

Target Audience

In this part, write down who is your target audience below.

Target Audience: Cornell students, specifically those who have never gone to Apple Fest before in their previous years

Needs/Things Audience Would Want on Site:

- The date(s) and location of the festival
- How to get there (for both those driving and taking the bus from Cornell campus)
- When to be there (registration period to receive ticket? free admission so walk in anytime?)
- How to prepare for the festival (ie. what to bring, what to wear, how to register)
- What are the must-see/attend events during the festival?
- List of activities, performances, and food with location to where and when those things are happening
- How to navigate the area on the day of
- Why does this celebration exist? (brief description of what celebration is, its history, and how it has become a notable tradition)
- Is this actually popular? Do a lot of people go?
- How has the event been like in the past?
- If I have questions, who do I contact?

Event Attendance/ Why Want to Go or Couldn't Go:

- See posters about it and hear upperclassmen talk about it around campus
- Be more involved with the Ithaca community and see what happens beyond Cornell campus
- Never heard of a festival dedicated to just one particular food so very unique
- Had too much homework/assignments to do during that weekend so couldn't go
- Didn't know how to get there
- Didn't have friends to go with and felt too intimidated to go alone
- Heard you can taste good and interesting apple-based foods and get free swag
- Meet people outside of classes and year and make new friends

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.

Name: Piper Joy

Year: Freshman

Age: 18 years old

Gender: Female

Location: from Los Angeles, California but currently resides in Ithaca, New York for college

Ethnicity: Singaporean and Australian

Bio: 5'2 feet. Cornell University 2021. Computer Science major.

Long, wavy brown hair. Short person who eats a lot of food.

Loves photography and focuses on mainly taking pictures of food and posting them on social media, particularly Instagram and Snapchat.

Very shy so can't start conversations but when become more familiar can be very social.

Listens to calm, indie music constantly but has never been to a live concert or performance.

Enjoys window-shopping and actual shopping, especially if there is a sale.

Plays volleyball and does gymnastics.

Reads young-adult books most of the time and occasionally cookbooks to look at recipes that she never attempts to actually cook.

Writes her thoughts in her journal daily.

Often trips and breaks things a lot.

Collects homemade pottery.

Hoards sweet snacks.

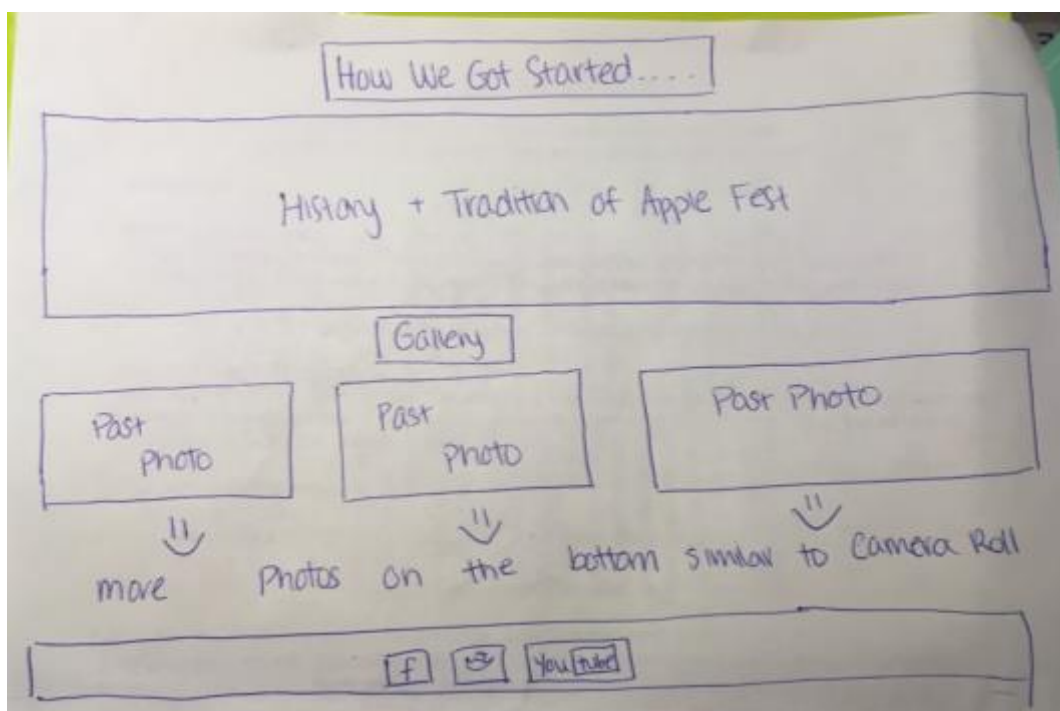
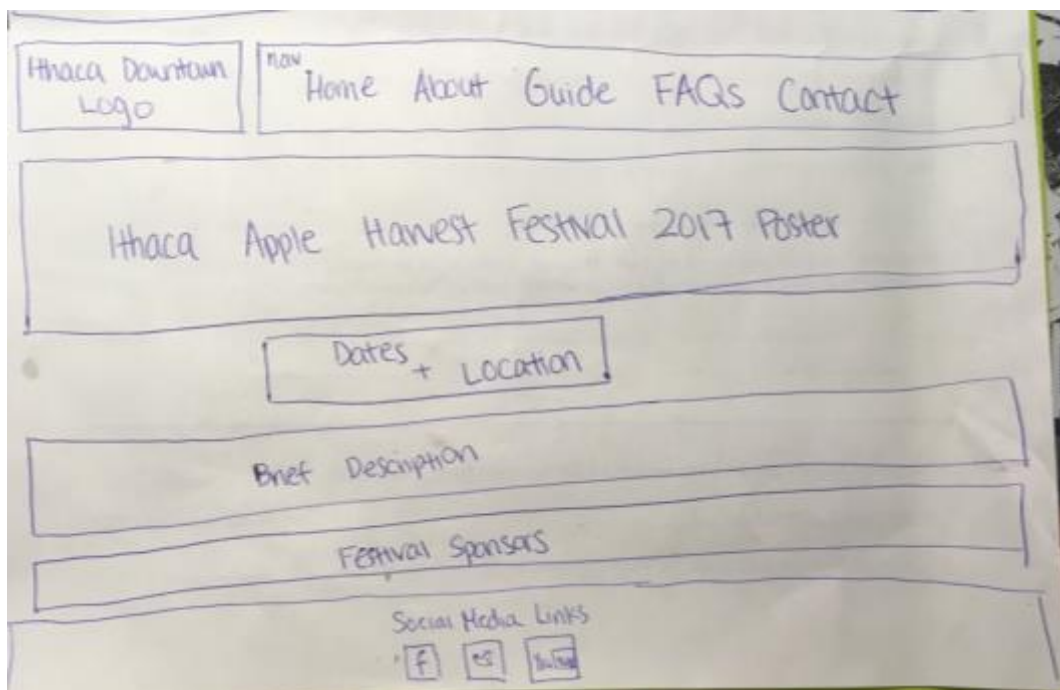
Needs

