

Design Journey Map

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Section Number: Section 214

Target Audience

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

- 1) Ithaca Families - My target audience is going to be the Ithaca local families. These will be for people who have lived in the Ithaca area their entire lives and have been here for many generations. I will not be targeting college students from Ithaca College or Cornell University. This website is going to be for families with an age range between 25-60. I will be designing the website in a simplistic fashion, so it is easy to understand, especially for those people who are not tech savvy.
- 2) Ithaca Entertainers - This is for people who are looking to entertain others at the festival. The performers are both locals as well as from outside of the Ithaca area. These individuals have a unique set of skills and are enthusiastic about sharing it with everyone.

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.

Ithaca Family Member - For example, I will be catering it to a 45 year old soccer mom, who has to take care of three children (Sally, Joe, and Sam) and a pet golden retriever while the husband is at work as an electrician. They do not have much disposable income and live a modest lifestyle. The mom, whose name is Mary, grew up in the Ithaca area and has never been to New York City before. She loves to cook, read, and hang out with friends. She is 5 ft., 5 inches with blue eyes and blonde hair. She dresses very modestly and has an extremely positive and outgoing personality. She loves taking her kids and husband out on the weekends to go hiking and apple picking.

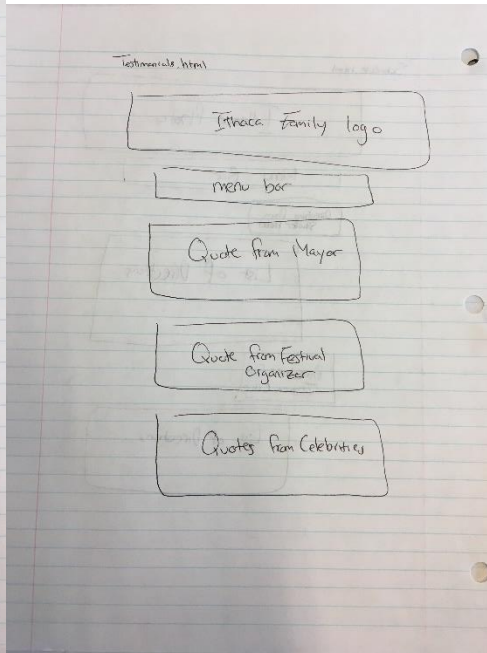
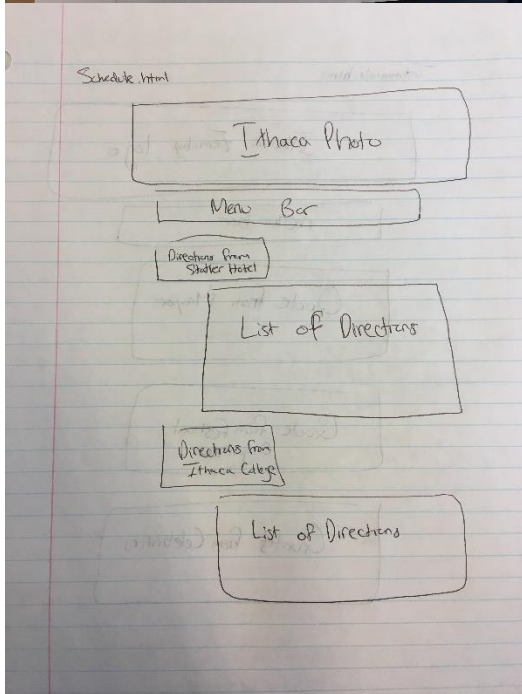
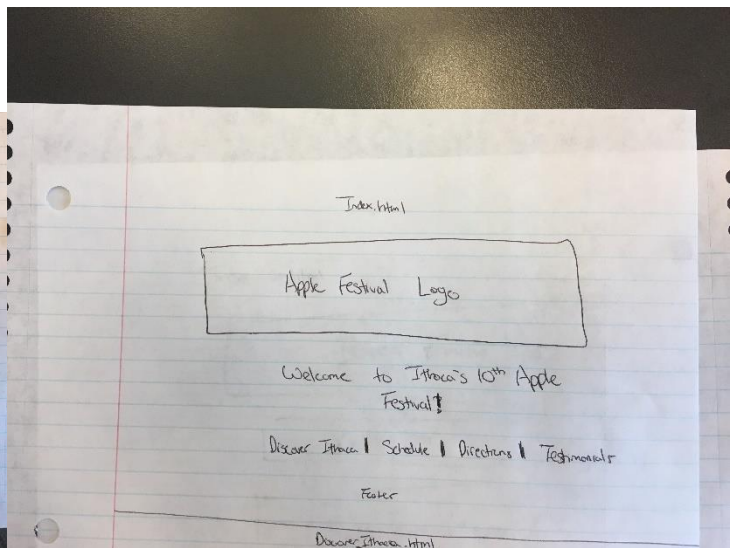
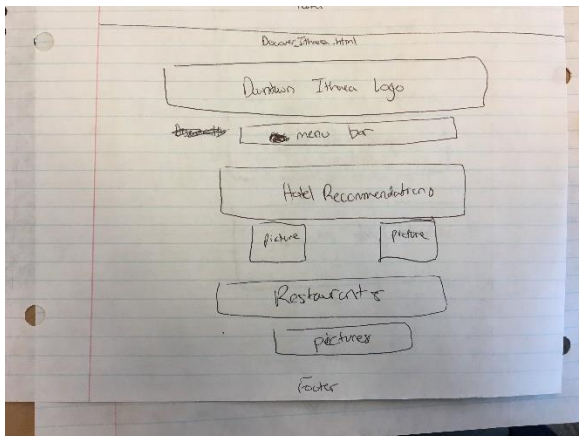
Ithaca Entertainer – James has been a magician most of his life. He recently dropped out of college and has been a street performer in the Ithaca Commons area for the last six months. He is looking to get more involved in the community and to share his talents with everyone.

