## INFO/CS 1300

## Final Project Design Journey Map: Milestone 2

### Designing for a Hypothetical Audience

**Group Information**

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section #**207**

**Describe the Target Audience**

Our target audience is local families who live in the Ithaca area, which include Cornell/IC professors’ families.

**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.)

Our persona is a middle-age woman who has lived in Ithaca for 5 years. She has a husband and 2 kids (one in elementary school and the other in middle school). She shops mainly at Wegmans and Target for the family’s fresh food grocery needs. Her children go to a local Ithaca public school. Her family takes frequent trips to the Commons and are familiar with the restaurants and stores there. If she goes to Apple Fest, she would want to spend the whole time there together with her family.

**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) |
| The family wants to plan out their day – need to know schedule, booths, activities, etc. | Navigation bar with page linked to a map layout, schedule (for performance times), vendors, booth names |  |
| Need activities for the family but also for the adults | Separate pages describing “activities for adults” and “activities for kids” |  |
| Need to be connected/informed on the go (so they are aware of any changes) | Links to social media outlets for live updates  Links to partner companies for information |  |
| Need to know why they should go in the first place | Summary page on why they should bring their family to Apple Fest |  |
| Need to know if it’s a kid-friendly event (and possibly pet friendly) | Colorful pages, advertise kid-friendly activities, include pictures of kids and families |  |

**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 plan to design a website that will be easy to navigate as well as one that is visually appealing on tablets (iPads), smartphones, and computers.

Many kids nowadays are capable of using the iPad or a tablet for gaming, scrolling through pictures, etc. They are capable of accessing a website as well, so if the kids want to look at the Apple Fest website with their parents, we should make it convenient for them to do so. Adults will need a cooperative Apple Fest website accessible from their smartphones so they can look at the map, schedule, and vendors on their phones at the actual event. Finally, the website must look good on the laptop/computer screen, as many websites are usually accessed through computers.

**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 spoke with various people that approximate our target audience using the following prompts:

Interview Questions – interviewing parents

* Have you taken your family to Apple Fest before?
* What was your favorite thing to do at Apple Fest? What was your kids’ favorite activity?
* Describe the environment of a time you went to Apple Fest. How did this make you feel?
* What is one thing you didn’t see previous years that you want to see last year?
* Is it a kid/family friendly environment? If so, how? If not, why not?
* Would you rather plan out your day at Apple Fest before going, or use a mobile device to see activities/events while you are there?

Results:

The following set of interviews were conducted informally. The first is with an instructor from the music department who lives in Ithaca with his wife. He tries to make it to apple fest each year, and his responses come from his most recent visit this year. His main problems this year were overcrowding of popular booths by college students (cider donuts in particular) and difficulty parking due to construction. He did enjoy the nice weather and always has a good time supporting local businesses. When asked how he tends to plan his day, he mentioned being more likely to wander aimlessly than check a mobile app or plan via website beforehand. He did inquire whether or not the mobile app would update throughout the day to reflect the arrival and departure of booths.

Next, I interviewed the families of two friends whose parents are locals. Surprisingly, the first of the two had never been to apple fest. They expressed interest in planning ahead of time, as they do not already know what to expect. Their main objectives would be apples and cider. The second family claimed to have been to apple fest once "for a bit" in the past - unspecified time period. They mainly showed up to buy apples and cider, and to enjoy the festive atmosphere and free samples. Their youngest kid most enjoyed caramel apples and apple crisp. They weren't able to see any of the performances that day, and so they would be interested in a more organized performance roster as well as better publicizing. This is an area in which our website could come in handy.

The third person interviewed for the study is a Cornell Senior who grew up in Ithaca. When we interviewed her about Apple Fest, she mentioned that the best thing about Apple Fest was the food rather than music or the ambience as others might have noted. The toughest thing for her is to find places to eat her food, as eating on the go can get messy - even more so with little children. She also believes that there is something for all students, proved by the many age groups found throughout Apple Fest. She does not plan ahead.

The fourth person interviewed for the study is a Cornell Sophomore who also grew up in Ithaca. Unlike the previous study, this participant believed that the music added the most value to the Apple Fest experience. She enjoys the surprise element of running into people that she knows but did not completely expect to see. Similar to the previous study, this participant reiterated the need for tables and chair, or the ability to find spaces to sit and eat. She doesn’t particularly plan ahead, but rather likes to see where her time takes her.

Overall, general trends from the interviewees include: the best part of Apple Fest is the food, people would rather walk around rather than plan their day, it is convenient though not essential to have an accessible performance list, people like the festive environment. Our website can cater to these trends by providing a general idea of what activities/booths will be there, making a clear performance list, and advertise the festivity ambience.

**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.