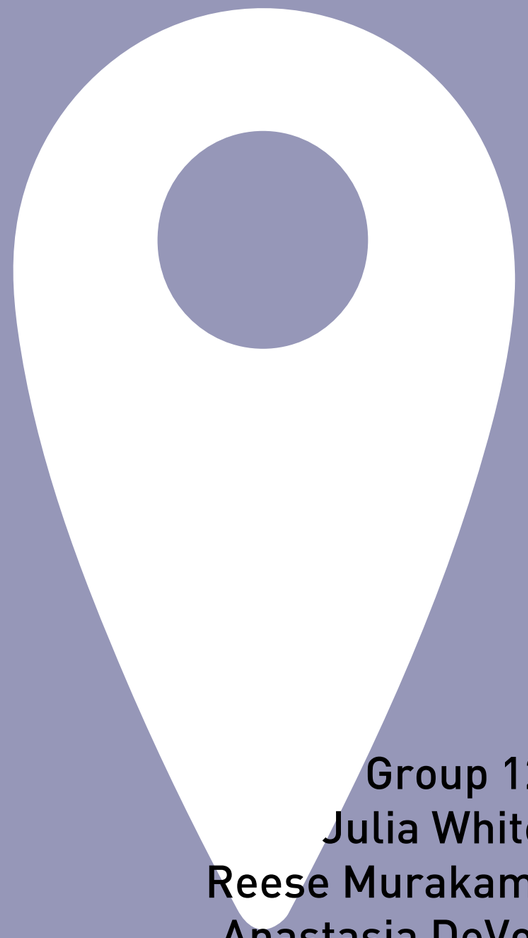
# VikingNav

## Conquer Campus.



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Design 390: Principles of Interaction Design

# Prompt:

WWU is a large state university with close to 50 departments and 100 buildings. Campus directories are few and far between and the university would like to assits its students, staff, faculty and visitors by installing **smart wayfinding systems**. You are asked to propose a new **interactive system that increases awareness of locations and important relevant information.**

# The Problem:

//Students and visitors dont always know their way around campus, especially inside buildings. So students get lost or dont know the best way to get to their classes, and visitors may be late for shows, meetings, or other appointments.

# User Research:

## Interviews:

//According to our usability testing, **current students might not download the app** because they would feel **they already know their way around campus.** However, **freshmen or transfer students would be more likely to download the app** and use it to **navigate to their new classes at the beginning of each quarter**. **Parents or other semi-often visitors** who are smartphone users would also probably **find the app useful.** The **most confusion about campus,** according to the students, comes from **finding rooms within buildings** and not necessarily finding the buildings themselves, because a lot of **Western's buildings are very confusing.** The **existing interactive map online is fine, but is not very accessible on-the-go with a phone.**

# Users:

## Primary:

//Students from frehsmen to seniors.
//Instructors including new, adjuct, tenured, etc.

## Secondary:

//Parents of students.
//Visiting lecturers and speakers.
//Any other visitor to campus who could benefit from help navigating campus.

# User and Experience Goals:

Clear
Simple
Easy
Beautiful
Logical
Fluid
Accessible
Usable
Interactive
Highly visual
Real-Time feedback
Responsive
Customizable

//Smartphone app navigation
//Western Washington University campus-specific navigation
//Intergration of canvas and class schedules
//Class notifications and reminders
//Real-time directions
//Visual indicators for on-campus activities (food, workspace, printing, etc.)
//Navigation cooperating with back facing camera for an innovative augmented reality based navigation system

# Personas:

## Luke Ostler

//Age: 19
//Freshman Student
//Studying: Business
//Income: $9,000 a year, plus support from parents and scholarships
//Luke is a dedicated student who would like to own a small business once he's out of college. He is eligible for a few scholarships and he is also working part time at a hardware store to help pay his way through college, but his parents are financially secure enough to be able to help pay for his education.
//Luke likes to stay busy, and he is often meeting with groups to work on projects, going to his professor's office hours, and hanging out with friends on campus. As a freshman, he doesn't know campus very well yet.

## Kelly Brennan

and her daughter Maribel Brennan (a freshman at the time of the photo)
//Ages - Kelly: 45 Maribel: 20
//Kelly is a Physical Therapist and her daughter Maribel in now going into her second year at Western as a Performing Arts major
//Incomes - Kelly: $75,000 a year Maribel: $5,000 a year from nannying and odd jobs
//Kelly is a single mother who works as a physical therapist in Everett. She is supportive of her daughter's pursuit of a Performing Arts major. Her daughter primarily plays the cello and has recitals certain times of the year.
//Kelly is fairly good with technology, as she works with medical software at her job. She takes every opportunity to visit her daughter at western, but because of her irregular visits she doesn't know campus very well. She uses the maps often when she is on campus.

