

Design Journey Map (M1 and M2)

You will use this journey map to fulfill your milestones and also update it as you move between the milestones.

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M1 & M2: parts 1-4

M1. Part 1: Know your client and users

Client - In this part, tell us about your client (who is your client, what kind of website do they want built, what are their key goals).

NOTE: If a website exists already, and you'll be redesigning it, then add the URL & screenshots of the existing site.

We are working with Felicia Milian, a local woman who grew up in Sura Mica, Romania. She is looking for a website for her non-profit organization, DoReMiHope. The purpose of her company is to promote arts education in schools in her hometown, and hopefully in the future, in other locations around Romania. She has always been a large supporter of the arts, and she wants to show children in her country the same great experiences that she has had. Her long-term goal with this is to give any children involved new hobbies that could lead them toward a safe future away from a dangerous life in the streets, which is unfortunately not very uncommon. She has already succeeded in getting acting classes for one group of children in Sura Mica, and expects similar programs to follow.

This website should look clean and easy to use because of the children that will ideally be accessing it. A friendly and welcoming design through the colors and fonts chosen, for example, will keep them using the site. She wants a minimalistic design with a lot of visual media, and user interactivity (especially of parents) through comments or a forum. A page like a news feed would help to get content across to users, while other pages could lead users to information about the organization, or a form that can be used to contact Felicia and demonstrate interest in donating.

Her main goal for the website is to give children involved in these programs, their parents, and their instructors sponsored by the company an interactive platform to share news about upcoming and ongoing events and lessons. A second goal is ultimately to attract donors to give to the organization; there are not a lot of people getting paid through her programs, but they need to be paid nonetheless.

M1. Part 1: Target Audience - In this part, tell us about who would be the potential consumers of this website, how, when, and where they'd interact with the website, etc. Get as much detail as possible from the client to help you find representative users that can help you generate useful personas.

There are two main audiences that this website will reach.

Firstly, this website will be aimed at those involved in DoReMiHope's programs, namely, the students, instructors, and parents. These people will all be able to read and communicate about upcoming events and ongoing programs that their kids are or could be enrolled in. The news feed will likely be accessed by parents. This page will distribute news about the programs and updates about what the children have been learning and producing. A forum or comment system will allow anyone involved to discuss these updates and provide feedback. Children using the page will likely be accessing the posted media such as videos and artwork more frequently. Instructors will have an opportunity to submit art and recordings to be added to the page as they are produced by the children, in addition to relevant media such as performances of outside musicians that the students may be interested in watching or learning from. All of this will supplement the lessons by getting the children more interested in what they are doing, and giving them resources to learn more.

The other main audience for this website is potential donors. This is a non-profit organization. The generosity of donors will help keep their programs alive and running by paying for instructors to teach the children. Most of the interaction that they will have with the site beyond reading the recent news will be in contacting the company and offering donations. Ideal donors would likely be interested in the arts and global affairs. There will be a form on the 'Contact' page that donors will be able to use to send a message to Felicia. This form will also have an option to indicate whether or not they are willing to donate.

M1. Part 1: Personas

In this part, create two (or more, if needed) personas that represent different aspects of the client's target audience, and describe them in detail below, e.g., demographics, appearance, characteristics, hobbies, etc. Make clear what kinds of people you talked to and researched, and what aspect of the target audience each persona relates to.

1. Andrei is a man in his late thirties living in Sura Mica, Romania. He works hard at a nearby factory to support his family. He has a wife named Iulia, who is several years younger than him. She does not work, but she is taking classes in the nearby city of Sibiu towards a degree in Education. They both grew up in Sura Mica. They live with Andrei's aging parents and their ten-year-old son, Bogdan. The family is very close, and both parents like to be involved in their son's life however in any way possible. Bogdan takes his school work quite seriously for his age, but likes to relax and spend his free time playing soccer with his school friends. He is also learning to play violin; His school is working with DoReMiHope and a visiting musician from Bucharest to organize lessons for the children. He loves the lessons, but his favorite class in school is science. He wants to be an engineer when he grows up.

The household shares one computer with high-speed internet. Everyone is busy enough that the computer is rarely used for more than one or two hours a day between the whole family. When it does get used, Andrei and Iulia like to read the news, while Bogdan uses the internet to help with his homework or to listen to music. Andrei is fluent in English, and Bogdan is learning it in school. Nobody else in the household speaks a foreign language.