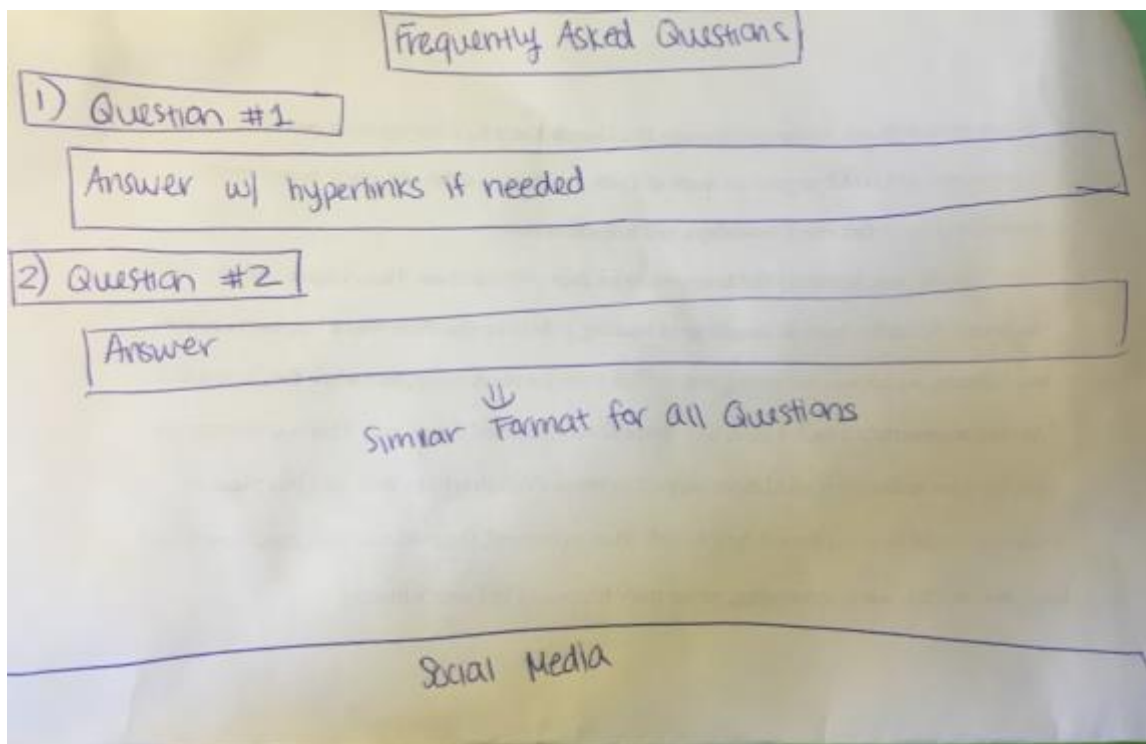
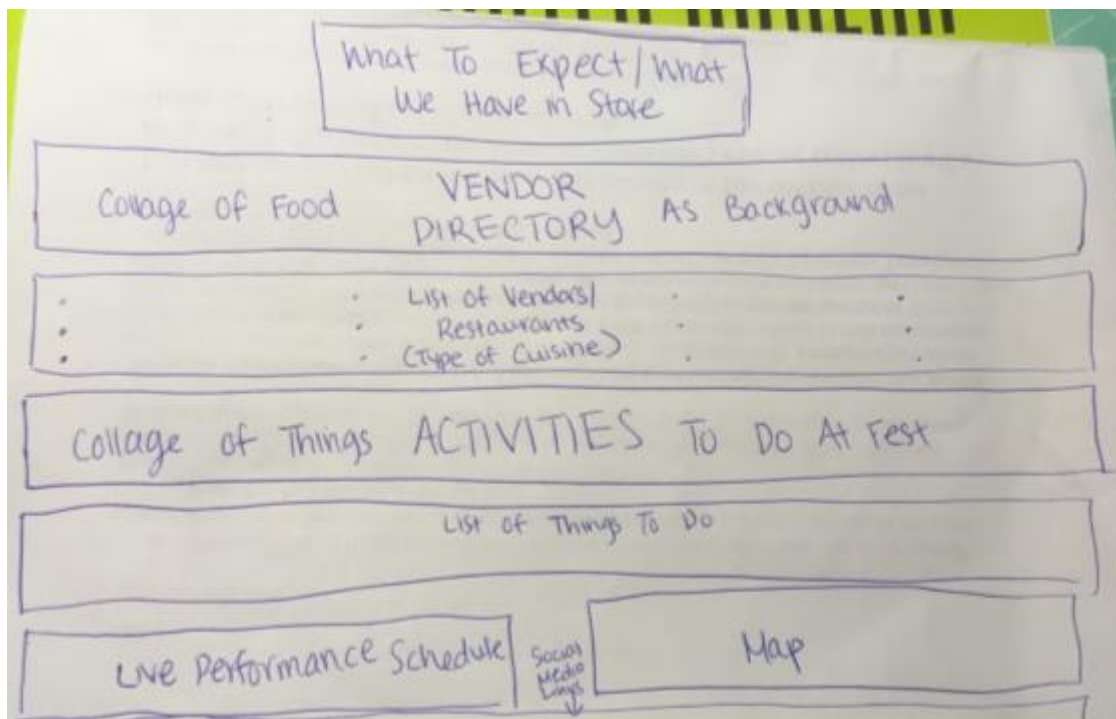
Needs List your target audience's needs and wants one by one.	Design Choices Justify your design choices correspond to their needs.	Memo Any additional comments you have to justify your design choices or things you want TAs to know.
Want to know the details of the event, specifically location, dates, and times, so they can see if they are available those dates and mark it in their calendars.	Used the official Apple Fest promotional poster and enlarged it to screen width as the homepage banner to not only emphasize the significance of this event to the Cornell community but also ensure the event details are visible. Making a vibrant colored poster as one of the first things users see on the homepage also can spark excitement.	Below that, I specified details that weren't on the poster (ie. location/address and times on each date) and put them in big font sizes and in bold to, again, make sure the users can see them.
What is there to do at Apple Fest? Do you just eat and feel a bunch of apples? Need an itinerary or list of things to do.	Dedicated the <i>Guide</i> tab in the navigation bar to list all the foods, entertainment, and live performance schedule on one page. Images and lists are alternatively separated left from right and right from left to present variety in elements on the page. Made this all on one page so users can potentially print out the page and bring it with them on the day of Apple Fest.	Black borders and bolded heading titles were placed around and at the top of the lists respectively to make it clearer for users on what category each list belong to and to avoid confusion on where each list item belonged to. In the sketches, I also have a map, which I plan to place after attending Apple Fest and getting a pamphlet.
Where did this celebration come from? How successful were the past Apple Fests? Hope to see atmosphere and event turnout before going.	On the <i>About</i> page, the brief description is centered and styled with a relatively big font size for a paragraph to encourage users to read through it to find out more about what's unique to Apple Fest. The gallery is organized in a 3 column per row grid system with equal marginal spacing to emulate the clean and neat appearance and the idea of easy scrolling of a Camera roll or photo album. Through these photos, users can absorb a lot of information without having to read too much text as well, such as the different booths, items sold, and number of people who have attended.	In my brief description/paragraph, there were also cues to help users navigate the page (ie. "Take a sneak peek below" for viewing the gallery).

