## INFO/CS 1300

## Final Project Design Journey Map

### Designing for an External Client

**Group Information**

names

netIDs

section #

**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 the Target audience**

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

**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.)

**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) |
|  |  |  |
|  |  |  |

**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