## INFO/CS 1300

## Final Project Design Journey Map: Milestone 2

### Designing for a Hypothetical Audience

**Group Information**

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**section** # 201

**Describe the Target Audience**

The intended audience of this website is a young vegetarian Cornell undergraduate student who is looking to go to the Apple Harvest Festival. Our audience cares a lot about the environment and is looking for ways to be more eco-friendly. They want to know if there will be a way for them to get there via eco-friendly transportation options, purchase vegetarian/vegan dishes, and have a chance to meet other like-minded individuals in the greater Ithaca community.

**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.)

A 19 year old Cornell undergraduate student named Annie that

* Maintains a vegetarian lifestyle
  + Also prefers local and organic produce and products
* Is a part of the Cornell Farmer’s Club and other environmental organizations on campus
* Lives in Collegetown but does not own a car.
* Is frugal because she has to pay rent and student loans.

**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**  Need/Want to know how to get to the Apple Festival | **Design choices**  Image tiles hyperlinked with directions to Downtown Ithaca via TCAT, walking and Zimride. | **Memo**  We didn’t include directions for motor vehicles and parking information as it is not relevant for our persona. Also, since the persona cares about the environment, we only included public transportation information because it is an eco-friendly transportation option. |
| Need/Want to know if there will be vegetarian/vegan food options at the Apple Festival | Slideshow of vegetarian dishes with text underneath indicating price range and the restaurant name.  Map of Downtown Ithaca with restaurants offering vegetarian and vegan options. | Only provide vegetarian options because the persona is vegetarian. Include prices because the persona is frugal – we want to show that there are affordable food options at the festival. |
| Need/Want to know which local activist organizations will be present in Apple Festival | Chart of local activist organizations that will be present in the festival. Include names of the organizations, logos, descriptions on their mission, link to their website, etc. | Since the persona is highly involved in various activist organizations on campus, she may want to branch out and learn groups outside of campus and network with other groups. Put information on the chart so the persona can get all the basic information upfront. |

**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 want to make sure that our website will render nicely with devices that our persona regularly uses. For our persona, a young undergraduate student, the devices we intend to target are laptops and standard size smartphone devices. According the 2015 online student mobile device survey by Pearson, 86% of college students regularly use a smartphone and 89% of them regularly use laptops (Poll, 2015). Students who own smartphone devices are most likely to own the standard size smartphones (e.g. Apple iPhone 5, Apple iPhone 6, Samsung Galaxy S4, HTC One, or Nokia Lumia) as opposed to large size smartphones such as the Apple iPhone 6 Plus or Samsung Galaxy Note. This is why we want to target standard size smartphone devices. Despite the rise of smartphones, laptops are still the most commonly used mobile device for school work: “Nine in ten (87%) college students use a laptop, notebook or Chromebook computer every week in order to do their school work.” (Poll, 2015) Thus, we intend to target laptops (including notebooks and Chromebooks) as well.

The reason why we do not intent to target tablets is because studies have found that college students now prefer to use their smartphone devices over tablets. One study in Ball State University found that students prefer smartphones over tablets because tablets are expensive and smartphones have similar functionality and benefits of a tablet (Jackson, 2014). Since our persona is a frugal college student who cares about saving money and cutting costs, it would be reasonable for us to assume that the student will own a smartphone that provides similar benefits of a tablet and save money by not purchasing a tablet.

**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.

One of the ways in which our team gathered information about the specific audience/persona we have chosen is by conducting short interviews with peers. We are aiming for our website to address vegan/vegetarian Cornell undergraduate students who are conscious about organic and local products, supporting local businesses, and the environment. We chose to interview friends who we considered to be closest to our target audience. We interviewed a total of five people. Three of them were vegans who embodied all aspects of the audience we specified, and the other two were either just vegetarian or conscious about organic/local products and the environment.

First, we asked our interviewees if they had been to the Apple Harvest Festival before. All of them said that they had. Then we asked them simple questions on what they did or didn’t like from their previous experiences at the apple festival. The key information that we gathered from our interviews was that the vegans felt like there weren’t that many vegan options at apple fest (Kim, 2016; Rubin, 2016). Our interviewees told us that they had wished there was a list or map of the local stands/restaurants that offer vegan options during the festival. We further asked our interviewees to take a look at the current website and let us know what they think is missing. They expressed that they would want, again, more information on vegan options, and also more information on local businesses/groups that would be at the event.

In addition to asking our peers, we researched young Americans’ transportation trends to gather information on their transportation needs and wants. According to a U.S. Public Interest Research Groups report, many young Americans are choosing to replace driving with alternative transportation. A recent survey showed that 45 percent of young people (18-34 years old) said they have consciously made an effort to replace driving with alternate transportation options (Davis, Dutzik, and Baxandall, 2012). The study also showed that young people are purposely reducing their driving to decrease their environmental impact – 16% them said they strongly agreed with the statement “I want to protect the environment, so I drive less.” In summary, the report revealed that young Americans are more open to alternate transportation and want to be more sustainable by reducing their driving.

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