**INFO/CS 1300**

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

**Designing for a Hypothetical Audience**

**Group Information**

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208

**Describe the Target Audience**

Cornell students. Age:18-24. All genders. College student. They like to follow the crowd. They like free things. They value experience over materials. Low budget.

**Persona**

Bill is a 19-year-old sophomore at Cornell student. He studies AEM. He likes to chill with friends, plays the guitar. His favorite food is funnel cakes. He doesn’t have a car so travels mainly via mass transit. He’s from Southern California. He’s a brunette, 6ft. He is in club soccer. He is always willing to go to events with friends as long as he thinks he is going to have fun.

He doesn’t have a lot of spending money due to out of state tuition.

**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) |
| Transportation. | Google maps link location/crop the provided map.  Basic instructions to get to event with TCAT link. |  |
| Easy access to map, schedule and performers.  Food at a reasonable cost  Likes simple, trendy websites. Loves photos.  Is very aware and likes to help out.  Likes to be present on social meida | Google maps link location/crop the provided map  Separate page for schedule and performers.  Provide sample menus from vendors.  Photo slider thing for posters.  Currently site text is boring, make is concise and clean.  More defined title for event  Sticky header  Footer is good  Fall colors! (Orange, red)  Volunteer link:  <https://docs.google.com/forms/d/1Z3cR3c2RNQGPaGyp61Q8ynbbjrIAQMxb9EjToIu-fUE/viewform?usp=send_form>  Social media links for the event added in footer | This portion is important in capturing the atmosphere of the event.  Seems like snapchat, facebook, and instagram are popular. So links to these should be on footer. |

**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.

We intend to target laptops and phones since Cornell students usually carry around laptops and phones. Having interviewed several Cornell students we have found that all the people we have interviewed use laptops and phones on a daily basis. Therefore, it is clear that we need to design websites for laptops and phones.

**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.

We decided to interview 5 people who are part of the audience (Cornell Students).

The content of the interview was as follows:

**1.     What device do you use?**

Andrew: macbook, iphone

Madison: hp laptop, iphone

Kemal: macbook, iphone

Ariel: iPhone, PC

Derek: Android, Thinkpad

**2.     Have you been to this event previously if so what was your favorite part? If so what would have made this event better? If not why?**

Andrew: Yes, favorite part was atmosphere. The event was small so if there was more variety in what you can do it would have been better.

Madison: Yes, favorite part was also atmosphere. If I could improve it more variety of things and also going with a bigger group.

Kemal: No. Didn’t have time to go.

Ariel: Yes, favorite part how pretty everything looks (pictures), and the food, enjoy as it is, improves every year, finishing the commons made it better

Derek: Yes went last year but was too busy, food was favorite,

**3.     Do you own a car?**

Andrew: Yes

Madison: Yes

Kemal: no

Ariel: No

Derek: No

**4.     How would you get to applefest?**

Andrew: drive

Madison: drive

Kemal: bus

Ariel: Freshman Sophomore year bus, Junior & Senior Year friend drove

Derek: Bus

**5.     What form of social media do you mainly use?**

Andrew: facebook, snapchat

Madison: snapchat, Instagram

Kemal: facebook

Ariel: Facebook

Derek: Facebook

We also did some research online:

Our target audience, 18-24 year old college students, have a number of audience identifiers. This group is characterized by having low income & low expenditure. However, many are willing to spend money on things that they identify AA as deals (2 for $20 etc.). In the past year, this group has increased their spending on unneeded items by 3%. In a recent survey on college students attendance at athletic events, 17% of respondents said that in-stadium atmosphere was their favorite part of the game day experience. Thus far our primary research indicates that students value the atmosphere at Apple Fest. Also in accordance in our findings, 28% of respondents said that food was the most enjoyable part of attendance. This survey also showed the power of social media. Following the team on Facebook resulted in students being 72% more likely to attend 3+ home games. This trend continued in lesser effect on other forms of social media (Twitter 61%, Snapchat 47%, and Instagram 48%). While Apple Fest is not an athletic event, this data reveals valuable information about the attendance patterns and motivations of college students.

"Spending Habits – The College Perspective." *Liquid Creative*. N.p., n.d. Web. 18 Nov. 2016.

Sports, Rachel Axon. "Study Offers Ideas on How to Get Students to Games and Keep Them There." *USA Today*. Gannett, 19 June 2015. Web. 18 Nov. 2016.

**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.