

## Harlem Sky

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*You should make a list of your audiences and provide a rationale for each of why you think this is an appropriate audience. You will also need to specify how you will have physical access to this population. Later, you'll be interviewing and user testing and you need to make sure you have enough users to complete your project.*

### Target Audiences:

#### People who work out and want to track their fitness/health

- People who work out may want to keep track of their fitness goals to note their progress
- They may want to track their fitness:
  - Workouts by day
  - Workouts by muscle group
- They may want to track their health:
  - Resting heart rate
  - Blood pressure
- They may want to track their goals:
  - Ex. running times, lifts, etc.
- People who work out and are into fitness can be found on-campus at gyms such as Noyes and Teagle.

#### People who want to track their sleep

- Many people would find it beneficial to record their sleep schedule and make sure they're reaching the amount of sleep on average that they hope.
  - Also beneficial to see how it affects health and daily moods
- The target audience is wide and many can easily be found on campus.

#### People who want to track what they eat

- This app could help users keep track of what they eat so that they do not fall into recency bias when it comes to designing a diet or perfecting a recipe.
- What you eat (nutrition, macros) by inputting the kind of meal eaten
- Keeping track of adjustments to recipes
- Nutrition majors and baking enthusiasts on campus

#### Student who wants to track their progress in class

- Students might want to keep track of how they are doing in their classes and understand what is causing them to do well or poorly in a class.
- They can look at their homework assignments:
  - If they turn it in on time
  - If they went to OH

- How long it took to complete
  - Their grade on it
- Attendance/classroom engagement:
  - How many classes they missed
  - How many times they participate in discussion
  - Focus time - if they are on their phones/social media during class
- Students are easily accessible on campus.

#### **People who want to track their spending**

- Many people find it easy to overspend, especially in college because of eating at restaurants, getting drinks, and online shopping
- For some students, college is also a time when they may see an influx in wealth from a summer job or internship, so this would help them save or spend this new source of income wisely
- Users could track their spending by category and have a centralized location for spending on different cards, cash, or from their investments
- Target audience is probably young people who are learning to save and spend
- People who want to see how much they spend on their daily commute to work. Miles, time, gas money, etc.

#### **People who want to track projects**

- Project teams could have a decent metric of group performance by keeping track of progress
- In work and academic setting
- Collaborative way to note who is responsible for what and who did each responsibility
- To-do lists that can be shared
- Project teams on campus would be an accessible target audience

#### **People who want to track travels**

- Tourists always want to keep track of their travels. This app would be a centralized hub that lets travelers use their phone capabilities to log more than ever before.
- Places you've been to
- Journal of pictures, notes, captions and location
- Map with pictures and notes that you took as markers
- Photos would take in information about the time of day and when they were taken
- Friends of our studying abroad would be an accessible target audience, as would students on campus who frequently travel

#### **People who want to track their habits**

- People who want to break their habits can get motivated by progress. This app would let users log their performance to motivate their progress
- Tracking day to day behavior with reminders to input habits
- Counters where users can click how many times something happened. For example, how many cigarettes a user smoked that day

- List of triggers that set off the habit on a given day
- Ability to input mood at time of day
- The target audience on campus could be students that are a part of Alcoholics Anonymous that would be willing to be interviewed.

- <https://health.cornell.edu/services/alcohol-other-drug-services>

#### **Alcoholics Anonymous (AA) meetings**

Anabel Taylor Hall hosts two **Alcoholics Anonymous** meetings each week in Room 314: on Tuesday from 12:15 – 1:00 pm, and on Thursday from 12:15 – 1:00 pm. These are "open" meetings, meaning that all are welcome, regardless of whether or not you drink, or think you have a problem. People interested in finding out what these meetings are like are welcome to come and observe.

- Visit [www.aa.org](http://www.aa.org) for more information about AA and what to expect from meetings.