## INFO/CS 1300

## Final Project Design Journey Map

Milestone 4

### Designing for an External Client

**Group Information**

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Section # 211

Natasha Armbrust’s server space will house the sample pages.

**Describe the Client**

Briefly describe the client (1-2 sentences). This is primarily to remind the TAs who your client is.

Our client is Cornell BAJA Racing(<http://baja.mae.cornell.edu/>), an an engineering project team that designs, builds and races an off-road vehicle to compete in the SAE Collegiate Baja Design Series. The team’s need for a website stems from its need for sponsors and support in order to cut costs on the competition, build a better vehicle, and attract talent for the team.

**Describe the Target audience**

Remember, this is the *audience*, not the client. Another 1-2 sentences.

The BAJA Racing team’s target audience is mainly compromised of potential and pre- existing sponsors and team members. Sponsors would be interested in the website to learn more about BAJA Racing’s competitive success as a metric for providing financial support, while prospective team recruits would be interested in the engineering/business experience that BAJA Racing can offer them (if selected).

**Audience Needs**

In the table below, collect your target audience’s needs and wants for the client’s 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) |
| Audience would like to see  how well Baja has done in the past (Past History Wins) | Update history page of the  website to be more user- friendly and add in the most recent wins | Consulted with client;  most recent wins are not up on pre-existing site |
| Sponsors need reasons for sponsoring BAJA and what levels of sponsorship are available  Potential team members and sponsor want to see who is currently on the team (Team organization)  Easy to find information on competitions (Competition organization)  Simple Interface while navigating site  Sponsors and Potential team members should be impressed by professionalism of site | Make sponsorship pamphlet easier to access and redesign sponsorship page  Names and photos are a bit off-centered/ will update or re- structure  Updated information/general restructuring  Will get rid of some mottos/ unnecessary embellishments, replace with more concise ones  Get rid of some of the scrolling and black background | Would like to focus on attracting potential sponsors versus providing information for current/previous sponsors  Consulted with client; would like this aspect of site updated  Consulted with client; this goal is aligned with one of its requests  Will increase professionalism of site and get rid of some of the cluttering.  Allows users easier access of important information and intuitive, friendly experience on the site |

**Client Feedback**

Describe how you will solicit feedback from the client about the site. Focus on the following:

* *Who do you plan to ask for feedback, and why*? For example, you might ask two contact people from a student organization for feedback. For a small business, you might ask the business owner. Explain why you chose who to work with for feedback.

Ideally, we would like to ask prospective sponsors on their feedback on the effectiveness of the redesign for attracting sponsorship; sponsors, along with prospective team members, are the site’s primary users. However, given the constraints of this project and the feasibility of arranging an evaluation session with a potential sponsor, it would be prudent to use a proxy for potential sponsors, such as two members of the BAJA Business sub-team for feedback. The Business sub-team is the client arm that is most familiar with best practices for attracting sponsors, so they should be used as participants in evaluating the usability of the site from a sponsor’s perspective. Using members of the client team as a proxy for the target audience is suitable in this case because the sub-team has enough experience in engaging sponsors, to the point where they can act as substitutes for sponsors in the primary user persona.

From a recruitment perspective, the site also needs to be tested by representatives of the types of students BAJA wants to select for membership. To test the usability of the site for BAJA team applicants, we will ask one freshman or sophomore studying an engineering discipline, and one freshman or sophomore studying a business discipline (e.g. AEM, Economics, Operations Research, etc). It is necessary to gather feedback from participants interested in engineering and those interested in business because the client has historically recruited underclassmen into either a design-build engineering or business development functional role within the organization. Looking at the current composition of BAJA Racing indicates that recruitment patterns are not likely to deviate in the near future from current practices, so asking two underclassmen participants with either an engineering or business interest for feedback is appropriate for evaluating user interaction from a recruitment perspective.

* *What do you plan to ask*? Focus on the needs and design choices listed in the previous section. Ask the respondent(-s) to assess how well the site met the goals. Avoid question that can be answered with a simple *Yes* or *No*. You might ask the client, for example, to provide a list for each design need. The list might include what the client thought turned out well, and what needs more work. This is a suggestion, and you need to show that you attempted to come up with original questions.

Since the BAJA redesign will be serving two different target audiences, potential/pre-existing sponsors and prospective team members, a different interview script needs to be used for representatives from each audience. For both participant groups, an ethnographic interview approach will be used to identify any audience needs that were not previously articulated to our group by the client.