# Scenarios:

## Luke Ostler:

//Luke hears about the free VikingNav app at freshman orientation. The day before the quarter starts, Luke downloads the app and logs in with his Universal username and password. The app automatically connects to Canvas and inputs his class schedule and locations. Luke types in the materials he'll need for each class on its check-list, adds his usual work hours at the hardware store to the schedule, and scans the recommend-ed route on the map page. The morning of, he gets to campus and with just a few taps, routes his way to his first class. Afterwards, he uses the app to scan around for the closest place to eat and near-est bathroom, and then uses the app to route be-tween his classes for the rest of the day.

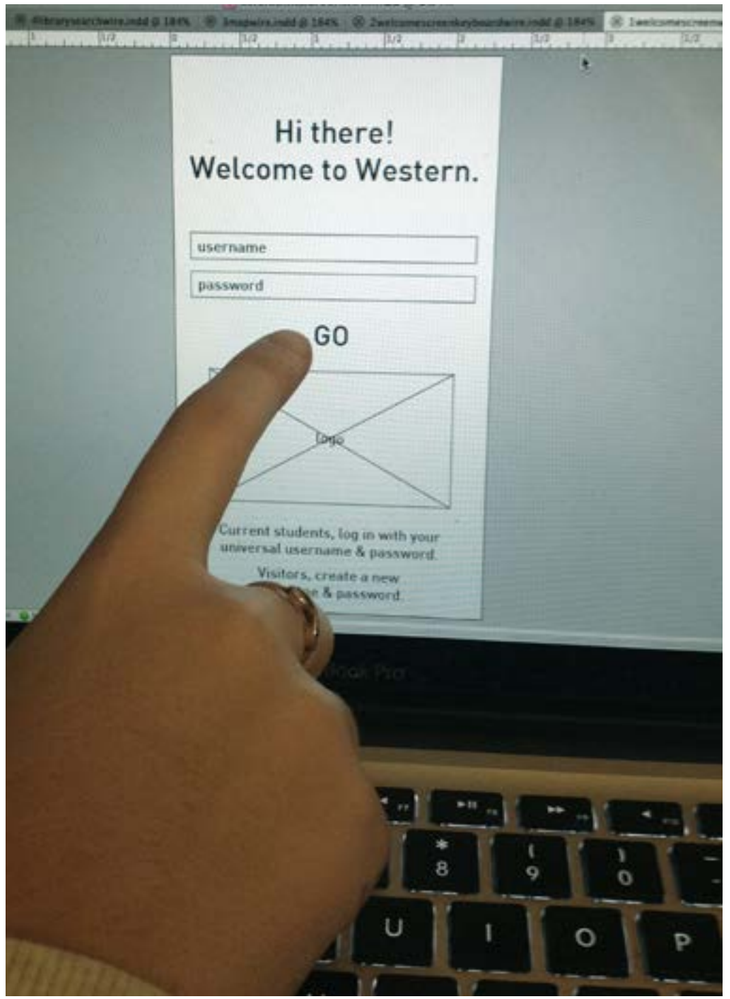
## Kelly Brennan:

// Kelly arrives at Western mid-afternoon on the day of Maribel's recital. She stops by the Campus Services building to pick up a map, notices a sign about the free VikingNav app, and downloads it. She creates a username and password to log in. She scans the map and, not sure she remembers where Maribel's dorm Nash is, uses the search bar to find it and route her way there to meet up with Maribel. They eat a late lunch together on campus before Maribel goes to the Performing Arts Center at her call time. Kelly decides to take a look at some of the art in the Western Gallery while she waits for the show, and uses the app to find her way there. Half an hour before the show starts, she uses the app to route her way to the Performing Arts Center to watch her daughter's performance.

# Usability Testing:

//We used **basic wireframes** to do usability testing on our concept. Overall, the **feedback was positive**; the **user flow of the app was pretty clear**. However, **event notifications** we designed to pop up during navigation **were too intrusive**, and the users wanted it to be **clearer where they were on the map**.

//For our final user flow and screens, we r**emoved the event pop ups**, though events could be incorporated into future versions of the app if it were to expand. We also made sure that the design of the map **made the user's current location clear**.