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.
Map and directions for Ithaca families	On the directions page, I will be providing an image of the directions to the festival as well as directions from the Ithaca Downtown area, Ithaca College, and Cornell University	
Information on things to do for those Performers coming from out of state	On the Discovering Ithaca page, I will be providing a list of housing recommendations and places to eat for the visitors coming from out of state	
Schedule Tab	I will provide a detailed list of the schedule at the festival once all the performers signed up	
Application Tab	There will be a tab for those performers who want to be a part of the festivities.	
Testimonials	I will be including a section on testimonials, further proving that this experience is in fact an enjoyable one for the entire family	

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 is a man who sells sports memorabilia at events like Apple Fest. His name is Justin Grand and he owns his own sports memorabilia shop in downtown Ithaca. He recently moved from New York City, where he served as equipment manager for the New York Yankees. He was originally from the Ithaca area and wanted to start his own business and eventually move back to his hometown. He has a family of four.

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

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?

- Yes

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 are trying to figure out the best way to get to the festival	Navigated to the directions section to figure out all the directions from the Statler Hotel at Cornell University	No issues	Need to format the directions better so it is easier for the user	Will include in the final project	
(Task 2) Trying to figure out when the festival is being held and what the festival is	Read information on the about page to find out more about the festival	No information was present at the time so user was frustrated	Need an in depth description of the festival	Will include in the final project	
(Task 3) You are trying to figure out a place to eat for dinner	Navigated to the restaurant recommendation section and examined which hotel made sense for him	Would have liked to see the links to the restaurant websites	Going to include link to the restaurant options	Will include in the final project	
(Task 4) You want to know what other people have said about the festival	Read the testimonial section to get a sense of what the festival was all about	Happy to hear about the positive reviews about the festival and wants to go now	Going to include more reflections	Will include in the final project	
(Task 5) You want to contact the festival organizers	Was unable to find more information regarding the schedule of the festival	Wanted to learn more about the festival and became disinterested when the information wasn't readily available	I need to create a contact link	Will include in the final project	

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.?

User 2 is a local Ithaca high school teacher, who teaches 10th grade mathematics. She is married and has a child. She enjoys outdoor activities and spending time with her daughter, Jessica.

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

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?