Because they've never gone before, they don't know how to prepare for the event (ie. Have to bring anything?). Would like a preparation guide for newcomers.	Rather than making a whole other guide on how to prepare for Apple Fest – which really does not provide for much content, I brainstormed frequently asked questions that I noticed were mentioned during my discussions with some of my target audience members. Pairing the questions and answers in each list item of an ordered list visually helps users filter through the information. Making the questions bold can also increase the speed of users finding the answers they're looking for, enhancing interactivity and convenience.	
If I have questions about the event, who do I contact? Need information on who and how best to contact people behind the event.	When the <i>Contact</i> tab is clicked, users' email application will automatically open and compose a message to the organizers in charge of the event. Being at the top in the navigation bar keeps it in the users' visual field, prompting them to press the tab at their convenience.	Actually may want to consider alternative design as a page with different ways to contact people (ie. including phone number), since not everyone will prefer emailing.
Want to receive reminders about the event as it approaches and hopefully get more information as details get confirmed.	Social media is the way to get the most recent updates, so I put the links in the footer. Many websites, organizations, and event planning committees create social media accounts and typically place them on the bottom of all the webpages to be consistent, so that users do not have to go back and forth to find them. Using a popular layout like this also suggests more users would expect social media links to be there thus aiding in the process of users getting accustomed to the webpages.	Representing the links as icons also utilizes the idea of user familiarity, advertising and associating the event with well-known social media platforms to increase visibility of the event and user demographic for the overall website.

