## INFO/CS 1300

## Final Project Design Journey Map: Milestone 2

### Designing for a Hypothetical Audience

**Group Information**

Names

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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.

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?
* music instructor: tries to go each year
  + crowded due to college students
  + said kid liked caramel apples + apple crisp (forgot to ask how old - too creppy to ask now)
  + likes supporting local business and such
  + nice weather
  + wants less construction
  + college students are obnoxious (lol repeat answer)
  + would the mobile app update as the day went on?
  + usually just likes to wander
* my townie friend's parents: went once for a "bit"
  + bought apples and cider + free samples
  + enjoyed festive atmosphere
  + something they'd like to see: more organized performances / more publicizing. "We didn't know about them or get to see any"
* another friends parents who were interested but never been before
  + what they would like to see there: apple cider and apples :)
  + would rather plan ahead because not sure what is there

**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.