

INFO/CS 1300

Final Project Design Journey Map

Designing for an External Client

Group Information

Section 123

- Iliana Paleva (ip97)
- Leopoldo Pena (lpd49)
- Jay Tappen (jft37)
- Joshua Briscoe (jyb7)

Preliminary pages are on Jay's server space and in the group folder ("Briscoe").

Describe the Client

Leigh Tappen (Jay's mom) and Cathy Jarhling are starting an art and pottery business and need a website. It will serve as the company's web presence, provide information about the business and its work including offers and events, and hopefully provide some way for customers to make contact, maybe in the form of adding themselves to an email list. There is no current website.

Describe the Target Audience

Primary

- Parents and other caregivers of children ages 0-14, possibly children themselves, looking for recreational and educational activities for children when school is not in session
- Homeschooling families and families with young children not yet in school any time of year

Additional

- Teenagers and adults ages 14-60+, looking for recreational and how to classes in a private or social setting
- Teachers looking for new ideas and referral activities for students and parents, possibly continuing education credit
- People with interests in home decorating and home organizing
- People with interests in developing parenting/teaching skills
- Audience may or may not have any background in arts/crafts

Personas

1. Katherine San Francisco is a perpetually overscheduled single mother who commutes twenty minutes into the city just to push pencils and hop from meeting to meeting. She is always asked to stay past 5 at work so her two daughters Louisiana and Dallas basically live at their grandparent's house. When the kids need something fun to do, Katherine will typically suggest (at the crying whim of her daughters) for her parents to bring them to PokADot to enjoy a delightful afternoon/early evening of arts, crafts, creativity and fun! Most of the time Katherine's parents will simply drop the kids off for a good time then go out and do their own thing. However, Louisiana and Dallas love the times when Gam Gam and Pee Paw stick around to do some painting. And who knows, every now and then Katherine might hurry out the office early and surprise her kids with her hidden

pottery skills! In order to make these typically last minute plans seamlessly, Katherine and her parents need a simple website with obviously clickable links and minimalist, non-distracting design in order for all of the information about PokADot which includes events and artwork, is relayed properly to the user.

2. Tiffany Lowenkirk is a frowning, angst driven thirteen-year old girl who lives with her parents on the shoreline of Carlisle, Massachusetts. Her clothes are as black as the cast-iron pan she uses to grill kale in every evening for herself since her parents are never home before eleven. She has a few friends at school, but never actively seeks interaction with them, for she enjoys sitting in the shadows performing rituals in the dark of the forest. However, she takes secret pleasure in strolling down to PokADot, purchasing a glob of clay, they just going to town forming it into an elaborate vase of sorts. Painting is the most relaxing moment of the craft for her and she just loves exploring the shadowy chasms of her mind to then personify these thoughts through physical artwork. She then brings her work back home and leaves it on the kitchen table as she always does, for it to then mysteriously transport to the shelf in her parent's bedroom. Tiffany would benefit from the website by learning about any changes in PokADot's daily hours, as well as receiving information on upcoming events and programs which will help her improve as an artist in general and a soon to be young prodigy of the craft.

Audience Needs

Needs <i>(List your target audience's needs and wants one by one)</i>	Design choices <i>(Justify your design choices correspond to their needs)</i>	Memo <i>(Any additional comments you have to justify your design choices or things you want TAs to know)</i>
Browse and get information from home and on the go	Responsive design to be compatible with desktop, mobile, and tablet	From home if planning ahead. On the go if the parents have a change of plans, maybe it started raining
Streamlined scheduling and reservations	Online scheduling capabilities.	Will often want everything planned out ahead of time or have things happen last minute.
Connect on social media	Use traditional icons to indicate ability to "follow," "like," etc.	So that they can stay up to date on events and see fun creative ideas shared online
Ease of use	Simple theme, organization, and language	Audience may not be tech savvy. May also not speak English as a first language