Sketches / Screenshots / Storyboards

In this part, paste your 4 drawings, 4 screenshots or storyboards of the site below. To clarify, screenshots mean taking pictures of the site built in HTML/CSS. Sketches or storyboards can be your hand drawings, or mockups built by software like Illustrator, Photoshop, axure, etc.





User 1

In this part, describe your user 1 by answering the questions below.

1. Who is your user 1, e.g., where user 1 comes from, what is your user 1's job, characteristics, etc.?

User 1

- A transfer from New York City who is currently attending Cornell University
- She is 19 years old and is a Biology major in CALS
- Appearance: Short (5'1), black medium-length hair, glasses, hunched over with drooping shoulders
- Very in tune with her Chinese heritage but has traveled to many places in the world every summer with her family, bringing back souvenirs and local foods
- Has 2 younger siblings: 1 brother and 1 sister
- Can eat a lot depending on the food, preferably savory over sweet flavors
- Enjoys watching television dramas and video chatting friends in her free time
- Scared of dogs, spiders, bugs, and many other "dangerous-looking" animals
- Likes shopping for clothes, jewelry, bags, and skincare
- Often hangs out with friends and chat for very long hours
- Sarcastic but always smiling
- Doesn't like to exercise

2. Does your user 1 belong to your target audience of the site? (Yes / No)

- Yes, she's a transfer student who has never been to Ithaca prior to attending Cornell, which means she has never attended Apple Fest before.

If "No", what's your strategy of associating the user test results to your target audience's needs and wants? How can your re-design choices based on the user tests make a better fit for the target audience?

Tasks

Tasks descriptions for user 1	How did the user do? Did that meet your expectation?	User's reaction / feedback to the design (E.g., specific problems or issues found in the tasks)	Your reflections about the user's performance to the task	Re-design choices	Memo Any additional comments you have.
(Task 1) You and your friends recently heard that Apple Fest is this weekend, but you also made other plans. You open your laptop and check the dates and times on the festival website to see if you can fit it in your schedule.	Completed task in less than a minute, just as I expected.	She said that once she was on the Home page, it felt natural to scroll down and thus made it easy to find the information she needed right away.	Her quick speed in completing the task suggests I made the right choice in putting the dates, times, and location on the home page. This type of information would be top priority to my audience so it should be one of the first things they see on the website.	To make it more obvious, I made the homepage banner a little bit shorter in height so that a bit of the “dates” and “location” header could be seen when the homepage loaded. This would make it even clearer for my users to scroll down.	
(Task 2) You've been seeing a lot of Apple Fest posters around campus and wonder if it is actually worth going to. You don't have upperclassmen friends to ask about it so decide to research on its website to view previous Apple Fest photos to gauge how many people usually attend.	Took about 45 seconds, which I consider a reasonable amount of time.	She initially continued scrolling down the home page, exploring the rest of the page. She went to the About page, scrolled past the description to the Gallery section. She liked the way the photos were organized but didn't bother reading the description because it looked long.	The layout of the photos seem to be a good decision, but sectioning off the text from the gallery may actually be discouraging users to read the text.	To encourage users to read the description, I placed a few photos before the text to grab the users' attention with visual design first, which will then lead them to slowly scroll down rather than quickly scroll past it.	
(Task 3) You plan to go to Apple Fest but don't know how to get there. You've only really taken the TCAT bus around campus and to Collegetown but never to the Commons before. You search the festival website to see if there are bus directions from North Campus.	Took about a minute to find TCAT Bus information, which was longer than I expected.	She went to Home page, thinking it would be near the Location section. Then carefully reconsidered all the navigation tabs and then went to FAQs tab.	She made a reasonable association between location and method of getting to the event. Either have to make it more clear that the information is in the FAQs section or possibly move it.	I renamed these two tabs so what was originally on the Guide page is now under Program & Schedule tab, while what was the FAQs tab is now named the Guide tab	

