## INFO/CS 1300

## Final Project Design Journey Map: Milestone 2

### Designing for a Hypothetical Audience

**Group Information**

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section #: 201

**Describe the Target Audience**

College age adults wanting to hang out, possibly go on a date.

**Persona**

Matt really likes the girl in his freshman dorm hallway, he is outgoing, social, and enjoys festival-type environments. Does not particularly enjoy apples, but is more interested in the event itself. He enjoys live music, arts and crafts booths, and the liveliness of community events. He is looking for a non-traditional place to ask the girl he likes on a date. Matt really wants to bolster his instagram game.

Lee is in her junior year at Cornell University and realizes she has yet to truly explore the Ithaca community to its full potential. She loves adventures and exploring new areas, events, and flavors. She would love to invite her crush to come adventure with her. She has recently turned 21 and is excited for the cider samples. She loves to pick up trinkets from craft booths, and wants to purchase alcohol.

**Audience Needs**

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| --- | --- | --- |
| **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) |
| 1. Easy navigation 2. Content focuses on date activities 3. Social media friendly (links to social media – most likely in a footer) 4. Bright color scheme, but not cheesy 5. More pictures than text (photo gallery potential) 6. Home page picture slideshow 7. Share event with your friends tag 8. No animations 9. Definitely no horizontal scrolling, and minimal vertical scrolling | 1. College kids are lazy and want answers quickly and efficiently 2. Aligns with their interests 3. It’s what the kids like, showing off where they go on social media 4. Gives the event more liveliness, attractive to college age adults. Creates atmosphere that could be fun for a date 5. Again, college kids don’t want to get bogged down by text. See there is more to event than apples 6. Show off all aspects of this community event in a familiar, “modern” website kind of way 7. Again, social media savvy kids 8. Too cheesy 9. Bad practice, and easier for an impatient millennial to find what they want on the site |  |
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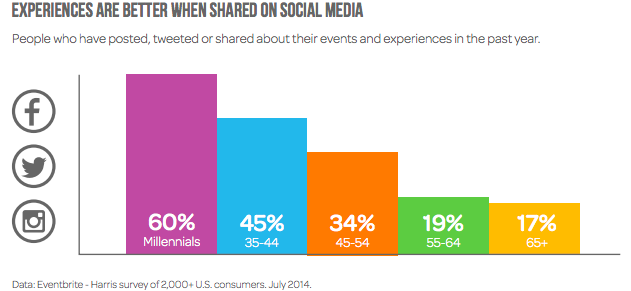
**Target Devices**

We want to have two main breakpoints: 1 for viewing on a laptop (as many college age students have/frequently use their own personal laptops), and one for a mobile smartphone, as our target audience will likely want to use the site on their phones while at the event (for navigation, music schedule, where the tastings are, etc.). Our audience is constantly looking for more and more information and to gain their attention we need both a visually appealing website to draw them in coupled with a mobile site that is quick and to the point delivering the information they need.

**User Contacts (3-5 paragraphs)**

In order to successfully re-design the Apple Fest Website, our team took a deep dive approach into understanding the target audience. The segment of the population that we deemed most attractive to our group and for the festival’s success are college aged students who are interested in utilizing the live event for a date or just to hang out with friends. Although we ourselves are part of this demographic, it is important to gather a multitude of opinions and research to truly verify our hypotheses. To do this we took a triangulation approach in which we wanted to make sure different methods lead to the same results. This approach included secondary research on millennials, face to face interviews, and a survey sent to our various peers of multiple interests. All of our data gathered proved consistent with our created consumer personas as well as the identified needs of this audience.

Beginning with a top level understanding of this audience, we looked into a report titled “Fueling the Experience Economy” to solidify the general needs of the target audience. Some of the key learnings are that this group more than any other past generation finds happiness not through possessions or status but through meaningful memories created through cultural and social experiences. More findings include the following: 78% of millennials would choose to spend money on a desirable experience or event over buying something desirable, millennials crave more live experiences than other older generations, 69% of millennials feel time spent out with friends and family is more valuable than nights at home, 79% of millennials feels that going to live events with family and friends helps deepen their relationships, and 60% of millennials share their live experiences. This is in line with most of our design choices. This leads us to believe that this larger segment is more interested in the live experiential aspects of the festival than what they actually purchase (i.e. live music and tastings over crafts and purchases of baked goods). It also shows us the important of our photo gallery being focused not on mere products but on the community experiencing it (and of course attached to social media). And finally, that live events such as Apple Fest are extremely attractive to our segment when it comes to meeting friends and enjoying company with dates.[[1]](#footnote-1)



