## INFO/CS 1300

## Final Project Design Journey Map

### Designing for a Hypothetical Audience

**Group Information**

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section #: Carpenter Blue 9:05 (#213)

**Describe the Target Audience**

Cornell Students, mainly undergraduates (Freshmen ~ Seniors)

**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.)

* **College students who live in Ithaca, enjoy apples, love animals, are generous in buying apple-related goods. Targeting a group of typical students who are interested in fun games, outdoor pedestrian shopping mall, live performances in Ithaca Commons stages, local products, and fresh baked-goods.**

**Audience Needs**

In the table below, collect your target audience’s needs and wants for the 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) |
| **Prices for apple goods** | **A single page for the list of prices for different goods, perhaps, with images** | **Because typical college students have time constraints, economic limitations, we should provide a general price guideline for each product** |
| **Directions to Ithaca Commons**  **(TCAT Bus Routes, Taxi Information)** | **Provide map, fastest route to the Ithaca Commons (collect information from TCAT company)** | **Otherwise, people would have hard time going to the Apple Fest (directions should be provided to foster participation rates)** |

**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