## INFO/CS 1300

## Final Project Design Journey Map

### Designing for a Hypothetical Audience

**Group Information**

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section # 208

**Describe the Target Audience**

**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.)

Xiaoming is a software engineer from CA. He has never been to New York State before and of course never been to Ithaca. He is a forgetful person and often forget things that is not related to work. He plans to join the festival with his wife and daughter. They plan to take a plane to Ithaca. His family plan to stay a couple of days in Ithaca so They are not only interested in the apple festival but also Cornell University and the Finger lakes.

**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) |
| Geographic information | Show a map of Ithaca in the web site. If possible, include google map | They are not local people so they not only need the map around commons but also the entire city of Ithaca. |
| Weather information | Show the weather information of September and October in Ithaca. | They are not local people and the weather of Ithaca is quite different from other areas of the country. For example, they always need an umbrella. But in CA, for example, it seldom rains in late summer. |
| Public traffic information | Include information of public traffic in the web page, for instance, bus routes, renting cars, taxi phone number, etc.. |  |
| Visible website | Colorblindness usability |  |
| Desktop and mobile workable | Design the web page readable for screens of all size |  |
| Add event to calendar (optional) | Let the user add event to their google calendar (optional) |  |

**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