2. Jeff is in his mid-forties and has lived in Ithaca for a number of years. He is fluent in several languages and likes to stay up-to-date on international news. He works at a local bank and enjoys spending his free time playing tennis and golf with his friends and coworkers. When he has some money left over in his budget, he likes to donate to local non-profit organizations and charities; he likes being able to make a difference to someone, especially when he knows the company well. He has been married for close to twenty years. His wife, Suzy, is a high school teacher close to him in age. Together they have two daughters in middle school. Mary, their older daughter, is involved in school theater, while Josie, the younger, prefers to play percussion in the school concert band. Jeff is very supportive of both children in their hobbies and attends their performances whenever he is able.

Jeff and his wife have their own smartphones and laptops, although they do not want to give their daughters similar technology just yet. The two girls begrudgingly share a desktop computer in their shared bedroom. They are very active in social media. Between rehearsals, homework, and chores, they find several hours every day to spend on the computer. Their parents use the internet a little less, but still fairly often.

M1 & M2. Part 1: Needs and wants

(You'll be revising this section between M1 & M2)

For M1:

In this table, collect your client's and target audience's needs and wants for the website, come up with multiple appropriate design ideas on how those needs may be met. In Memo, give the justifications for the ideas and write down any additional comment you have. There is no specific number for how many needs you have to write in the design journey map: you need enough to do the job.

For M2:

In the same table, make the M1 design ideas that you have chosen to implement as **Bold and expand it further to give details**. Next, justify each **Bold Design Choice** in the Memo.

Needs and wants (List your client and target audience's needs and wants)	Design ideas (M1) and choices (M2) (List your design ideas in M1. Update ideas in this section with the choices in Bold)	Memo (Justification/Additional comments/info for TAs)
Client wants to cater to people who speak different languages (Romanian and English)	Auto translate the website We will most likely attempt to add a Google translator widget to our website.	
Client wants the website to be "fun" and inviting to children who may use it.	Use of pink and green in the color scheme, minimalist design so that everything is easy to read, lots of pictures. Thinking about adding icons to things for kids who can't read/people who have a hard time reading the English headers we originally designed. As you can see, we haven't added icons yet, but we are still weighing that option.	Client also expressed great interest in the "hero image" style of websites. She gave us several names of websites with that particular style that she liked. She also expressed much interest in a minimalist design.
Client wants a variety of users to be able to post content.	embedding a forum. There could also be a comment option on posts for more interactivity. Embedded a forum provided by muut.com. Not 100% sure if we are sticking with this provider, but it seems to work pretty well and would provide the functionality that our client is looking for.	
Client wants the website to support a variety of media (mainly images and videos).	embed and/or link YouTube videos and pictures of relevant media items As you can tell, this page has been implemented into our current site.	

Target audience will want a website that is easy for children to learn to use.	We will make the font readable, and try not to have large paragraphs of text clumped together. We will add lots of pictures and media content.	
Target audience wants the contact page to be clear, and for a way to donate to be clear as well.	<p>Include an email form that has a checkbox asking if the user is interested in donating. If so, when the user fills out the form, DoReMiHope will be informed, and then will be able to send more emails with specific information to this user.</p> <p>At the moment, our form doesn't provide a response back to DoReMiHope. Obviously, this will be implemented for the final site.</p>	The client did not provide us with specific information on how to donate yet, so we had to design around that. The contact page can be modified to include more salient information on how to donate.

M1 & M2. Part 2: Intermediate design pieces

(You'll be revising this section between M1 & M2. Have an initial plan for M1, refine it for M2.)

Information Architecture, Content, and Navigation

Lay out the plan for how you'll organize the site and which content will go where. Note any content that you need to make/get from the client. What is the visual theme that you'll be implementing?

Note: as with needs, you should have the right amount of content to do the job.

Category/Sub Category	Content (M1 & M2) & Visual Theme (M2)	Who does this help, and why?
Home	Simple homepage with "DoReMiHope" centered in the browser window. Navigation bar will be located in the bottom left corner of the page. Background image will be something musical that applies to the organization.	The page is simple and easy to navigate. On top of that, it introduces the organization well with the name centered on the page and a musical picture in the background.
About	Navigation bar now located at the top of the page along with "DoReMiHope" + a small picture (this is consistent on all subsequent pages). This page will contain content about the organization which will be gathered from our contact at the organization.	It is important for users to be able to learn about this non-profit organization, so we think it makes sense to include an About page as the first item in the nav bar.
Media	Work done by students that are part of DoReMiHope will be showcased on this page as well as anything else that the site owner feels is appropriate. This content will all come from the site owner.	Being able to see where the donations from this non-profit are going makes the site a bit more personal. This is definitely important when trying to gather donations.
News	This page will have a forum setup. The forum will be an embedded forum being provided by an outside website (right now, we are using muut.com). The site owner will be able to post any important news about the organization. Of course, all of this content will come from the site owner.	DoReMiHope should (hopefully) have news stories to post relatively frequently. This page will allow past donors to see where their money is going; on top of that, prospective donors will be encouraged by seeing positive stories on this page.
Contact	A simple contact page including the organization's email, the Facebook page, and an email form. We will also include a Yes or No checkbox above the email form to gauge whether a person is interested in donating.	Contact pages are important for any organization, but maybe even more so for non-profits. People need a way to be able to get in contact with the organization and donate and we feel that this setup will work well to complete these tasks.

