## INFO/CS 1300

## Final Project Design Journey Map

### Designing for a Hypothetical Audience

**Group Information**

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**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, plays the guitar. His favorite food is funnel cakes. He doesn’t have a car. He’s from Southern California. He’s a brunette, 6ft. He is in club soccer.

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.  Easy access to map, schedule and performers. | Trendy website. |  |
|  |  |  |

* Separate page for schedule
* Photo slider thing for posters
* Text is boring, make it concise and clean
* Sticky header
* More defined title for the event
* Google maps link location/crop the provided map
* Volunteer link: <https://docs.google.com/forms/d/1Z3cR3c2RNQGPaGyp61Q8ynbbjrIAQMxb9EjToIu-fUE/viewform?usp=send_form>
* Footer is good
* Fall colors! (Orange, red)

**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