# The Solution to The Problem:

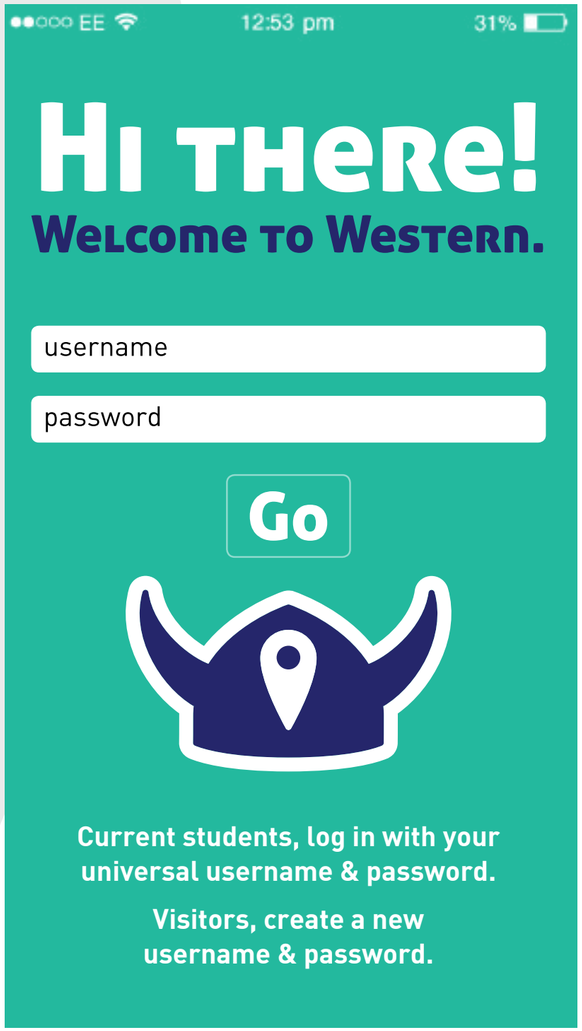
**For students and instructors:**

// VikingNav will integrate with Canvas and Web4u through your Universal ID. This makes it possible to show you your class schedule, a map of your class locations, the best routes to get from class to class, as well as alert you when your next class is coming up. It also allows you to set destinations outside of your class schedule and find utilities and resources like bathrooms, food vendors, computer labs, etc.

**For visitors:**

// Vikingnav will make it simple to search for and navigate to anywhere on campus, and help anyone that is not especailly familiar with campus get where they need to go, quickly and efficiently. As in student and instructor mode, you can also find utitlities and resources like bathrooms, food vendors, etc.

# Final Designs

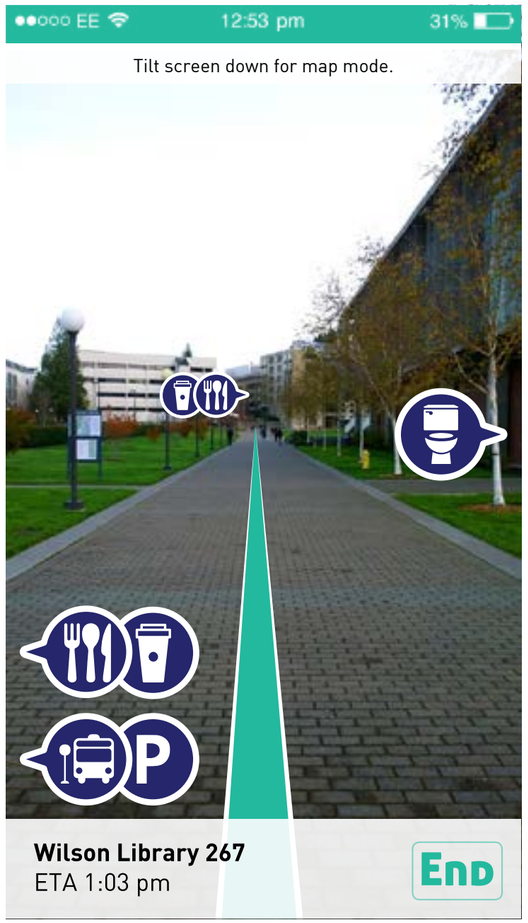

●●○○○ EE
12:53 pm
31%
Hi there!
Welcome to Western.
username
password
Go
Current students, log in with your universal username & password.
Visitors, create a new username & password.

●●○○○ EE
12:53 pm
31%
VikingNav
Wilson Library 267
Wilson Library 267
10 minutes away
Start Nav
PA
WL
OM
HU
FR
HH
CH
BH
MH
CV
AA
HI
SL
FI
RS
RA
RQ
RC
CB
ET
RD
BI
AH
RK
RB
PH
ES
RO
CF
AI
AW
N