<p>(Task 4)</p> <p>You think there's only so much you can make with apples and are questioning what else there is to eat at Apple Fest. You decide to browse the website on your phone and see what apple-based dishes you could eat and what restaurants will be there.</p>	<p>Completed task in less than 30 seconds, which was faster than I expected. This could possibly be because she had previously explored the pages so had some idea where this information would be.</p>	<p>She liked how each of the items in the list of the vendors were clearly spaced out, so it didn't make it difficult for her to read. She said it would be useful if each item had more information, since listing off a bunch of names would be meaningless for her.</p>	<p>I have to reevaluate why my users would want the vendor directory in the first place. They won't know anything by just looking at names but will likely want to look at types of food and prices.</p>	<p>I included a description of the type of food each vendor served and the price range next to each of their names based upon their website page and social media descriptions.</p>	
<p>(Task 5)</p> <p>It was nice eating and sampling all the apple products but you are now getting a little bored of them. You are curious as to what else there is to do, so you try to find a list of other activities you could do and where they are taking place.</p>	<p>Completed task in less than 30 seconds, which was faster than I expected. Again, she probably got the idea that this information would be under Guide based on previous tasks.</p>	<p>Similar to the vendor directory section, she wanted to know more than just the names of the different stations. She also felt the heading title "Entertainment" sounded somewhat awkward and believed the Performance section also fell under this category.</p>	<p>I had a similar thought process as the last task when reflecting on how to improve this part of the website to meet users' needs. This time there seemed to be a wording issue involved as well.</p>	<p>I redesigned this section similar to the way I did for the vendor directory, using repetition to make the user experience consistent. I also renamed the heading of the section to "Craft Vendors" so that it can clearly be differentiated from the Performance section.</p>	

User 2

In this part, describe your user 2 by answering the questions below.

1. Who is your user 2, e.g., where user 2 comes from, what is your user 2's job, characteristics, etc.?

- A senior from Hadley, Massachusetts who is currently attending Cornell University
- She is 21 years old and is a Computer Science major in Engineering
- Is minoring in Game Design and is President of the Game Design club on campus
- Appearance: Tall (5'7), blonde long hair, glasses
- Was always busy during weekend of Apple Fest for the past 3 years, whether it was school work or other extracurricular obligations, but is wants to go now since it's her last year
- Has been to food festivals before
- In her quaint hometown, she used to attend the annual Asparagus festival but also hasn't gone since starting college because it fell on the same time as her finals week
- Open to eating any and all kinds of food, open to trying new flavors
- Enjoys designing graphics and volunteering to teach younger kids computer science
- Interned at Fitbit this past summer
- Likes to collect antique, vintage looking items

2. Does your user 2 belong to your target audience of the site? (Yes / No)

Yes, she is a Cornell student who has never attended Apple Fest before.

If "No", what's your strategy of associating the user test results to your target audience's needs and wants? How can your re-design choices based on the user tests make a better fit for the target audience?

Tasks

Tasks descriptions for user 1	How did the user do? Did that meet your expectation?	User's reaction / feedback to the design (E.g., specific problems or issues found in the tasks)	Your reflections about the user's performance to the task	Re-design choices	Memo Any additional comments you have.
(Task 1) You and your friends recently heard that Apple Fest is this weekend but don't know when it is. You open your laptop and check the dates and times on the festival website to mark them on your calendar because you're determined not to miss it again!	Completed task in less than a minute as well, just as I expected.	She said she scrolled down since she was on a new website and naturally felt curious to see more of what would be on the first page she landed on.	Again, her quick speed in completing the task suggests I made the right choice in putting the dates, times, and location on the home page. This type of information would be top priority to my audience so it should be one of the first things they see on the website.	To make it more obvious, I made the homepage banner a little bit shorter in height so that a bit of the "dates" and "location" header could be seen when the homepage loaded. This would make it even clearer for my users to scroll down.	
(Task 2) You've heard how much fun Apple Fest is from your friends who've went before but you still wonder how it has been in the past so decide to research on its website to view previous Apple Fest photos and see what all the hype is about.	Took about 30 seconds, which I expected.	She said she didn't really think about what tab the information would be in but naturally went from left to right (Home then to About) on the navigation bar. Also, she said she didn't expect the website to have pictures and might have just Google searched on her own.	Her comments suggest putting the photos in the About seems appropriate, because this would be information people probably wouldn't have thought of before but once seeing it realizes it is nice to know.	I decided to keep the gallery on the About page.	
(Task 3) You live in an apartment in Colleetown and plan to drive to Apple Fest from there. You're not really sure how parking works during the festival time so you check to see if there are parking instructions on the festival website.	Took over a minute to find parking information, which was a lot longer than I expected.	She went to Guide first then to FAQs page. When she saw Guide, she thought it would contain answers of how to do something, which she thought fit her task of "how to find parking". While FAQs are generally a last resort for her.	The way she interpreted the name of the tabs was very different from my initial thoughts of how I would categorize the information.	I renamed these two tabs so what was originally on the Guide page is now under Program tab, while what was the FAQs tab is now named the Guide tab.	