M1 & M2. Part 2. PHP & Interactivity plans

(You'll be revising this section between M1 & M2. Describe your ideas in M1, and update them in M2)

What interactive features will your site have? What jQuery and PHP elements will you include? Note that you must build at least one original PHP interactive element from scratch, but you may include additional PHP or Javascript from outside sources for additional functionality. Please clarify what you plan to build and what you plan to utilize from other sources. Also, describe how the interactivity connects with the needs of the clients/target audience/personas.

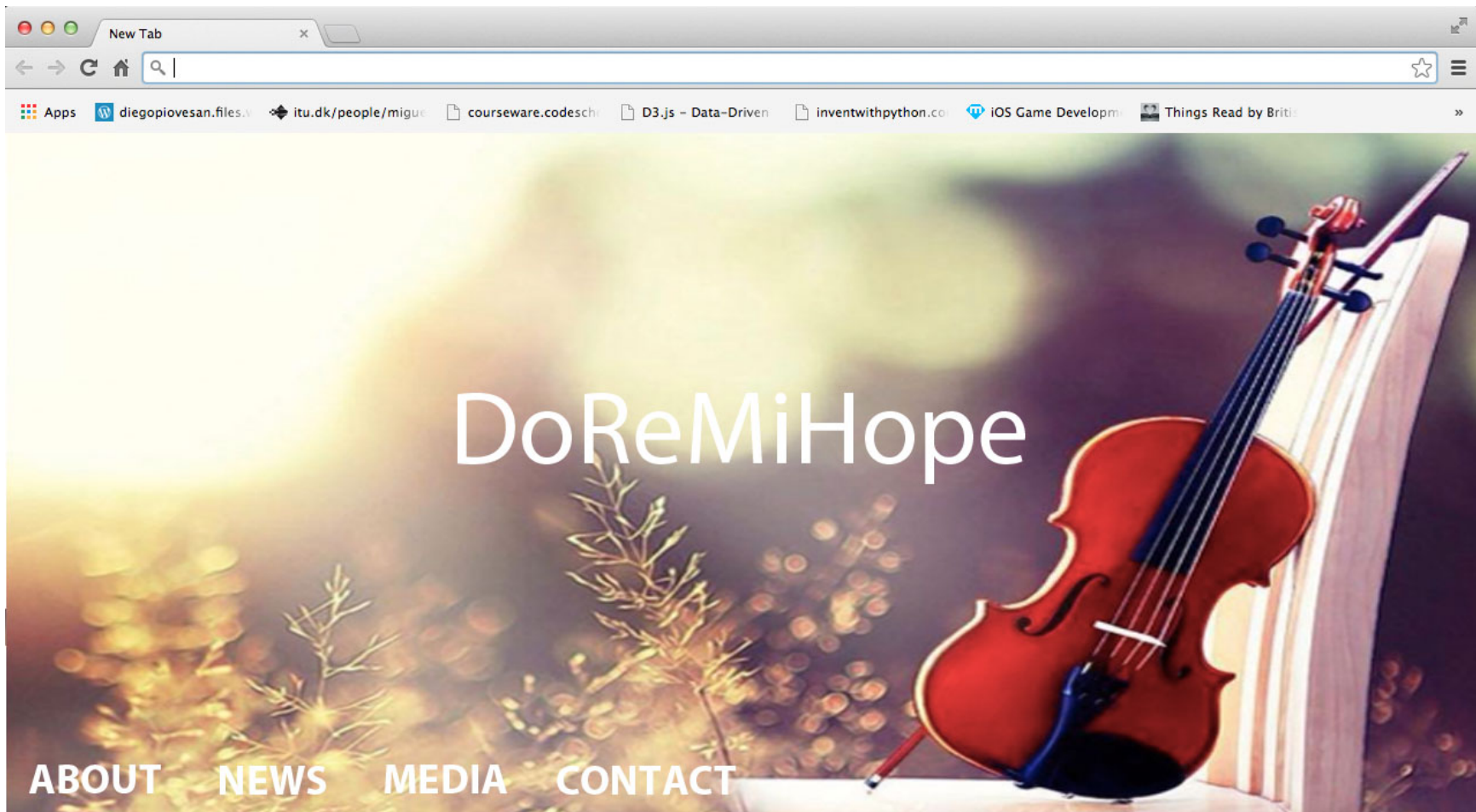
We will try and implement parallax scroll for the first big “hero” image, because our client wants a very sleek-looking website. We will also be including an email form that will notify DoReMiHope when someone is interested in making donations. We have embedded an outside forum and we are researching implementing a news ticker (described above), both of which will be interactive. We have found these sources so far, which look helpful: <http://www.jqueryrain.com/?9dPATS7v>, and www.proboards.com.

