**INFO/CS 1300**

**Final Project Design Journey Map: Milestone 2**

**Group Information**

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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, but he does not have much money and is very frugal. Also, being an international student with a language barrier, he values clear and simple information as well as figures to supplement the text. As an international student, Dan enjoys going to events on the weekends and exploring Ithaca for fun, but he is not completely familiar with the area.

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

**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 interviewed four college students and learned that those interviewers used laptops and phones most often to get information. These users represent a sample from our target audience. They mentioned that phones are often used to browse for quick information, while laptops are used for more in-depth browsing of the site. We plan to integrate this information in our site and mobile site design to tailor our product to fit the user’s needs.

For detailed information about the Apple Harvest Festival, students would prefer to browse the site on laptops with large screens. Therefore, we will have very readable and plain text. The information is clearly organized into different sections with a navigation bar for navigation of the site. This allows for the user to quickly and easily find the information they are looking for regarding the event. Also, it would be convenient for the target audiences to check maps and TCAT routes on their phones on their way to the festival. Therefore, we will include pictures of TCAT routes on our site and used media queries to make the site responsive and easily readable on mobile as well as on laptop screens.

**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 by picking 10 Cornell students and conducting a survey about their consumer tastes and entertainment preferences to create a perfect website that meets their needs. The survey consists of 6 free response questions.

Questions are as below:

1) What year are you?

2) Which devices do you use most to get information?

3) Have you heard about Ithaca Apple Festival?

4) Have you visited Ithaca Apple Festival?

5) If you are interested in visiting/re-visiting Ithaca Apple Festival, what is the purpose of visit?

6) If you are to visit the festival, what do you like to know before visiting?

The first thing learned from this survey was that two out of three freshmen we surveyed were not familiar with Ithaca’s local apple festival. We decided to have a brief snapshot of the event to pique their interests and detailed information about the festival for students who are actually planning to go. We included an “About” and “History” section on our webpage to satisfy this design need.

We chose to include a large photo slider on the page to appeal to the user and get them excited about attending the event. When interviewing students, a common theme was that students enjoyed looking at pictures because they were able to gain a better sense of what the event looks like. Especially for young freshman and sophomore college students in our target audience who may not be familiar with the event, it was important for us to show them pictures of past events so they could get a feel for what to expect by attending. The slider changes photos automatically to give the user a chance to view many photos, but we also included left and right buttons so the user has the option to manually change the photos as well.

According to our sample students, the biggest reason why they will attend or attended Ithaca Apple Fest is the food. They go to the festival to taste and buy fresh apple varieties. The second reason they went to the festival is the entertaining shopping booths. To meet these needs for the website, we added “Events” and “Food” sections and linked them to our body for convenience.

The sections on our site are differentiated by different background colors. We chose to have light backgrounds with dark text to ensure readability for the users. Additionally, we chose to feature light, “fun” colors to convey a theme of joy and excitement that should be associated with the Apple Harvest Festival.