## **INFO/CS 1300**

## **Final Project Design Journey Map: Milestone 2**

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

**Group Information**

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*Please note the code affiliated with this design was uploaded by Frederick Kauber (fdk9).*

**Describe the Target Audience**

We define our target audience as college students of the Ithaca area. Ithaca is a big college town and 19.6% of the Ithaca population is aged 15-19 and 36% of the population is aged 20-24, meaning that we can attract the largest population to the festival by marketing to this group.

We know that college students enjoy low-cost social experiences, and the Apple Harvest Festival falls in that category.

*References:*

[1] Ithaca City, New York Statistics and Demographics (US Census 2000). *AreaConnect.* <http://ithaca.areaconnect.com/statistics.htm>

[2] Garrett, H. (2016, November 2). College students look for ways to save money. *The Northeastern.* Retrieved from <http://www.nsunews.com/Home/TabId/56/ArtMID/544/ArticleID/1190/College-students-look-for-ways-to-save-money.aspx>

**Persona**

Our ideal audience could be a college girl who enjoys spending time with her friends and is looking something to do during the day on the weekend. She enjoys cheaper food that is different than her dining hall options. She also enjoys social media such as snapchat and instagram, and enjoys going to new events and places that she can take pictures for these social media platforms.

Alternatively, a college guy who is looking for a fun, low-cost way to spend his weekend would also fit our ideal persona.

**Audience Needs**

|  |  |  |
| --- | --- | --- |
| **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) |
| Social Interaction | We plan to include a lot of pictures showing groups of people having fun to emphasize the social elements of the festival. |  |
| Social Media | We plan to include links to social media sites so that people can interact with the event before it happens. Additionally, we will include pictures of the food and events at the festival because our target audience responds well to images. |  |
| Transportation | A lot of college students may have reservations about traveling to the Commons, so we will include a list of transportation options from key targets like Cornell University and Ithaca College. We will also display places to park. We will include maps as it is relevant. |  |
| Music | College students love listening to music, which is a habit that companies like Spotify and Apple have driven. We plan to include a page devoted to showcasing the musicians playing at the festival. If the artists have social media, we will link to that as well. |  |
| Food | College students love having unique food experiences, particularly because they’re shareable. We will emphasize in our text that the food is all coming from farm to table, which will reflect the growing sentiment among college students to have food that is high quality and fresh. Additionally, we can talk about how there is no need for a middle man, which makes the food cheaper. |  |
| Easily accessible alcohol | For college students above the age of 21, we will emphasize the different wines being brought to the festival through vendor lists and photos of wines and hard ciders. |  |

**Target Devices**

According to a statistic shown in the Student Mobile Device Survey 2015, 86% of college students regularly use a smartphone. That statistic demonstrates smartphone usage among students is now close to laptop usage (89%). Among students who own smartphones, 89% of them own a standard smartphone 5.5 inches or smaller, and others own a large smartphone 5.5 inches or larger. Also, data from Specout by GRAPHIQ demonstrate that approximately 40% smartphones have screen size from 4.7 inch to 5.7 inch, including best sellers such as iphone 6S (4.7 inch) and Samsung Galaxy S7 (5.1 inch).

Our site will focus on laptops for students searching information about the festival at home, and smartphones used outdoors looking for transportation, parking, festival events, and more. Our research, as shown above, illustrates that smartphones and laptops are the devices primarily used among our target audience of college students. We intend to focus our design specifications on the specific dimensions mentioned above.

*References:*

[1] Harris, Roll. *Student Mobile Device Survey 2015*. National Report: College Students. June, 2015. Retrieved from:<http://www.pearsoned.com/wp-content/uploads/2015-Pearson-Student-Mobile-Device-Survey-College.pdf>

[2] Specout by GRAPHIQ. Retrieved from:<http://smartphones.specout.com/?launch_filters=%5B%7B%22field%22%3A%22screen_size%22%2C%22operator%22%3A%22BETWEEN%22%2C%22value%22%3A%5B4.7%2C5.2%5D%7D%5D>

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

Based on comments reviewing previous Ithaca Apple Harvest Festivals and other apple festivals on Facebook and Yelp, we selected reviewers who had similar ages as our target audience (college students) for our analysis. From their reviews, we were able to initially define what our audience is looking for. Combined with information from National Apple Harvest Festival, rated as one of the best US fall festivals, we learned what our users liked and disliked about apple festivals. Additionally, we interviewed our peers as they are part of the target audience. In doing this, we were able to determine what features to highlight on the website.

From gathering this data from Facebook and Yelp feedback, we were able to conclude that our target audience was college students aged 18-24. College students aged 18-24 makes up 36% of Ithaca’s population, so this makes sense why it is our primary target audience. From the feedback we received from Facebook and Yelp, we gathered that our target audience is interested in booth

music, so we are going to have a section of the website dedicated to the music played during the festival, with the time of each performer and a link to the performers’ work so people can listen ahead of time. People were also interested in the entrance fee. Most festivals or market fairs require a $5-$20 entrance fee. Since our audiences are college students with tighter budgets, they are looking for a free or low cost area to hang out. The Apple Harvest Festival does not require an entrance fee, so we will make that a key selling point feature on the website. Some reviewers complained about lack of public facilities, such as parking lots, restrooms, and other factors that pertain to the convenience of the festival. Marking parking spaces and restrooms on tour map are therefore necessary. We will be sure to give helpful links as to where people can find parking throughout Ithaca for the event, along with where they can find public restrooms. We will put a tour map of the Apple Harvest Festival on the website so that people can be familiar with the layout before they even arrive.

From interviewing our friends who have attended the Apple Harvest Festival, we were able to ask them what they liked and disliked about the festival. The feedback we received told us that college students were interested in and liked the other apple products beyond apples. People are often interested in apple products, such as apple dumplings and apple cider slushies. Not only were they attracted to apple products, but they enjoyed a wide variety of foods, such as cookies, chips, ice creams, and hot coffee. These will be good selections for those who don’t like apples but would like to attend the festival with friends. Now knowing this information, we will be sure to inform people of all of the different food products available at the festival, in addition to apples, on our site. The college students we interviewed were also interested in group based social events like an apple peeling contest, a pie eating contest, or cider tasting. We will be sure to include a page that allows people to see all the different group activities available for them to do at the festival, as college kids usually come to the festival in groups with friends, and like to do group activities together.

*References:*

[1] Yelp review on Tehachapi Apple Festival in Tehachapi, California. Retrieved from: <https://www.yelp.com/biz/tehachapi-apple-festival-tehachapi>

[2] Yelp review on Apple Harvest Festival in Southington, Connecticut. Retrieved from: <https://www.yelp.com/biz/apple-harvest-festival-southington>

[3] The National Apple Harvest Festival, South Mountain Fairgrounds, Arendtsville, PA. Retrieved from: <http://www.appleharvest.com/>

[4] Facebook review on LaFayette Apple Festival. Retrieved from: <https://www.facebook.com/LaFayetteAppleFestival/>

[5] Ithaca City, New York Statistics and Demographics (US Census 2000). *AreaConnect.* <http://ithaca.areaconnect.com/statistics.htm>

**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.