***For potential/pre-existing sponsors,*** they may be asked the following questions:

1. What types of accomplishments are the most valuable to you in an engineering project team?
2. What type of sponsorship benefits do you need to see when evaluating an engineering project team for a potential sponsorship?
3. Can you show me how you would navigate the site to see if there is a list of sponsorship levels?
4. From the homepage, how would you navigate the site to find out more information on BAJA’s competitive record? Please feel free to voice your though aloud as you complete this task.
5. What difficulties did you experience in finding BAJA’s list of achievements? Can you show me where you encountered the difficulty? How did encountering the difficulty make you feel?
6. From the homepage, how would you navigate the site to find the contact information of a BAJA team member, or send a message regarding sponsorship? Please feel free to voice your though aloud as you complete this task.
7. Based on your search, is it more appealing to locate an email address and send an email, or send a message directly through the site? Why?
8. What difficulties did you experience in finding out how to contact BAJA regarding sponsorship? Can you show me where you encountered the difficulty? How did encountering the difficulty make you feel?
9. What was your favorite page to interact with? What appealed to you on that page?
10. What was you least favorite page to interact with? What did not appeal to you in that page?
11. What task do you see yourself performing the most?
12. During the completion of each task, what were your thoughts about returning to a page you previously visited? How would you have done that? And what challenges did you experience in returning to the homepage or a page you previously visited?
13. Do you have any questions or concerns that I can address before we end the evaluation session?

***For prospective team members,*** they may be asked the following questions (slightly different from potential sponsors):

1. What type of experience are you looking to gain from joining an student-run engineering project team like BAJA?
2. From the homepage, how would you navigate the site to find out more information on BAJA’s competition history? Please feel free to voice your thoughts aloud as you complete this task.
3. What difficulties did you experience in finding BAJA’s history? Can you show me where you encountered the difficulty? How did encountering the difficulty make you feel?
4. From the homepage, how would you navigate the site to find the contact information of a BAJA team member, or send a message regarding recruitment?
5. How would you navigate the site to determine what sub-teams are in BAJA racing? How do the sub-teams that you have identified align with your interest in joining a project team?
6. Based on your search, is it more appealing to locate an email address and send an email, or send a message directly through the site? Why?
7. What difficulties did you experience in finding out how to contact BAJA regarding applying for membership? Can you show me where you encountered the difficulty? How did encountering the difficulty make you feel?
8. What was your favorite page to interact with? What appealed to you on that page?
9. What was you least favorite page to interact with? What did not appeal to you in that page?
10. What task do you see yourself performing the most?
11. During the completion of each task, what were your thoughts about returning to a page you previously visited? How would you have done that? And what challenges did you experience in returning to the homepage or a page you previously visited?
12. Do you have any questions or concerns that I can address before we end the evaluation session?

* *How do you plan to interpret the results*? Examples: you could compare how strongly the respondent(-s) expressed satisfaction or dissatisfaction with the results for each design need. You could also compare how many pluses or minuses the respondent(-s) expressed for each. These are suggestions, and you need to show that you attempted to come up with original plans for interpretation.

Since we will be taking an ethnographic approach to collecting user feedback, the evaluation session for each participant will be conducted as an interview, where the participant will be observed interacting with our redesigned site. For each session, a notetaker will transcribe participant responses and also record physical behaviors, such as facial expressions and body language. This observational data will then be digitized, and key insights from the data will be identified based on relevance to the design needs identified in the table above, and put onto sticky notes in a group brainstorming session. Each insight will be assigned a score from -5 to 5 to determine participant satisfaction or dissatisfaction on how our group addressed a design need. In this scoring system, a -5 represents severe dissatisfaction and means that a design choice must be revised completely, a 0 represents indifference or lack of awareness of a design choice, and a 5 represents complete satisfaction with a design choice with no major revision necessary.

After all of the insights are identified and scored, they will be placed next to the relevant design need from the table. Once all of the notes have been put down, we will have a visualization, based on the the frequency and sign of the scores, of the design needs that have been addressed most effectively and least effectively. This will enable us to rank the design needs in order from most revisions (lowest scores) necessary to least revisions (highest scores) necessary. Creating a hierarchy of the design needs in this manner will also allow our group to evaluate which functions are most important to the target personas, and focus the next iteration on address the most important usability first.

The information you gain from this section will be included in the final Design Journey Map.

**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.

1. Sponsorship page will be redesigned (client really likes the way that Michigan does their sponsorship page: they give their biggest sponsors a bit of a highlight).
2. “Our Team” section will have less of the black background, and make the website need less scrolling to navigate to make the site look more professional and uncluttered. This will be achieved through a sub-navigation functionality at the top of the “About” page.
3. Some photos of team members/team leads are mismatched/off centered; these will be adjusted in the redesign.
4. The slogan “be part of a winning team” will be changed to “be part of our winning team”.
   1. Another motto/slogan content choice is the “Compete. Win. Repeat.” statement. It’s not really the team’s motto or anything. The motto just appeared with the current site’s design, so for this project we can either get rid of that or replace it with something more substantial/impactful.
5. The “History” section should be updated, and there would also ideally be more rich media for that section.