<p>(Task 4)</p> <p>You think there's only so much you can make with apples and are questioning what else there is to eat at Apple Fest. You decide to browse the website on your phone and see what apple-based dishes you could eat and what restaurants will be there.</p>	<p>Completed task in less than 30 seconds, which was faster than I expected.</p>	<p>Despite the FAQs and Guide tab confusion before, she was able to learn from the last task and figure out the list of vendors would be placed on this page. Similar to user 1, she wanted to know more than just the vendor names, specifically what type of food is there to eat.</p>	<p>Since both my users had similar concerns in regards to more detailed content, I thought about how to provide more information without it being presented in an overwhelming, chaotic manner on the page.</p>	<p>I embedded hyperlinks in the name of the vendors. When she suggested writing type of food, I thought a menu would be sufficient, so I linked the menu from each business website/social media website.</p>	
<p>(Task 5)</p> <p>It was nice eating and sampling all the apple products but you are getting full. You know there's other stuff to do but don't know what and where they are happening, so you try to find a list of activities you could do and where they are taking place.</p>	<p>Completed task in less than 30 seconds, which was faster than I expected.</p>	<p>She was able to predict the guide for activities would be somewhere in proximity to the vendor guide, so just scrolled down. She likes the alternating text and picture positions because it made the way the information presented less boring. The lines, colors, and borders around each section helped her clearly distinguish the sections.</p>	<p>Although she didn't explicitly state it for this task, I felt I could incorporate the ideas she suggested for the last task to help redesign this one for enhancing quicker information access based on user needs.</p>	<p>I again embedded hyperlinks in the names of the craft vendors. Additionally looking at this redesign from a business-oriented perspective, this helps to not only help users get the answers they are looking for but also promote the local businesses and organizations. I made the target blank as well so users can just exit out of the new opened tab and go straight back to the website, which is what I would want – to increase user activity on the website.</p>	

Additional Design Justifications

If you feel like you haven't fully explained your design choices in the journey map part 2, or you want to explain some functions in your site (e.g., if you feel like you make a special design choice which might not meet P2M1 requirement), 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 2. Use it wisely. *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 2.*

I left some blank space under the different sections in guide because I plan to expand on the lists. Some of the vendors listed on the website either don't have their own personal website or they are listed as closed businesses based on my online research.

Many of the background colors I selected were based on autumn/fall color theme, which aligns with the theme of Apple Fest.

For the Mobile version, I tried to keep the layout the same as the laptop version because the way I organized my information is from top to bottom, which is the more natural movement of scrolling on mobile, rather than left to right.

Questions

1. For citing external sources, I linked a lot of the content I used to the original website, but do you think this would be counted as too many hidden links? On the bottom of each web page, I included links as well. Are these sufficient?
2. Is it appropriate to assume that mobile users can zoom in on text, so they can be smaller in size?

Target Audience

Summarize your target audience (1-3 sentences). Your target audience should not too specific (1 person) or too broad (all students at Cornell). Your target audience should be a specific group that you can identify their particular needs and address those in your design. Change your audience for the final submission if necessary.

My target audience is Cornell students who have never gone to the Ithaca Apple Harvest Festival prior to the 2017-2018 academic school year. This audience would mainly consist of undergraduate freshmen, transfer students, and other upperclassmen who have been attending Cornell but did not get the chance to go in previous years.

List the qualities you are looking for in your target audience (1-2 sentences for each quality) (list 4-6 qualities):

- 1) They must be a current undergraduate student who has classes on the Ithaca Cornell University campus.
- 2) They must belong in the millennial generation, since they would most likely possess the basic knowledge of how to use the now commonly used technological devices (ie. desktop/laptop, mobile devices) that would be needed to access the website.
- 3) They should be adventurous as they are showing willingness to participate in an event that is happening beyond the campus grounds of which they are familiar with and will be witnessing and trying out many new things at the festival.
- 4) They should come from geographically diverse places, meaning someone who is not from the Tompkins County area, to accentuate the uniqueness of Ithaca and its Apple Fest.

User 3

In this part, describe your user 3 by answering the questions below.

1. Briefly describe your participant. (e.g., where user 3 comes from, what is your user 3's job, characteristics, etc.) (1-2 sentences)

User 3 is currently an undergraduate freshmen at Cornell University majoring in Psychology. She is from Los Angeles, California. She likes to drink bubble tea, eat Asian snacks, go on social media, listen to music, watch live performances online, hanging out with friends, and shopping.

2. List the qualities (using the letters from above) of this participant that match your desired qualities you listed above.

If you cannot list any qualities, what's your strategy of associating the user test results to your target audience's needs and wants? How can your re-design choices based on the user tests make a better fit for the target audience?

She fits my target audience of being an undergraduate Cornell student who has basic knowledge regarding how to use technological devices since she often goes on social media. Eating out with friends and shopping also means she is more open to exploring different food options and craft vendors at the festival. And she comes from the West Coast, which has drastically different culture from that of the East Coast.

Tasks descriptions for user 3	How did the user do? Did that meet your expectation?	User's reaction / feedback to the design (E.g., specific problems or issues found in the tasks)	Your reflections about the user's performance to the task	Re-design choices
(Task 1) You and your friends recently heard that Apple Fest is this weekend, but you also made other plans. You open your laptop and check the dates and times on the festival website to see if you can fit it in your schedule.	Completed task in less than 30 seconds and met my expectations.	She said it naturally made sense to scroll down for her on the home page. And since the home banner had dates as well, she knew the dates and location information would be nearby. She suggested I use different fonts for the titles and the information, so the titles would stand out and users would be drawn there.	Her quick speed in completing the task indicates that I positioned and spaced out the information clearly. I previously only used font-size to distinguish the titles from the information but now considering font-family as well.	To make the titles ("Dates and Location") stand out, I changed the font family of the information below.
(Task 2) You've been seeing a lot of Apple Fest posters around campus and wonder if it is actually worth going to. You don't have upperclassmen friends to ask about it so decide to research on its website to view previous Apple Fest photos to gauge how many people usually attend.	Took longer than I expected but also could tell she was taking her time browsing through each page she clicked on.	She continued scrolling down the home page and took the time to read all of the text, since that's how she interpreted whether Apple Fest was "worth going to." Ultimately found the photos and said the cue to scroll down in the description above helped her navigate there.	Surprisingly, this user did what my previous users didn't do, which was thoroughly read rather than skim the text above. This shows how the photos actually supplement the text very well and prevents making either the photos or the text too overstimulating on the page.	Not a significant change was made. The spacing between each row of photos was slightly increased to help users better break down the view of the whole gallery so that they can mentally group photos and process them in rows.