M1 & M2. Part 2: Sketches / Storyboards

(You'll be adding to this section between M1 & M2. Present initial versions in M1, and add higher fidelity ones in M2)

In this part, paste your drawings, screenshots, or storyboards as you develop them. Accumulate items as you make them; they'll help your teammates, clients, us, and a "future you" who may present this to a potential employer see how you evolved and thought about the site. Your sketches should also show what content goes where, about how many pages are in the site, and the visual design/theme.

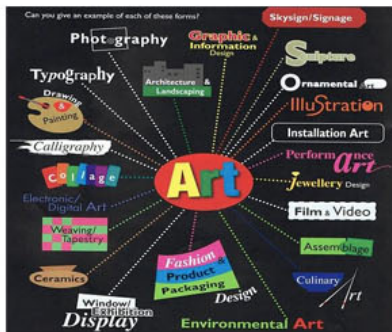
Note: as with needs, you should have the right number of these to do the job.



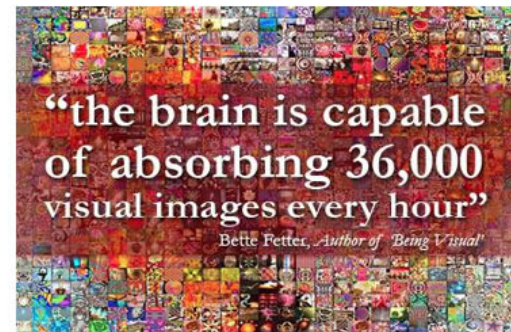


DoReMiHope is a not-for-profit corporation whose purpose is to provide arts programs for Romanian children.

These programs will fill in a need for arts education and cultural exposure in a society that is recovering from its communist past and struggles to survive economically. Through arts, children will learn to enrich their lives and become responsible and sensible individuals who will bring happiness and good to their world. The corporation will support training in performing and visual arts, creative writing, and public speaking.



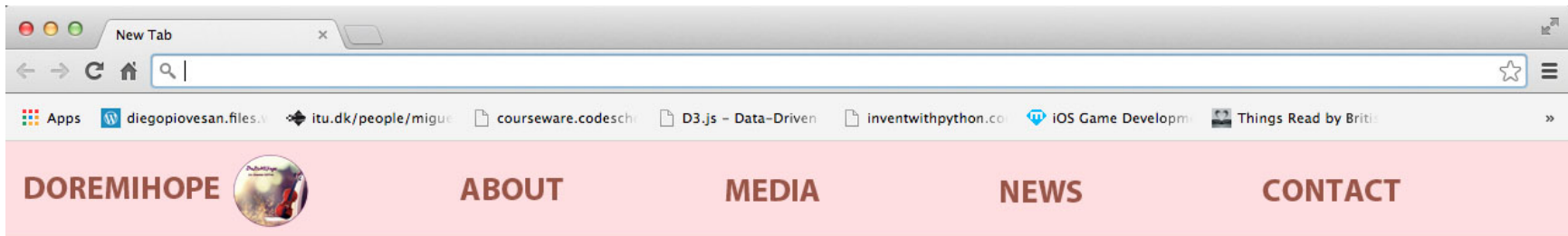
*Fly, fly, fly high,
up in the sky.
Soar, soar,
a little bit more.*



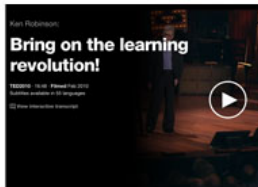
Arts education is not available in the majority of Romanian schools serving less privileged communities and we are actively identifying these schools to address this need. School principals have been very supportive of our initiative and are willing to cooperate in implementing our programs as extracurricular activities. Our pilot classes in acting and public speaking involved 50 children from the elementary and middle school in Sura Mica, the Sibiu County. The classes raised a lot of enthusiasm among all constituencies, from children to parents, to participating teachers and instructors, and to the larger local community. A press release in Tribuna, the main Sibiu journal, announced our programs and also mentioned our involvement in holiday celebrations for the people of Sura Mica and the nearby villages.



