foods and games that he's heard people rave about.

Tasks

Tasks descriptions for user 3	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	Re-design choices	Memo Any additional comments you have.
Since Pankush is a fan of trivia, I asked him if he could find the year of the first Ithaca Harvest Festival.	Pankush was able to tell from the home page that it was the 35th annual festival so he was able to deduce that the first one was held in 1982. He met my expectations	He really enjoyed the task as it targeted his personality and he always likes to find some background information for whatever he's engaging in.	The task was completed as I had expected.	None	
Since Pankush has a lot of prelims coming up, he needs to plan out his time for the weekend. I asked him to find the times he could go to the festival	On the home page, he went down to the calendar icons and was able to read the times and dates. He also went into Information and went through the schedule to see if any bands caught his interest. This met my expectations of the task.	He liked how the information was laid out in a graphical way. He said that the calendar icons were really "intuitive" and fit the theme of the site.	Task was completed as I had expected. In fact, user went above and beyond as he went through the schedule to find any performances that piqued his interest.	None	
I asked Pankush to imagine that he was at the festival. He really wants to watch the performances but does not know where the stage is. How can he find information that will guide him?	Pankush went to the Information page and simulated zooming into the map. After a while, he noticed that he could click on the map to download it and zoom in without using the browser. The task took longer than I had expected.	He really liked the option to download the map and have it on the go without reloading the page afterwards. However, he felt that he didn't know about the download option because the label explaining the download wasn't explicit.	Pankush raised a great point as the download instructions could have easily be dismissed.	I brought the label closer to the map and italicized the font to bring attention to it.	I maintained the 2016 map since Downtown Ithaca did not provide an updated map. Moreover, I did not have the opportunity to make my own map since I was only at the festival for a short period of time.
I told Pankush to imagine that he had lost a jacket at the festival. How would he go about finding his jacket?	Pankush went to the contact us page and pointed out the many contact information. The task was completed to my expectations.	He said the page felt really empty, especially during desktop mode.	I agreed with Pankush's criticism as there was a lot of space at the bottom of the screen.	To fill up the space, I decided to use a photo that I had taken to show it off.	

You are really impressed by the photographs in the site and want to know who took them.	Under each photo of the gallery section, Pankush was able to see a photographer's name. He then said he could Facebook or Google the name provided and try to contact the individual through there.	He liked how the photographer's name was provided. But felt it was inconsistent that some other photos (like the one on the Applications page) did not have a photographer's name.	Pankush raised a great point regarding consistency of the labeling.	Added a label under every photo with the photographer's name.	

User Test 3 Summary

1. What did you learn from this user test? (1-2 sentence)

I learned that I needed to improve my consistency so that it will be more usable for the users. Specifically, I needed to be more aware of my labels. I also realized that I had a lot more empty space, which can be good at times, but too much of it can make my page feel pointless.

2. What changes did you make to your design to address the issues discovered during testing? (1-2 sentences)

I made it my mission to have at least one picture/graphic on each page so that it engages the users. Moreover, I changed my labeling so that it would be more consistent throughout the pages.

User 4

In this part, describe your user 4 by answering the questions below.

1. Briefly describe your participant. (e.g., where user 4 comes from, what is your user 4's job, characteristics, etc.) (1-2 sentences)

My fourth participant is Jacklyn Cho. She is a junior studying Human Development in the College of Human Ecology. She likes to be active and hike in her spare time. She is also currently part of a human development lab that studies children. She loves to cook and bake treats in her spare time.

2. List the qualities (using the letters from above) of this participant that match your desired qualities you listed above.

If you cannot list any qualities, what's your strategy of associating the user test results to your target audience's needs and wants? How can your re-design choices based on the user tests make a better fit for the target audience?

She is a Cornell student which is my target audience. She does have some prior experience with the Apple Festival as she went last year. Moreover, she follows the Facebook page so she knows about the times and performances. She is curious to see what new things are in store for this year and is excited to try any new things that they might offer.

Tasks

Tasks descriptions for user 4	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	Re-design choices	Memo Any additional comments you have.
Since Jacklyn loves to cook and she wants to share her treats, I asked her to find a way to set up her own stand.	The user saw the applications page and scrolled down to the table to sign up. This met my expectation.	She liked the way that the information was organized in the table. However, she did not like the fact that the information was still in a really cramped table in mobile mode.	She raised a good point since tables tend to work better in a horizontal orientation.	Reorganized the information—instead of putting it in a table, I set it as a label with <a> tags.	
Since Jacklyn couldn't find the carnival last year, I asked her to locate where she would find the carnival games this year.	Jacklyn went to the map and was able to quickly find the games on the edge of West State Street. This met my expectation.	She liked the map as it allowed her to guide her way through the festival. She said it was well designed.	The task was completed as I had expected.		
I asked Jacklyn to imagine that she lost her phone during the festival. How can she seek help in looking for her phone?	User went to the Contact Us page and said she could contact the planners of the event through either email, phone, or going there in person. This met my expectations of the task.	She liked how the email could be easily sent by clicking on the <a> tag.	The user's performance met my expectation for the task.		
I asked Jacklyn to imagine that she really enjoyed the experience and she wants to share it with her friends who didn't go. How can she show how much fun she had?	Jacklyn went to the Gallery page and showed off the pictures and read through the captions. The user did as I had expected.	She claimed that the captions were a little bit off. She said they were floating too far up next to each image.	Jacklyn raised a good point as the padding and design seemed off.	Padded the captions and increased font size. Also kept alignment consistent since some elements were off.	

|				
Since Jacklyn was really impressed by the website so far, I asked her to find who created the website.	She could tell from the footer the website designer. She said she could Google or LinkedIn the name and get in touch with the designer. Task was done as I had expected.	She felt there could have been more padding beneath the name as it felt the content to be cramped at the bottom of the page.	She raised a great point as I believe my content needed some more breathing room.	Padded the bottom of my footer.	