(Task 3) You plan to go to Apple Fest but don't know how to get there. You've only really taken the TCAT bus around campus and to Collegetown but never to the Commons before. You search the festival website to see if there are bus directions from North Campus.	Took less than a minute to find the TCAT information which was what I expected.	She went from About to Guide tab and found the information in FAQs. However, she said she would have found it helpful if the information also contained links to the maps of the different routes so she would know where to get off or on if she wasn't directly coming from North Campus.	The way she naturally skipped Program & Schedule and went to Guide tab confirms my decision to change the tab names were right because she did not get confused like my previous users.	I took her suggestion and included a link that would direct users to the TCAT website with all the route maps listed.
(Task 4) You think there's only so much you can make with apples and are questioning what else there is to eat at Apple Fest. You decide to browse the website on your phone and see what apple-based dishes you could eat and what restaurants will be there.	Completed task in less than 30 seconds, which was as expected.	She liked the big photos on the side of the list because they aren't overstimulating as it would have been if it was a collage of smaller-sized photos. She felt all the information was relevant and clearly spaced out, but she did find the blue text on the dark red-orange background difficult to read.	My intention of keeping the links blue and underlined so users know they are clickable and incorporating the red-orange color to match the autumn season violated the contrast and contrast principles of design.	The bright blue against the red-orange color may have been too saturated, so I desaturated both colors to more grayish tones so they don't clash and cause users eyes to constantly have to refocus on the content.
(Task 5) It was nice eating and sampling all the apple products but you are now getting a little bored of them. You are curious as to what else there is to do, so you try to find a list of other activities you could do and where they are taking place.	Completed task in less than 30 seconds, which was as I expected.	She naturally scrolled down from the Vendor Directory and saw the Craft Vendors and Performance schedule sections. It was easier for her to read these sections. She recommended the tab name could have a better name, since "Program" sounded odd to her.	Creating line borders helped group the information for the user. I did not realize the name of the tab could be misinterpreted since "Program" and "Schedule" can sound synonymous.	I altered the name of the tab once again from "Program & Schedule" to "Vendors & Schedule".

User Test 3 Summary

1. What did you learn from this user test? (1-2 sentence)

Many of the suggestions that this user recommended was more content-focused. She made me realize how not only the layout of a website but also its contents can improve user experience on a page. The contents should express and match a wide range of users' needs, and this user provided different kinds of needs students would have that I didn't think of before when initially deciding what content to add to the page.

2. What changes did you make to your design to address the issues discovered during testing? (1-2 sentences)

I mainly added and altered text so to ensure that what users are reading will answer their questions (text on the webpages) or will lead them directly to a page with information they are looking for (hyperlinks).

User 4

In this part, describe your user 4 by answering the questions below.

1. Briefly describe your participant. (e.g., where user 4 comes from, what is your user 4's job, characteristics, etc.) (1-2 sentences)

User 4 is currently an undergraduate sophomore transfer at Cornell University majoring in Industrial Labor and Relations. She is from New York City. She watches comedy shows and enjoys looking at art during her free time. She's never been to festivals before but often goes out to different restaurants and loves to try and take pictures of multicultural food. She likes dogs and shopping for vintage-looking items.

2. List the qualities (using the letters from above) of this participant that match your desired qualities you listed above.

If you cannot list any qualities, what's your strategy of associating the user test results to your target audience's needs and wants? How can your re-design choices based on the user tests make a better fit for the target audience?

She fits my target audience of being an undergraduate Cornell student who knows how to use commonly used technological devices, since she uses her phone to take pictures of food. She seems to be very active and diverse in the hobbies that she has so she will be more likely to enjoy the activities at the festival. And she comes from a city, which has a different environment and atmosphere of that of the Tompkins County which is a more rural or suburban area.

