

Design Journey Map

Tim Kautsky, tbk29, section 205

Target Audience - In this part, write down who your target audience is below.

The Smith family is comprised of Astrid, a freelance journalist, her husband Jens, who is an actuary, and 2 kids under 14, Bengt and Björn, one of whom is physically disabled. They want to attend the Apple Festival and visit their cousin Felix, who is a Cornell student living near Ithaca Commons.

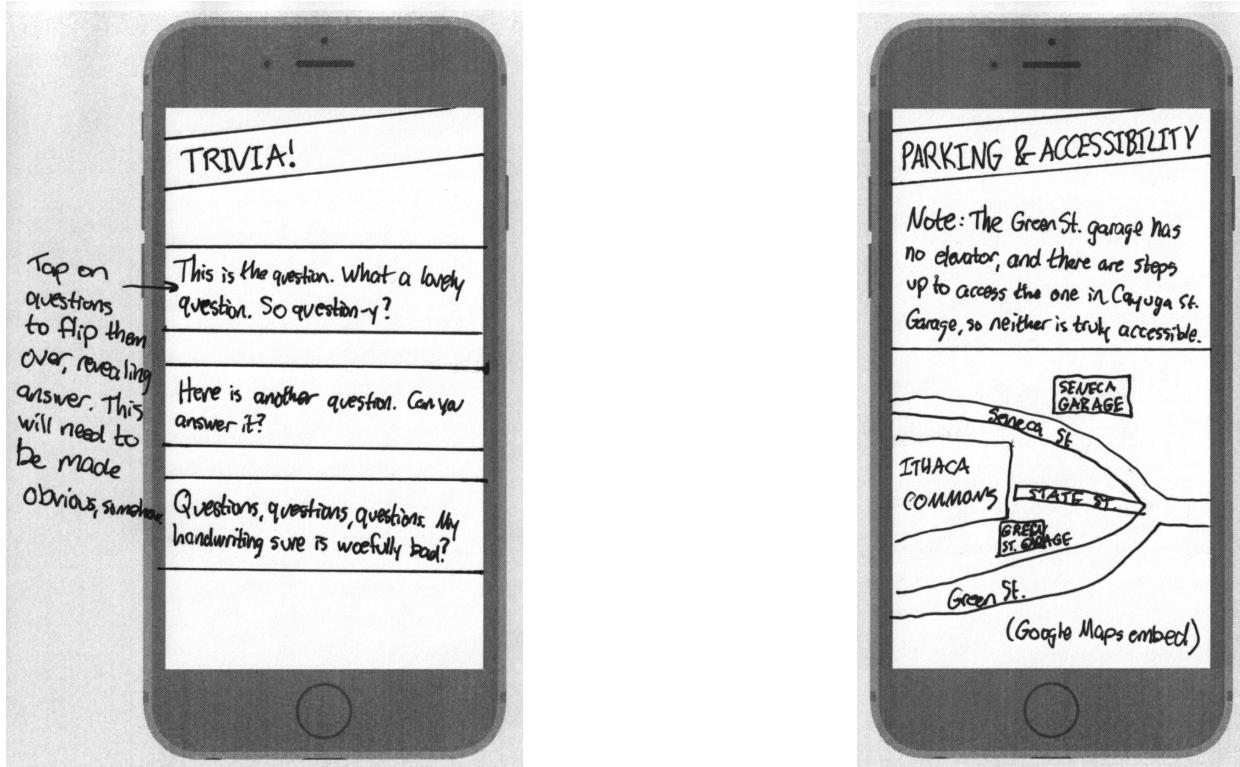
Persona - In this part, create a persona that can represent your target audience, and describe him or her in details below, e.g. demographics, appearance, characteristics, hobbies, etc.

- Astrid and Jens like wines, and they will be interested in bringing wine back with them
- Bengt and Björn need release for their pent-up stress and energy, as they will be traveling upwards of 4 hours by car to get to Ithaca
- Astrid is a food and events reviewer for local news publications, so she knows a lot about how local events are meant to be structured. She will be the user of the website, and will coordinate the visit for the rest of her family.
- Jens, an actuary for an insurance company, likes PC strategy games, and attends conventions
- Jens travels a lot for his job, so he is looking forward to spending the weekend with his family
- Bengt and Björn play sports and ride horses
- The parents grew up in the American Midwest, and speak English as their first language, so potential cultural and language unfamiliarity need not be considered/accounted for.
- *Note: this family persona is based on a family I have known for a while, and I have replaced their names with Nordic/Swedish ones. This is not meant to imply that they are Swedish - see above bullet point.*

Needs - list your target audience's needs and wants one by one.	Design choices - Justify your design choices to correspond to their needs.	Memo - Any additional comments you have to justify your design choices, or things you want TAs to know.
Kids are coming	“Family friendly” website appearance	“Family-friendly” is a very vague descriptor, but I should avoid any businesslike look & feel to the site.
Björn is physically disabled	Need information on accessibility and nearby parking/drop-off	
Must be dead easy to plan out events - Astrid has no time to do so at any point	Tick off the ones you’re interested in and see them appear in a schedule	How do I do this? Seems like it would require me to use an external library or some JS. May be too complicated for this project.
From out of town, the family has no familiarity with Ithaca area	Clear directions on how to get there & how to park	
The family will travel >4 hours to arrive in Ithaca	Include an Ithaca/apple trivia section of the site with questions for Jens to ask B&B during the car ride	I want to make the question divs flip over to reveal an answer. Is this feasible without using JS?