User Test 4 Summary

1. What did you learn from this user test? (1-2 sentence)

I learned that despite the fact my content was mostly complete, I still needed to make some stylistic edits.

2. What changes did you make to your design to address the issues discovered during testing? (1-2 sentences)

I added padding to various elements and reorganized the way my content was shown.

Pick one webpage that you are most proud of and paste its screenshot here:
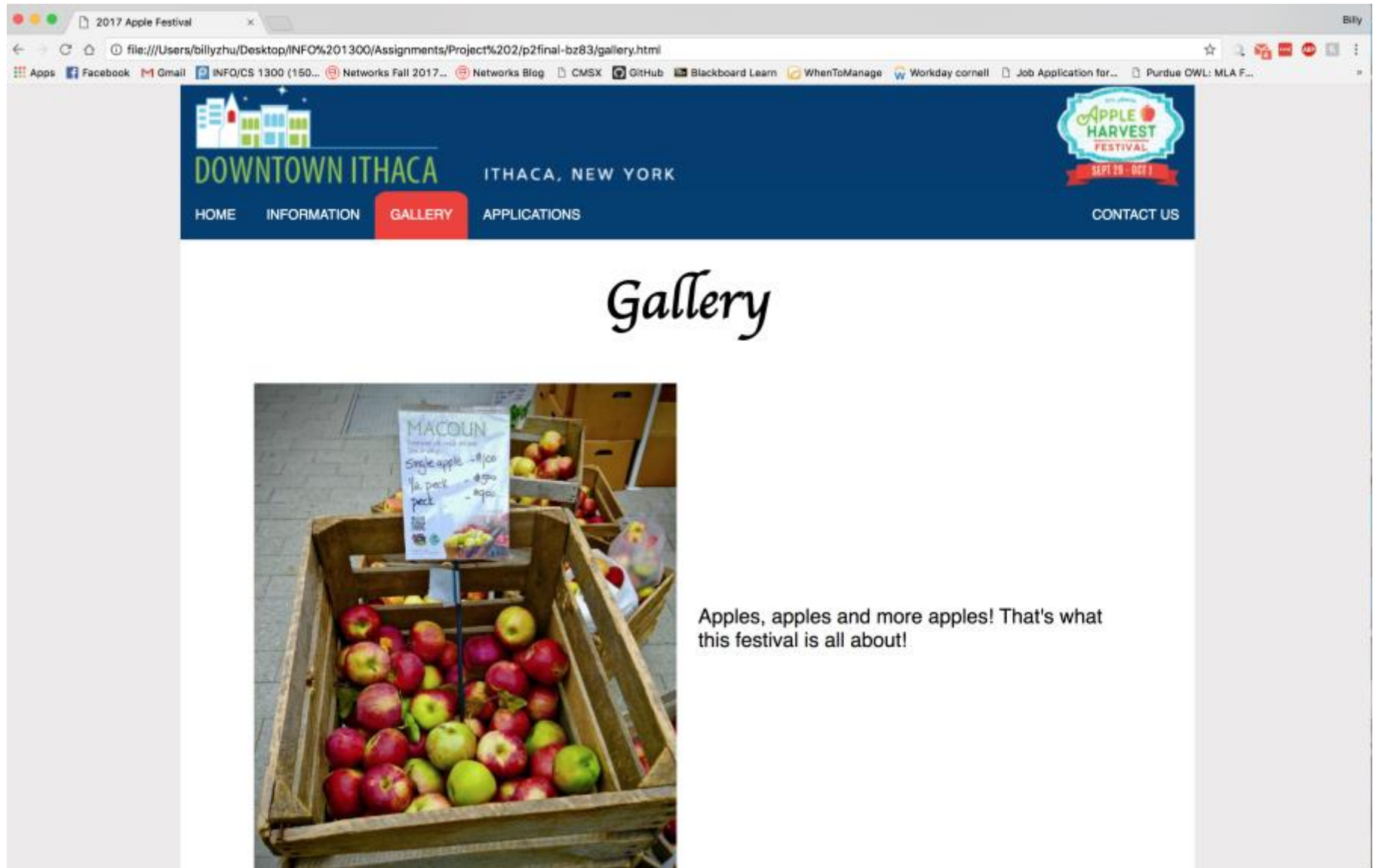
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The map was still not updated so I left the one from last year. Unfortunately, I did not have much time to explore the festival myself to create my own map. However, I feel a map is essential and the information from last year was similar to the one for this year.