Tasks descriptions for user 4	How did the user do? Did that meet your expectation?	User's reaction / feedback to the design (E.g., specific problems or issues found in the tasks)	Your reflections about the user's performance to the task	Re-design choices	Memo Any additional comments you have.
(Task 1) You and your friends recently heard that Apple Fest is this weekend, but you also made other plans. You open your laptop and check the dates and times on the festival website to see if you can fit it in your schedule.	Completed task in less than 30 seconds, just as I expected.	Immediately after she opened the Home page, she saw the titles "Date" and "Location" under the banner, which helped indicate her to scroll down. She liked how I had clear borders to divide information (banner, different color background).	Since she scanned the Home page before scrolling down, it was a good idea to have the titles peeking out and showing a little. This helped the user know to scroll down and be aware that there was more information beyond the home page.	I stuck with the current positioning and design of the titles.	
(Task 2) You've been seeing a lot of Apple Fest posters around campus and wonder if it is actually worth going to. You don't have upperclassmen friends to ask about it so decide to research on its website to view previous Apple Fest photos to gauge how many people usually attend.	Took about 45 seconds, which met my expectations.	She went straight to the About tab since it was right next to the Home tab. She said she felt the information on the Home and About pages connected smoothly. She also clicked on the photos in the Gallery, expecting an enlarged picture or slideshow. She liked how there were multiple photos in a row so she didn't have to scroll down too much.	The layout of the photos again seem to be a good decision. Her expectation of an enlarged photo after clicking on it is reasonable since that is how many social media platforms present photos.	I made the photos clickable for citing purposes and because making a slideshow is currently beyond the scope of what we learned in class, I did not create a slideshow for the photos. I did however enlarge the size of the text citation to make it more noticeable so users would not be as surprised when the photos directly link to the original source.	

<p>(Task 3) You plan to go to Apple Fest but don't know how to get there. You've only really taken the TCAT bus around campus but never to the Commons before. You search the festival website to see how to get there from West Campus.</p>	<p>Took about 45 seconds which is a reasonable amount of time.</p>	<p>She went to Program and Schedule tab and moved on to the Guide tab, realizing the bus information wouldn't be in Program and Schedule after seeing the title Vendor Directory. She suggested directly linking maps of each route listed so she wouldn't have to navigate TCAT website by herself to find it.</p>	<p>Her suggestion of linking maps was similar to that of user #3's suggestion, which highly suggests I should include links to the maps.</p>	<p>Rather than directing users to a list of maps of all the different routes, I specified it so that each route that I listed would direct them to the map for that specific route. This cuts the number of clicks users would need to get the information they're looking for.</p>	
<p>(Task 4) You think there's only so much you can make with apples and are questioning what else there is to eat at Apple Fest. You decide to browse the website on your phone and see what apple-based dishes you could eat and what restaurants will be there.</p>	<p>Completed task in less than 30 seconds, which was faster than I expected.</p>	<p>She went straight to Program and Schedule because imagined a pamphlet with restaurant names when she saw the word "Program". She could tell the fall theme of the webpage right away by the colors I selected for the background of the text. She recommended I make the headings bigger to make them stand out more.</p>	<p>For this user, the wording for Program seemed to work for her since she immediately knew what it meant. I asked her what other other words she would substitute for program and she listed vendors and booths as options.</p>	<p>I decided to go with Vendors and Schedule as the new tab name for Program and Schedule.</p>	
<p>(Task 5) It was nice eating and sampling all the apple products but you are now getting a little bored of them. You are curious as to what else there is to do, so you try to find a list of other activities you could do and where they are taking place.</p>	<p>Completed task in less than 30 seconds, which was what I expected.</p>	<p>She knew to continue scrolling down on the Program and Schedule tab because imagined the activities to be arranged in a list the way food vendors were. When she scrolled down more to see Live Performance, she pointed out misaligned text and suggested putting the name of the acts in bold similar to how I bolded vendor names in the other sections.</p>	<p>She navigated the page very well but noticed the small visual details and formatting regarding content that I didn't really pay as much attention to.</p>	<p>I repositioned the text in the live performance schedule and bolded the acts to create a consistent format for all the sections on the Vendors and Program webpage.</p>	

User Test 4 Summary

1. What did you learn from this user test? (1-2 sentence)

I learned a lot about the relationship between visual elements on the page and user expectations. Oftentimes the way users interact with certain elements on a webpage can be influenced by how they've interacted with similar elements on other websites. I also learned how important it is to make style of appearances consistent when dividing or spacing out information into different sections on the webpages.

2. What changes did you make to your design to address the issues discovered during testing? (1-2 sentences)

I went over all the content that had background colors and made sure the positioning of the photos and styling of the text were consistent with the other sections that were on the same page.

Additional Design Justifications

If you feel like you haven't fully explained your design choices in the journey map part 2, or you want to explain some functions in your site (e.g., if you feel like you make a special design choice which might not meet P2M1 requirement), 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 2. Use it wisely. *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 2.*

I intentionally made the navigation tabs go into a second row as the browser is resized because as the browser size is reduced, I wanted the most important information to fill as much of the browser as I could rather than overwhelming the user with all of the webpage information that would have been shown if the browser was in full size. Since users typically would go on the website searching for specific information that they have in mind, I believed the navigation tabs should stand out and be in user's top visual hierarchy in order to fulfill their needs. For the logos that were taken from websites other than the Downtown Ithaca website, I placed the citations in the disclaimer section at the footer because putting the citations near the logo would blend in with the important text that is already near the logos and linking the websites wouldn't be appropriate because it would take users to a website with information that is irrelevant to the purpose of the Apple Fest website. I also kept the "Contact" tab because it did not fit with any of the content on the other webpages.