## INFO/CS 1300

## Final Project Design Journey Map: Milestone 2

### Designing for a Hypothetical Audience

**Group Information**

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section #

**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.)

**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) | |
| Performers need to know the age group/demographic of a typical audience at Apple Fest | Pictures showing crowds from past years will be an easy way to show the festival’s performers the age group, size of the audience, and other ineffable characteristics that may require changes to their performance |  | |
| Performers need to know where they will be playing/dancing etc. | A detailed map, not unlike the one on the Apple Fest page. The map will also show stages and the accessibility to power sources if needed |  | |
| Need a way to advertise themselves, reach out to fans, find other performers | Social media pages (e.g. Facebook and Twitter) can be accessed on their page with an easy way to follow. An additional media link to videos and/or songs for interested audience members |  | |
| Need a way for fans to buy merchandise and tickets to upcoming shows | A link to the artists page and a calendar on the artists’ page that shows upcoming performances and venues with links to ticket vendors like Stubhub and Ticketmaster |  | |
| Need a way to see when they’re performing | A list of times and locations can be provided with a way to automatically organize it by time and date when new performers are added to the set | When an artist signs up to play at a certain time, their entry will be added to a table at the bottom of the page with the schedule for the entire festival |
| Want a website that is more than just functional. The site needs to be attractive so that the artists’ feel they have an appealing site that can be appreciated by their fans | A modern/artsy look can be incorporated into the design of the page with extra photo editing and CSS styling |  |
| Need a list of contacts to plan the AV and logistics for their performance | A mock list of contacts can easily be inserted into the web page, including fake phone numbers and email addresses |  |

**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.*

The web page will be designed primarily for viewing on a desktop computer with attention directed towards mobile devices (5.5-6-inch screens). Performers could easily view the map of the Commons, important venues, set times, and other important information about the festival on a smaller screen. The ability to access our site from a mobile device is crucial for entertainers who are constantly traveling. In addition, performers most likely have lots of information stored on their phone and the ability to access our web site on a phone might increase the functionality of our site. Pictures of a typical audience they could expect, activities to do while not performing, and information about potential opportunities to perform around Ithaca outside of the festival would be better suited for a desktop view.

**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.*

The easiest way to collect information about our target audience was to interview local bands to see what they would expect from the website of the venue they were performing. The guitarist from the Ithaca band *Maple Hill* has provided some useful information about generally likes in ANY website. This might be helpful in getting in vague understanding of what a musician likes in terms of usability and design. For example, it’s easy to imagine that an artist might like a website that has lot of color and artsy design. Yet the band members in *Maple Hill* preferred a simple site without a lot of buttons and distractions that really gets in the way of the information that he needs. With this in mind, the need to appeal to the performers visual senses is less important than providing a clear, straightforward path to providing them with the useful information about the festival.

Some other information that we found from the band members was that they often don’t know when or where they’re going to perform until the day of the performance or the day before at best. This speaks to the need to make the site responsive and functional on smaller devices so that the schedule of the Apple Fest performers will be able to quickly view their times on a smartphone. Another issue that was raised was the fact that local bands like *Maple Hill* often perform at the same venue many times and that being able to make payments through the website or have a reliable of way to reach the organizers of the event would make it easier to come back to the same venue even if the organizers change. A payment system or a messaging service is not feasible given our technical abilities, however, maybe some contact information page can be provided to ease the communication between the organizers and the performers.

Online research of websites for larger music festivals like Coachella and Bonnaroo yield some insight into the typical design. Social media links are readily available, pictures from past years are displayed as hero images or even underneath the text. The most prominent information is the ticket prices followed by the lineup of performers. While ticket price and the artists’ lineup on these sites is geared towards the actual attendees of these festivals, our site will most likely need this information, with a greater emphasis on the logistics of the schedule of performers, including locations and exact times. All things considered, the appearance of our Apple Fest website will draw from the visual aesthetic of websites of bigger festivals while maintaining the functional requirements laid out by local bands like *Maple Hill.*

**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.