Our future programs will continue to enroll children 6 to 14 years of age and will provide instruction in instrumental music, acting, public speaking, and visual arts. The activities will be tailored to each community and coordinated with the local schools and youth bureaus, as well as with the local artist associations. For this purpose, we reached out to several elementary and middle schools in Romania and we built these



Media Links



In [this](#) poignant, funny follow-up to his fabled 2006 talk, Sir Ken Robinson makes the case for a radical shift from standardized schools to personalized learning — creating conditions where kids' natural talents can flourish.



[Here](#), Anita Collins explains the fireworks that go off in musicians' brains when they play, and examines some of the long-term positive effects of this mental workout.



"Through the eyes of a child you will see the world just as it ought to be"



"On the 130th anniversary of the founding of Banco Sabadell we wanted to pay homage to our city by means of the campaign "Som Sabadell" (We are Sabadell) . [This](#) is the flashmob that we arranged as a final culmination with the participation of 100 people from the Vallès Symphony Orchestra, the Lieder, Amics de l'Òpera and Coral Belles Arts choirs.



We have encouraged children's creativity: face-to-face assignments: the real and the creative house! Read the story in Reomanian [here](#).



Ciprian Porumbescu was a Romanian composer born on October 14, 1853, in Șipotale Sucevei, in Bukovina. He composed the [celebrated Ballad](#) for violin and orchestra, a beautiful concert embodying the serenity within the tumult of Romanian people's lives. Among his operetta and choral works are: Crai nou, Trei culori, Song for the 1st of May, Pe-al nostru steag e scris Unire, and Serenada.



CONTACT US

Send us an email at info@doremihope.org!

You can also find us on Facebook [here](#).

Email Form:

I am interested in donating:

- ☐ Yes
☐ No

Email
Message
Send

M1. Part 3: Group Constitution and Project Plan

Describe here how the group is going to work: who has what main and backup roles, how folks are going to communicate, expectations around communication, how docs and materials are going to be shared, how the deadlines will be managed, how you would keep a track of tasks and progress within your group etc. If you will be using any tools for scheduling, sharing documents, managing tasks, etc., make sure you describe them here. This is also a good time to identify challenges (like known unavailability for a few days by one your group members etc), and how you would manage these challenges. Keep updating this on a regular basis for your own benefit.

Also, if you are not tracking tasks (calendars, own shared to-do lists, bug trackers or gantt charts etc.) and progress somehow, you might want to use a basic task tracker given below as an example.

Note: Again, you want the right number of items for the job. The constitution should have enough info that your group knows how it's going to work. For tasks, make sure tasks are specific enough to know what you really need to do and can track progress, that you think about time needed to review and integrate materials, and that tasks are balanced across the team.

We decided that Julia will have the main roles of Project Manager and Design Lead, Blake will be the Point of Contact with the client, and John will be the main Rationale Writer. John and Blake will split the majority of the HTML/CSS/JQuery coding, and all three group members will work with PHP. Time permitting and if needed, Julia will take some of the roles of front-end coding.

Communication of materials will be done through Google Docs, and code-sharing will be done through Github. Main communication will happen through email; if emails are not answered, information will be sent out through Facebook and/or text. We will have weekly meetings on Wednesdays (adding meetings on Sundays if needed).

To manage deadlines, we have set up a Google Doc with tasks broken down by "fake" deadline and by primary person doing the task. Tasks will be crossed out ~~like so~~ on the Doc once completed. The Project Manager will send out email reminders of tasks to be done, and each group member is expected to update everyone else (either through email or through the posting of information on a Google Doc) of progress on their tasks.

Some tools used are/might be Photoshop and PowerPoint for making mockups and storyboards.

There are a few timing challenges, most of which are outlined on a Schedule Doc that was created for the group. There are two away band trips that Blake will be going on (October 24th-25th and November 14th-15th), and most weekends Julia and Blake will have to be at marching band home games. John may have a golf tournament (on November 1st-2nd). Julia will have miscellaneous events for her fraternity that she will have to attend; the dates are not finalized yet, so she will update the group once she knows when these events are. Everyone will have prelims. We will manage these challenges by setting "fake" due dates for parts of milestones, and by carefully creating a schedule well in advance so that everyone knows what they have to get done. Everyone is expected to get their tasks done in time, because most of them build off of each other.

Part 4: M1 and M2 Additional comments

If you feel like you haven't fully explained your design choices in the journey map for M1 and M2, 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 the requirements), you can use this space to justify your design choices or ask other questions about the project and process.