## **INFO/CS 1300**

## **Final Project Design Journey Map**

### **Designing for a Hypothetical Audience**

**Group Information**

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section # 209

**Describe the Target Audience**

Cornell students, particularly those who are new to the festival.

**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.)

Tom is freshman at Cornell University. He likes spending time with his friends and wants to see more of Ithaca than just Cornell’s campus. He is from out of town, so is unfamiliar with the Apple Festival. He likes to cook and wants to see many new types of food. He likes to be able to shop around and compare prices before buying anything.

**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) |
| To learn about the history of the Festival | Include a page or section about the history | We will likely include this in a separate page on the site, linked in the nav bar. |
| To know how to get to the festival | Include bus information and map | We will likely include this in a separate page on the site, linked in the nav bar. |
| When the event is happening | Include a time schedule of the events | How to get to the commons from north/west campus, on the same page as the bus schedule |
| To know what foods to expect | Include pictures and descriptions of the options | This is important to students, so we will make it prominent on the page. |
| To know what other students think about the festival | Include testimonials from other Cornell students | Have short quotes from students in a column on the side |
|  |  |  |

**Target Devices**

Explain, in 1-2 paragraphs, what devices you intend to target (desktop, phone, etc.). Explain how this selection matches the needs of your audience.

We asked a variety of students, from freshman to graduate students, what type of devices they use to access the internet. The vast majority of them said they use their phones and laptop computers, but that they prefer using their phones. With that in mind, we have decided to design our website to target mobile and desktop users. We believe this will be beneficial to our target audience because these are the devices they tend to use the most often, so they are also likely to be the devices that they use to access our website.

**User Contacts (3-5 paragraphs)**

Describe how you gathered information about the specific audience you have chosen. For example, you might interview a small number of people (2-5) who are part of the audience, or who are similar to the audience. If that is not feasible, you could also find more detailed demographic and consumer information about the audience. For example, you might find consumer research on entertainment options popular with the audience you have in mind. Provide a brief summary of what you found.

Our target audience for this website is college students, specifically students at Cornell. We decided the best way to gather information about their needs was to ask them directly. We created a series of interview questions, designed to learn more about what people already knew about the Apple Harvest Festival and what they needed to learn more about. We talked with nine students, ranging in age from freshman to graduate students, so we could get a good idea of what different types of people need. We also spoke with students from different backgrounds, such as from different states and countries, because we believed they might have different experiences with the festival. From these interviews we learned some of the common problems people have with the festival, and we were able to come up with ways to solve them.

One of the main things we found from our interviews was that many students, especially freshman and people new to Cornell, didn’t go to the festival simply because they didn’t know enough information about it. To combat this, we plan to include basic information about the festival on the main page of our site, where it is easy to see. The students explained that what little information they did know about the festival mostly came from word of mouth or through their friends sharing the event page on Facebook. We agree that Facebook is a valuable resource in terms of spreading information about the festival, so we plan to link to the event page from our site. This also gives the added benefit of allowing people to share the event with their friends, so they know who else among their friends will be going.

Another issue we discovered through or issue is that of transportation. Many undergraduate students expressed concerns about how to get to the festival, since the Commons is far away from the areas of campus where many students live. To help with this problem, we plan to include a page on our site that has directions to the commons, including directions of how to get there using the TCAT bus system from both North and West campus. Many of the graduate students said they plan to drive to the festival, but expressed concerns about parking in downtown Ithaca. To help them, we plan to include a map that shows available parking garages in the vicinity of the Commons.

One question we asked all of our interviewees was what interested them most about the festival. The responses we received were nearly unanimous: food. From the apple donuts, to the apple wine, to plain fresh apples, it seemed everyone was interested in seeing the food available to them at the festival. We know that the wonderful nature of the food is hard to describe through text, so we plan to include many pictures that show the delicious options available. We will have some of them on the main page, to catch the attention of the page viewer’s attention. Since food was so important to so many people, we are also going to include a page that will detail the many categories and types of food for sale at the festival, so that people know what to expect.

Finally, many students interviewed said that they did not know what to expect from the festival other than food. They did not know that there would be live entertainment or booths selling artwork. Several of the students we spoke with said they would have prepared for the festival differently had they known these would be present. To combat this problem, we plan to include a page on our site that lists some of the other activities that will be going on at the fair, such as the schedule of live music and a list of other booths and games.

**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

**Sources**

Apple Harvest Festival Presented by Tompkins Trust. Retrieved November 25, 2016, from Ithaca Events,http://www.downtownithaca.com/ithaca-events/Apple%20Harvest%20Festival%20Presented%20by%20Tompkins%20Trust