## INFO/CS 1300

## Final Project Design Journey Map

### Designing for a Hypothetical Audience

**Group Information**

Names Gillian Boehringer, Daisy Zheng, Harshwardhan Jain

netIDs ggb39, dhz9, hj364

section #211

**Describe the Target Audience**

A family with young kids looking to visit upstate NY during the fall.

**Persona**

Create a persona that can represent your target audience, and describe him or her in detail below, e.g., demographics, characteristics, hobbies, shopping habits, etc.)

A family of four with two young kids under the age of 12; the father is from Rochester, mother is from Ohio, and the father is looking to bring his kids to upstate NY so they can experience fall like he did when he was a kid. The family is middle class and has a small vacation budget. The mother loves to bake and is always looking for new dessert recipes to try, therefore would be interested in attending food festivals.

**Audience Needs**

In the table below, collect your target audience’s needs and wants for the site, justify each design choice, and write down any additional comment you have in the memo. Add rows as needed. Note that the memo is optional.

|  |  |  |
| --- | --- | --- |
| **Needs**  (List your target audience’s needs and wants one by one) | **Design choices**  (Justify your design choices correspond to their needs) | **Memo**  (Any additional comments you have to justify your design choices or things you want TAs to know) |
| Location of festival | On front page. An easy to read map of location within Ithaca | Could be just a plain image with street names and location dot, easy to find on front page for quick access upon arrival |
| Schedule of main stage festivities | A link in the navbar to separate page, chart with hour by hour |  |
| Images of past festivals | Front page with images of booths at the festival to draw them in |  |
| Local hotels and inn’s to stay | Link in navbar to a list of options and links to outside website for booking | Inclusion of outside websites for data |
| Local Dining options | Link in navbar to a list of our favorite Ithaca restaurants | Inclusion of outside websites for data |
| Parking | Map of parking garages/spots in Ithaca | Image from internet |
| Public transportation | link to TCAT website |  |

**Target Devices**

Explain, in 1-2 paragraphs, what devices you intend to target (desktop, phone, etc.). Explain how this selection matches the needs of your audience.

We intend to design the website for desktops and normal sized smart phones. We decided this because within the demographic that we are looking to attract, the parents would plan to come to Ithaca in advance, meaning that they would use their computer to look up the main information. This will allow them to see all of the aspects of the website and have the full experience. By doing this, we are making the site easy to use for those who are more inclined to plan trips on their computer.

We intend to include the normal iPhone size as an option for the site as well. This is once again because of the intended demographic for our site. We assume that most parents will have a normal sized phone, and mainly use their computer when looking things up. So, by having the site accessible via iPhone, it will allow those who did research at home to access the same information upon arrival to Ithaca. We plan to make it a simpler site for the IPhone view so that it is even easier to use once it is on a smaller screen.

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

Describe how you gathered information about the specific audience you have chosen. For example, you might interview a small number of people (2-5) who are part of the audience, or who are similar to the audience. If that is not feasible, you could also find more detailed demographic and consumer information about the audience. For example, you might find consumer research on entertainment options popular with the audience you have in mind. Provide a brief summary of what you found.

We gathered information via studies and articles that have been posted on the Internet. We were able to find that family travel is has been on the rise for the past 10 years, and is a $270 billion industry. This means that it is very likely for families to be looking to travel. We found that multi-generational travel is most popular, meaning that parents are almost always bringing their kids with them on vacation. It is also stated that it is important for a location to have activities for all ages of kids, which confirms that it is important to include a schedule of the activities so that the families can plan for each of their children. This also proves that it is important to include the different restaurant options so that families and pick restaurants based on their kids preferences. (Poder 2015)

We also learned that 4 out of 5 domestic trips are taken for leisure purposes. Furthermore, four of the five top activities while on vacation are things that can be done in Ithaca: Visiting Relatives, shopping, visiting friends, and fine dining (U.S. Travel Answer Sheet 2015)

According to visitithaca.com there are 1,856 hotel rooms available in Ithaca. This means that it is important for us to provide lodging options on our website, or links to these lodging options to make the process of reserving a place to stay easier. Peak season is Summer/Fall for Ithaca, meaning that there will be a substantial amount of traffic into Ithaca during the apple festival, confirming that making a website for the festival is a productive way to bring more tourism to Ithaca. The average visitor stays in Ithaca for about 2-3 days. This means that the apple festival is the perfect activity for families to partake in during one of those days during their stay. Furthermore, Downtown Ithaca/Commons is visited by 42% of Ithaca’s visitors, meaning that the apple festival is in the perfect location for tourists to visit with or without a website telling them to go there. This means that when tourists stumble upon the apple festival, it is highly likely for them to google the apple festival on their phones and want easily accessible information about the basic aspects of the festival. Therefore it is very important for us to include an IPhone friendly version of our site (Fascinating Facts about Ithaca 2009).

Overall, this research ensures that our plan to target younger, medium sized families will drive significant traffic to our site. Our choices for information and range of price options allows the website to feel accessible to any who visit it. We also break down the barrier to entry for visitors by giving them information for their entire trip, making it easier for the user to choose Ithaca as their vacation spot.

Poder, M. (2015, July 1). 9 Major Trends in Family Travel. Retrieved November 18, 2016, from http://www.travelagewest.com/Travel/Family-Travel/9-Major-Trends-in-Family-Travel/#.WC8Uf6IrJE5

U.S. Travel Answer Sheet. (n.d.). Retrieved November 18, 2016, from https://www.ustravel.org/answersheet

Fascinating Facts about Ithaca. (n.d.). Retrieved November 18, 2016, from http://www.visitithaca.com/ithaca-tourism-stats.html

**Additional design justifications (optional)**

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

We decided to have separate pages for Dining and Lodging to make it easier for the user to find which category they are looking for specifically. This enables them to click on a tab to plan their outside of festival experience without having extraneous information that they aren’t interested in. We decided to simplify the website for alternate device use, to make it easier for the user when using the webpage while on site at the festival. By simplifying the user experience, it enables the user to quickly find the most important things that they may have a time constraint for finding. Lastly, we chose a neutral background color scheme that had hints of the taste of fall to entice the user, while also not overwhelming them with too much color. This allows the images of the festival and maps to stand out better and will ensure the user stays on our website because it is not stressful for them to look at.