## INFO/CS 1300

## Final Project Design Journey Map

### Designing for a Hypothetical Audience

**Group Information**

Names: Hilarie Sit, Juliana Hong, Haimo Xu, Subin kwon

netIDs: hs764, jhh274, hx89, sk2322

section #

**Describe the Target Audience**

College students who live in Ithaca

**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.)

Dan is a freshman at Cornell University from China who is open to trying new things. He has a passion for cooking and eating. He does not have much money and is very frugal.

**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) |
| Logistical information | Detail description assuming no prior knowledge of Apple Fest  Directions and map from Cornell  TCAT routes |  |
| Information about food for purchase | Menus  Pictures  Different types of apples |  |
| Information about affordability | Prices |  |
| History | Pictures  Numbers  Years  Timeline |  |

**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