

# INFO/CS 1300

## Final Project Design Journey Map

### Designing for an External Client

#### Group Information

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section #215

**Initial website is on Mireille's server**

#### Describe the Client

Include the URL for any current site used the client. You do not need to include sites that the client does not control, e.g., Yelp.

Describe Client:

The client is the Sense of Purpose and Identity Processes lab at Cornell University. The client needs a website to display the purpose of the lab, members of the lab, and publications of those members. The site is meant to be informational, but also to provide means for interested students, professors, and researchers to get in contact with lab members.

As such, the client needs pictures and descriptions of each lab member, a brief description of the lab's purpose and intent, citations to the works they've produced, a page describing current studies being run in the lab, and a 'contact us' page. It needs to be accessible for those who aren't technologically inclined, because many interested parties will be older members of academia who haven't adapted to the electronic world.

Current Site: <http://blogs.cornell.edu/burrowlab/>

#### Describe the Target audience

Remember, this is the *audience*, not the client.

1. People interested in professor's research
2. Students that currently work in the lab
3. Undergrads interested in working in the lab
4. Grad students who want to work in the lab

#### 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.)

1 - Austin Maalk is a Psychology Professor at Johns Hopkins University. He has heard a lot about the work being done in the Purpose and Identity Processes Laboratory and would like to learn more about it. He also wants to know how to contact the people working at the laboratory, and wants to leave a

comment on the website so that people interested in the lab know what advice he has to give. He also wants to know more about what the professor working at the lab has published, and findings he has made so that he may verify them and teach his own students about them.

2 - Chet Manley is a junior majoring in Development Sociology. He joined the lab this semester, and wants to know more about projects being done in his lab. He's technologically proficient, and frequently uses his smartphone to browse the web and find information on the fly. He plays guitar and reads a lot in his spare time. He's from Tampa, Florida, and has a younger sister, who is currently attending the University of Florida.

3 - John is a sophomore majoring in Human Development but is thinking about switching to Psychology. He doesn't have very much direction in terms of academic and career goals and wants to explore various options. He wants to gain exposure to research to evaluate if pursuing a masters or PhD in psychology would be something he is interested in. He likes reading books and playing Super Smash Bros in his spare time. He can generally do things for a very long time and is good at not losing focus. His family lives in Seattle, Washington and he is the oldest of three children (1 younger brother, 1 younger sister).

4 - Tyrion Lannister is a second-year Psychology Ph.D. student concentrating in social and personality psychology. As an undergrad, he conducted research in Stanford's Mind, Culture, & Society Laboratory, which gave him valuable experience in research. He is extremely interested in how adolescents develop a sense of self and how it is influenced by race and culture. He wants to conduct research more closely aligned with these interests. Tyrion loves to read -- anything from George R.R. Martin's "A Song of Ice and Fire" series to recently-published psychology studies. He is on the Fencing Club at Cornell and enjoys attending Cornell ice hockey games (and throwing fish at Harvard). Originally from Edinburgh, Scotland, Tyrion has an older brother and sister.

### Audience Needs

In the table below, collect your target audience's needs and wants for the client's 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.

<b>Needs</b> (List your target audience's needs and wants one by one)	<b>Design choices</b> (Justify your design choices correspond to their needs)	<b>Memo</b> (Any additional comments you have to justify your design choices or things you want TAs to know)
(3 - interested undergrads) what research opportunities are available kind of work they will be doing who they will be working with who to contact wages/credit/hours information preferred skillsets past undergraduates' experiences	separate page dedicated to undergraduates photos revealing kind of work/students who have worked there before - same size photos with text adjacent rather than below	
2 (Students working in the lab) wants to be kept up to date on projects in the lab	page about progress in current studies	

<p>wants to be able to reference previous works done in the lab</p> <p>wants to find contact information for each lab member</p>	<p>page with citations for every paper that has come out of the lab</p> <p>the ‘about us’ page features pictures, bios, and--most importantly--contact information for every lab member.</p>	
<p>4 Tyrion (interested grads)</p> <p>wants to know about recent publications from the lab</p> <p>wants to know about open positions in the lab</p> <p>wants to know how to initiate his own research studies</p> <p>want to know about any upcoming events, such as presentations on research findings</p>	<p>page with list of recent publications and links to them (if possible)</p> <p>a section on a “people” page with any open positions or interest in additional help</p> <p>contact information of faculty in charge of lab, and possibly a form to fill out idea for research study (gets sent to faculty)</p> <p>calendar of upcoming events and presentations (including time, location, presenter)</p>	
<p>1 (People interested in professor’s research)</p> <p>How to contact the professor</p> <p>What the professor may have published</p>	<p>The contact information of everyone working at the laboratory</p> <p>Papers and findings that the professor has published</p>	

#### **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

Some Design Features:

Banner - We are using the Cornell logo as well as a picture of the school’s marching band. This makes it immediately apparent to website visitors that the site is associated with Cornell, which also makes it more professional.

Color scheme - We are using a red and white color scheme to match the logo and school colors. This further emphasizes that the site is associated with Cornell.

Restructuring content - We are working on modifying the layout of each page. For example, the original homepage simply consisted of several paragraphs of text (which people looking at site don't want to read). We are condensing the content, as well as dividing into sections with headers and smaller bodies of text to make the content more readable. The "people" page will be styled so that the information is easier to read (with text horizontally aligned to corresponding photos) so that the user can avoid having to constantly scroll down the page. Photos will also be identically sized for continuity throughout the page.

Font - Because the client is academic, we want the font to be relatively simply and professional. The background is white while the text is red/black to make the site clean and easy to read.

Images - We are also going to add more images to make the site more visual (images closely associated with identity).