Next we created a survey to go from understanding the larger millennial group to the college age market that specifically attends Apple Fest each year. Our group is composed a junior and 2 seniors of various majors (Landscape Architecture, Operations Research Engineering, and Industrial and Labor Relations) giving us access to a variety of segments and peer groups within the Ithaca Community. Our questions aimed to understand how they prioritized information and needs while using their mobile phone at the event versus on their desktop prior. We also used a Likert scale question to try and discover which aspects of Apple Fest are actually of importance to our group so we can highlight them on our website. Finally, we asked whether Apple Fest would be a good venue for a date and any other aspects they think would be great to include on a site. Overwhelmingly, the most important features for a mobile site included a mobile map, live music schedule, and social media, while on a desktop the respondents care more about information on the on the vendors and seeing a photo gallery of past pictures from the event. The most important aspects of the event were the more experiential ones (i.e. cider tastings, live music, craft booths, and food) while other highlighted aspects of the event seemed to be not important at all (i.e. baked goods, apples for purchases, playgrounds, and the street performances which are often geared towards a younger audience). Finally, nearly all respondents felt Apple Fest would be a phenomenal venue for a date. We had 38 total responses to our survey. Over 80% of respondents placed mobile map in their top 3 features of importance for a mobile website, while 70% of respondents placed information on vendors in their top 2 features of importance for a desktop website. The most important aspects for our audience in regards to the Apple Fest experience are food, apple baked goods, cider tastings, and live music/craft booths with the least important being the often child oriented street shows and playgrounds. 70% of respondents agreed that Apple Fest would make a great date venue. Finally, in open ended section as to what they would like to see on the site, responses included interactive maps with vendor information, photos of apples, links to social media, and mobile maps for easy navigation at the event.[[2]](#footnote-2)

The last part of our data collection included two interviews to try and find more specific wants and concerns surrounding apple fest that we could neither find in the secondary research nor from the quick survey. Our goal was to understand both newcomers to the events as well as seasoned veterans. To accomplish this, we interviewed a first semester freshman as well as a senior in their final leg of their college career. Most of our previous learnings were bolstered by these interviews. One aspect that stood out though is that new members of the Cornell/Ithaca Community may not find Apple Fest to be as intuitive as we all take it to be. We therefore are prioritizing an about page to get that initial understanding of the actual event, where it takes place, and how it works. We also showed them the current Apple Fest site and got their feedback on aspects that turned them off from the event. They did not like they had to scroll through the entire page to find information and felt it looked cluttered. It also had an unattractive color scheme. In turn with all of this we are hoping to make a clean design that is straightforward and attractive to our audience. Focusing on more appropriate colors and not overloading with the site users with text.

From these findings we have established our home page priorities and the most important aspects of the site to highlight. We are hoping to redesign this site to take care of the majority of concerns of our applicants. Our survey can be found at this link: [https://cornell.qualtrics.com/SE/?SID=SV\_1XtsxNkuvvMVSiV](https://cornell.qualtrics.com/SE/?SID=SV_1XtsxNkuvvMVSiV" \t "_blank).

**Additional design justifications (optional)**

**Overall, we want this site to be extremely clean and easy to use for the tech savvy, attention deprived college student. We want maps to be especially easy to access, to increase usability at then event.**

1. Eventbrite, PR. (2014, July). Millennials: Fueling the Experience Economy [Press release]. Retrieved November 29, 2016, from <https://eventbrite-s3.s3.amazonaws.com/marketing/Millennials_Research/Gen_PR_Final.pdf> Klausner, Larmer DiFilippo, & Tong. (n.d.). [↑](#footnote-ref-1)
2. Default Report: Info 1300. Retrieved <https://cornell.qualtrics.com/results/?surveyId=SV_1XtsxNkuvvMVSiV#/surveys/SV_1XtsxNkuvvMVSiV/containers/5831df9e22f22b0e00482fa7/pages/Page_442585223330> [↑](#footnote-ref-2)