Design Journey Map

Bryan Saggese

Bs623

205

Target audience
(In this part, write down who is your target audience below)

My target audience is visiting student relatives. As expected, they were easy to question in order to find out what the site should provide. The relatives I asked said the site should contain when an where the festival is, the list of vendors attending the festival, and pictures of apples.

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.)

John Doe, a 19 year old Cornell student's brother is interesting in attending the 33rd annual downtown Ithaca apple harvest festival. He is excited to see the variety of apples they have and is looking forward to tasting several different kinds. He spends most of his time studying and this festival will provide a nice break from the stress of prelims.

In this part, collect your target audience's needs and wants for the Apple Festival site, justify each design choice, and write down any additional comment you have in the memo. Note that memo is optional.

Needs (List your target audience's needs and wants one by one)	Design choices (Justify your design choices correspond to their needs)	Memo (Any additional comments you have to justify your design choices or things you want TAs to know)
Wants to go tho the festival, but does not know where it takes place.	Include where the festival takes place.	
Wants to go tho the festival, but does not know where it takes place.	Include when the festival takes place.	
Wants to know what other vendors will be there.	Include the list of vendors.	
Would like to see apples.	Include pictures of apples.	

* 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 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.

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.)