

INFO/CS 1300

Final Project Design Journey Map

Designing for an External Client

Group Information

names: Luke Bullard, Mireille Ferry-Johnson, Ryan Torrie, Yerae Seo
netIDs: lab343, mmf233, rmt225, ys382
section #215

I believe we submitted correctly to the group folder (The_Coding_Coterie), but pfinalm4 is also on Mireille Ferry-Johnson's server.

Describe the Client

Briefly describe the client (1-2 sentences). This is primarily to remind the TAs who your client is. 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.

Describe the Target audience

Remember, this is the *audience*, not the client. Another 1-2 sentences.

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.

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)
(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 wants to be able to reference previous works done in the lab wants to find contact information for each lab member	page about progress in current studies page with citations for every paper that has come out of the lab the 'about us' page features pictures, bios, and--most importantly--contact information for every lab member.	

<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>	

Client Feedback

Describe how you will solicit feedback from the client about the site. Focus on the following:

- *Who do you plan to ask for feedback, and why?* For example, you might ask two contact people from a student organization for feedback. For a small business, you might ask the business owner. Explain why you chose who to work with for feedback.

- We will talk to one undergraduate member of the Purpose & Identity Lab, and one graduate member, who acts as a liaison to the head of the lab and is tasked with the upkeep of the site. These two people are ideal because one represents a user of the site who has a vested interest in the site’s quality, but is otherwise a typical user. The other--the graduate student--calls the shots and helps decide what content goes into the page.

- *What do you plan to ask?* Focus on the needs and design choices listed in the previous section. Ask the respondent(-s) to assess how well the site met the goals. Avoid question that can be answered with a simple *Yes* or *No*. You might ask the client, for example, to provide a list for each design need. The list might include what the client thought turned out well, and what needs more work. This is a suggestion, and you need to show that you attempted to come up with original questions.

- First, we’ll ask the client what she thinks of the site.
 - Did we include all the important information, or is there something missing?
 - Is there anything we included that you don’t think is important or want removed?

- Does the homepage have all the relevant information?
 - What do you think about the news pane on the homepage?
 - Is the site clear and easy to navigate?
 - We will ask the undergraduate to pretend to be a user looking for information on positions in the lab. The questions are outlined below:
 - Questions for persona #3 above; an undergraduate who is looking for a position in the lab
 - What page would you go to to find published results of studies done through this lab?
 - Where would you look to compare research interests of current students?
 - How could you get into contact with a lab member to gain more detailed information about the lab and the current projects available for undergraduates?
 - Is there any important information that is missing, particularly with regards to people in the lab or publications?
 - After those questions are answered, we'll do task-oriented questions, like: "Please find xxxx publication" or "Please find the bio for xxxx person." We will have the interviewee think out loud while accomplishing these tasks.
- *How do you plan to interpret the results?* Examples: you could compare how strongly the respondent(-s) expressed satisfaction or dissatisfaction with the results for each design need. You could also compare how many pluses or minuses the respondent(-s) expressed for each. These are suggestions, and you need to show that you attempted to come up with original plans for interpretation.
- We'll be working with qualitatively-oriented and expressive people, so using any numerical scale would be imprudent. As such, we'll ask them to rate (dis)satisfaction from very dissatisfied to very satisfied, and allow them to describe their feelings on that continuum.
 - For the task-oriented phase of client feedback, we'll interpret results based on the musings from interviewees while they complete tasks. Hearing what they struggle with (or what they like) will guide our future design choices.

The information you gain from this section will be included in the final Design Journey Map.

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).

News pane - We also added a news pane on the home page. This includes some recent news pertaining to the lab which may be of interest to people looking to find out more about the lab, as well as for undergraduates (for example) who work in the lab, because it is a quick way to find news.

Information - In the final submission, we hope to condense some of the information in the “People” page as it is difficult to read. Much of the information can be represented in bulleted form, which will make it easier for the reader to follow and extract the information.