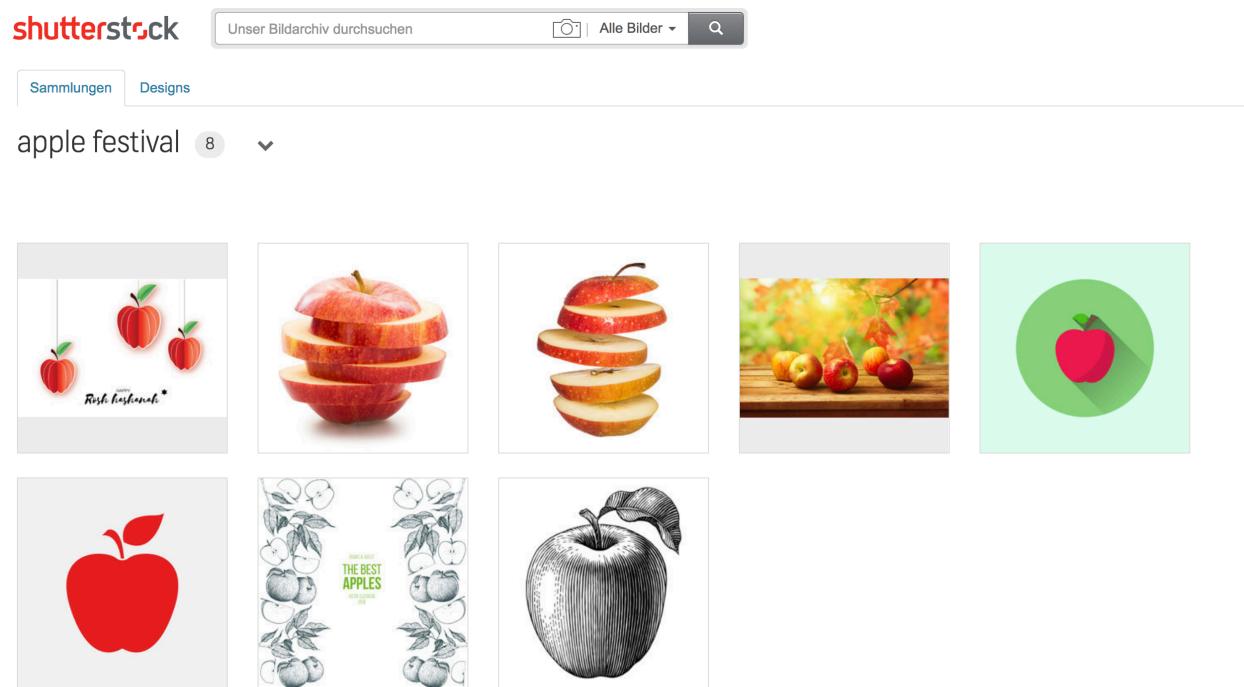
Screenshots



5 possible typefaces to use in the logotype (in order: Barracuda Script, Voyage, No. Seven, Journey, The Carpenter, all from Fenotype)



Possible graphics to use on site/logo, from Shutterstock



Possible graphics to use on site/logo, from iStock

apple festival

by Tim Kautsky, last edited 20 hours ago

Description

Created: 6 days ago

0 21 files

Delete this Board

The board contains 21 images related to apples, including:

- A watercolor illustration of an apple with the word "Apple" and "WATERCOLOR FRUITS".
- Slices of green and red apples.
- A red apple cut into a spiral.
- Three green apples in a row.
- A vertical stack of green apples.
- Four apples (green, yellow, orange, red) arranged side-by-side.
- A row of five apples (green, yellow, red).
- A basket filled with red apples outdoors.
- A small wooden bucket overflowing with red apples.
- Red apples scattered with leaves, one cut in half.
- A large collection of apples in wooden buckets on a table.
- A set of colorful apple icons (striped, wrapped, wrapped with a bow).
- A set of vintage-style apple stickers with labels like "CERTIFIED ORGANIC", "PREMIUM QUALITY", and "APPLES SINCE 1891".
- A large red and yellow apple.
- Slices of red apples.
- A basket full of red apples.
- A cluster of red apples on a dark wooden surface.
- A group of four red apples.

