## INFO/CS 1300

## Final Project Design Journey Map

### Designing for a Hypothetical Audience

**Group Information**

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**Describe the Target Audience**

Ithaca grandparents who have their young grandkids (4-13) with them for the weekend. They are there for the good food and to entertain their grandkids with crafts, the carnival rides, playground, etc.

**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.)

Ithaca grandparents want to take their 10-year-old grandkids to AppleFest since they are visiting them for the weekend. Despite living in Ithaca, the grandparents haven’t been to Ithaca Commons during AppleFest, so they are unfamiliar with the area in terms of which restaurants are open, what deals are available during AppleFest at the local stores, etc. The Ithaca grandparents hope to entertain their grandkids with the craft fair, the carnival rides, and the great food.

**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) |
| * Restrooms * Wine, cheese, pastry tasting | * Large fonts * High-contrast color combination * Newspaper-like format | * Large fonts b/c can grandparents could have trouble seeing * Newspaper: familiar to grandparents |
| * Kid activities * Coupons/deals for the day * Craft show | * Calendar of events by day & hour * Newspaper-like format * Photo-slideshow for gallery to increase interaction with audience * Bubble format for menu? * Blog? * Animation on the map? | * Calendar b/c hard to understand list of events on current website * Use javascript to make a photo-slideshow or animation on the map to increase user interaction with the website |

**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.

The first device we intend to target is desktop/laptop. We thought the grandparents will need to look at the website at home before they go to the Apple Harvest Festival to plan for their trips. Our website is full of necessary information needed to plan for the visits.

The second device we intend to target is phone(320px - 480px). This is because we think phone is easy to carry and the grandparents may want to check out some information such as bus routes, map, must-see activities and schedule. A mobile version of the website on phone will be convenient during the visits. To make our websites still accessible for the seniors on smaller devices, we have adjusted the image size and font size to make it easy to read.

**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.*

To gather information about our website’s targeted audience, we first interviewed people around us. We first interviewed our own grandparents about what needs they would have on a website we are creating. As expected, the most requests/needs we heard from them were to make the font of the site large enough for them to read not only on desktop but also on mobile devices. We also interviewed our siblings and friends’ siblings who are at the age range we set for our audience(4-13). For the little kids, we showed them some websites with different styles and layout designs. It seems that websites with more graphics and fewer words are more attractive to them. For the teens, we found out that they prefer websites that involve interactions with the audience (eg. gif, flash, videos, music). They are also likely drawn to unique fonts and creative styling.

Furthermore, we also did in-depth research through internet. We found out some tips on how to make websites senior friendly on the National Institute of Aging: 1. Put key information first 2. Break information into short section 3.Use consistent navigation throughout the site 4. Make body text at least 16 pixels and make it easy for people to enlarge text 5. Use high-contrast color combinations. We even found a research paper titled “ Evaluation of Websites for Older Adults: How ‘Senior-Friendly’ Are They?” In this paper, the author includes an evaluation guideline, which also inspires our design choices.

In addition, we have also looked at some senior friendly and children friendly websites online and learned from their design choices. We found out most children friendly websites tend to use bright color schemes and lots of cartoon graphics. The web designers put small graphic icons beside the label or button text. On most of the home pages, there are only large font titles and eye-catching photos instead of any body text.The body text only appears when the user clicks into the subpages. The senior-friendly websites mostly use clean backgrounds and consistent navigation bar.

Based on the information we gathered through the methods we described above, we summarized some design choices we could apply to our website design. We will keep our navigation consistent throughout our the website to allow each page’s accessibility. We will also use large body text and more photos. We might consider including a photo slideshow to add some dynamics to the website and use a high-contrast color combination to enable readability and draw people’s attention.

Work Cited

Hart, Traci. "Evaluation of Websites for Older Adults: How “Senior-Friendly” Are They?" Software Usability Research Lab. N.p., 13 Jan. 2013. Web. 08 Dec. 2016.

"Making Your Website Senior Friendly." National Institutes of Health. U.S. Department of Health and Human Services, n.d. Web. 08 Dec. 2016.

**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