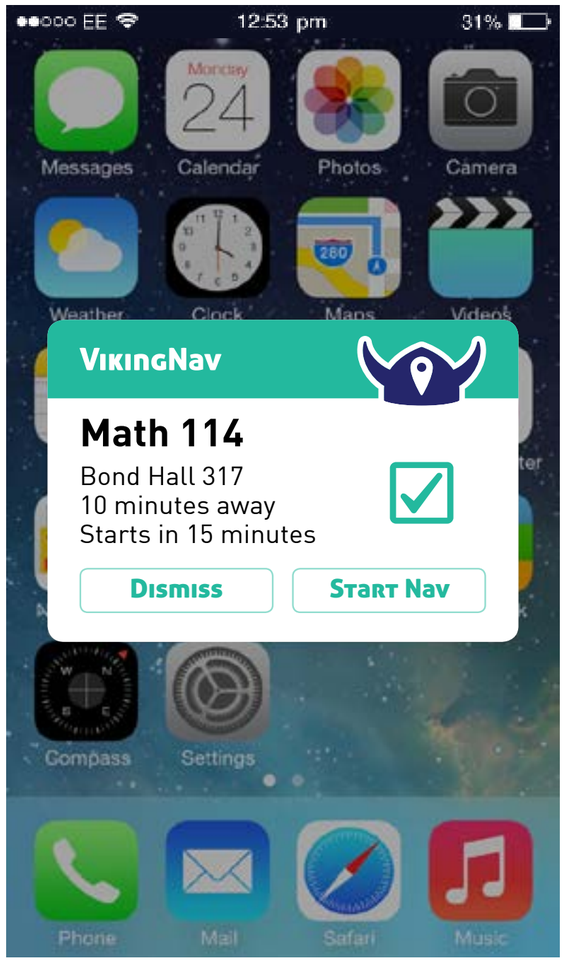
# Navigation:

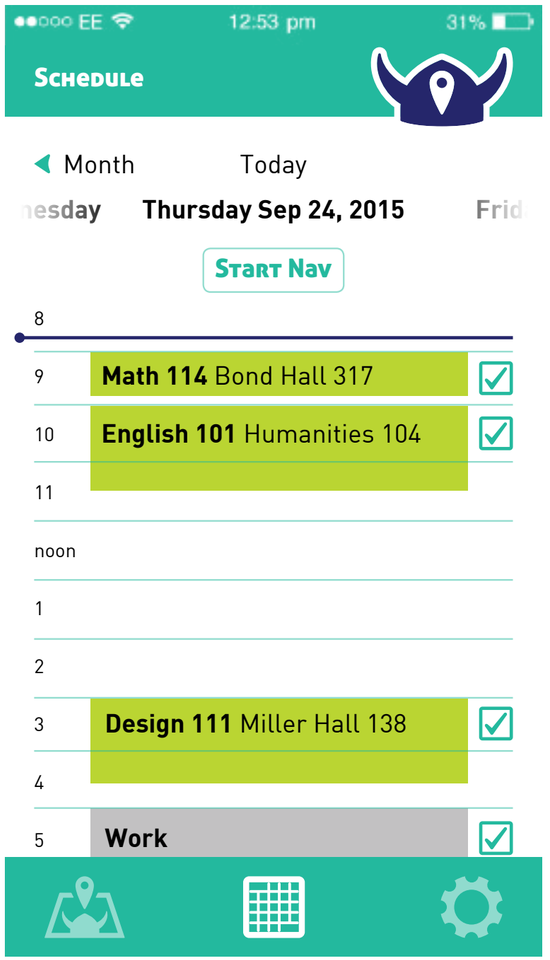
●●○○○ EE
12:53 pm
31%
Tilt screen down for map mode.
Family Skybridge
Wilson Library 267
ETA 1:03 pm
End

●●○○○ EE
12:53 pm
31%
Tilt screen up for nav mode.
EF
CB
BI
CF
AI
AW
Continue straight and make a slight left up the stairs.
P
Wilson Library 267
ETA 1:03 pm
End


●●○○○ EE
12:53 pm
31%
Tilt screen down for map mode.
P
Wilson Library 267
ETA 1:03 pm
End

# Scheduling:


EE 12:53 pm 31%
Messages
Calendar
Monday
24
Photos
Camera
Weather
Clock
Maps
Videos
VikingNav
Math 114
Bond Hall 317
10 minutes away
Starts in 15 minutes
Dismiss
Start Nav
Compass
Settings
Phone
Mail
Safari
Music


EE 12:53 pm 31%
Schedule
Month
Today
esday
Thursday Sep 24, 2015
Frid
Start Nav
8
9
Math 114 Bond Hall 317
10
English 101 Humanities 104
11
noon
1
2
3
Design 111 Miller Hall 138
4
5
Work

# Indentity:

VikingNav

**Aller Display**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

**Din Bold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

Din Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

VikingNav

# Coming Up:

**Future integration of:**

// Bus scheduling to and from Campus.
// Emergency notifiation system
// More precise class alerts, eg- “It will take ___ minutes to get to your next class from where you are now”
// Integration of events on campus.

# Thank You!