- Yes

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 are trying to figure out the best way to get to the festival	Navigated to the directions section to figure out all the directions from the Statler Hotel at Cornell University	Found the readability of the directions to be confusing and not very specific	Need to format the directions better so it is easier for the user	Will include in the final project	
(Task 2) Trying to figure out when the festival is being held and what the festival is	Read information on the about page to find out more about the festival	No information was present at the time so user was frustrated	Need an in depth description of the festival	Will include in the final project	
(Task 3) You are trying to figure out a place to eat for dinner	Navigated to the restaurant recommendation section and examined which hotel made sense for him	No issues	Going to include link to the restaurant options	Will include in the final project	
(Task 4) You want to know what other people have said about the festival	Read the testimonial section to get a sense of what the festival was all about	No issues	Going to include more reflections	Will include in the final project	
(Task 5) You want to contact the festival organizers	Was unable to find more information regarding the schedule of the festival	Wanted to learn more about the festival and became disinterested when the information wasn't readily available	I need to create a contact link	Will include in the final project	

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 are Ithaca local families with children and college students who have parents visiting them for the weekend (and want to explore Ithaca events).

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

- A) Family-oriented – individuals who value the importance of family. For example, a specific person could be a mother who wants her children to have a wonderful time at the festival.
- B) Active Lifestyles – people who enjoy being outdoors and doing things over the weekends.
- C) Positive and Energetic – fostering a positive atmosphere for everyone participating in the events at the Apple Harvest Festival. This mentality creates a fun and safe environment for everyone involved.

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 attends a church that I go to on Sundays. She is a Ithaca College professor who has a family of four and has lived in the Ithaca area for a while now. She loves working as a psychology professor and maintains a healthy work-life balance. Overall, she is a very optimistic person and loves life.

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?

A) User 3 matches all of the desired qualities that I am looking for in a 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 are trying to figure out the best way to get to the festival	Navigated to the directions section to figure out all the directions from Ithaca College	No issues	The user was able to perform the task without any issues	No	
(Task 2) Trying to figure out when the festival is being held and what the festival is	Read information on the about page to find out more about the festival	No issues	The information was clear and easy to understand	No	
(Task 3) You are trying to figure out a place to eat for dinner	Navigated to the restaurant recommendation section and examined which hotel made sense for her	Picked a restaurant from the selection of recommendations. However, she would have liked to pick from more options	Going to add more restaurant options	Included more restaurant options	
(Task 4) You want to know what other people have said about the festival	Read the testimonial section to get a sense of what the festival was all about	Happy to hear about the positive reviews about the festival and wants to go now	The quotes were clear	No	
(Task 5) You want to figure out hotel recommendations for relatives coming to town	Was able to find hotel recommendations	Picked a hotel from the selection of recommendations. However, she would have liked to pick from more options	Going to add more hotel options	Included more hotel options	

User Test 3 Summary

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

Other than embedding links to the pictures of the hotel/restaurants, the user was very satisfied with finding the information necessary to complete each task.

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

I added more hotels/restaurants to allow the user to pick from a larger selection of options.

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 a Cornell University Senior who has his parents visiting over the weekend. He hasn't had the opportunity to spend much time with them and would like to make their weekend together special. User 4 is a family oriented person and is grounded/down to earth. He studies applied mathematics and art history in the Arts and Science school.

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?

A) User 3 matches all of the desired qualities that I am looking for in a 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 are trying to figure out the best way to get to the festival	Navigated to the directions section to figure out all the directions from Cornell University	The user would have liked more specific directions	The user could perform the task with minimal issues	I included more directions to make it clearer for the user	
(Task 2) Trying to figure out when the festival is being held and what the festival is	Read information on the about page to find out more about the festival	No issues	The information was clear and easy to understand	No	
(Task 3) You are trying to figure out a place to eat for dinner	Navigated to the restaurant recommendation section and examined which hotel made sense for his parents to stay at	No issues	The restaurant recommendations were clear	No	
(Task 4) You want to know what other people have said about the festival	Read the testimonial section to get a sense of what the festival was all about	Happy to hear about the positive reviews about the festival and wants to go now	The quotes were clear	No	
(Task 5) You want to figure out hotel recommendations for relatives coming to town	Was able to find hotel recommendations for parents	No issues	The hotel recommendations were clear	No	

User Test 4 Summary

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

The user was overall satisfied with the website. He just complained about the lack of specificity in the directions to the Apple Harvest Festival.

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

I changed the directions to make it easier for the user to understand.

Pick one webpage that you are most proud of and paste its screenshot here



Additional Design Justifications

If you feel like you haven't fully explained your design choices in the journey map part 3, 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 3. 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 3.*