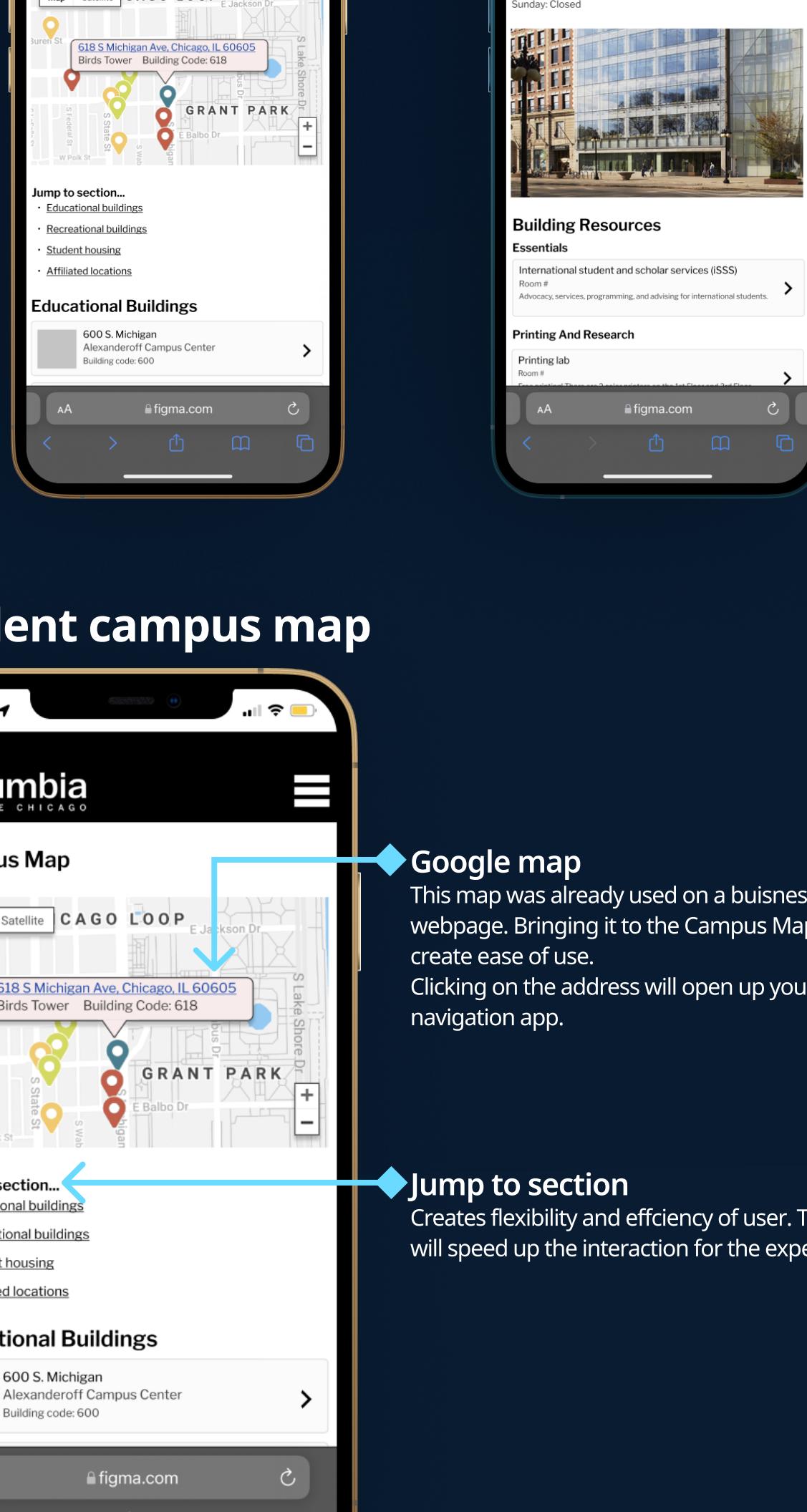
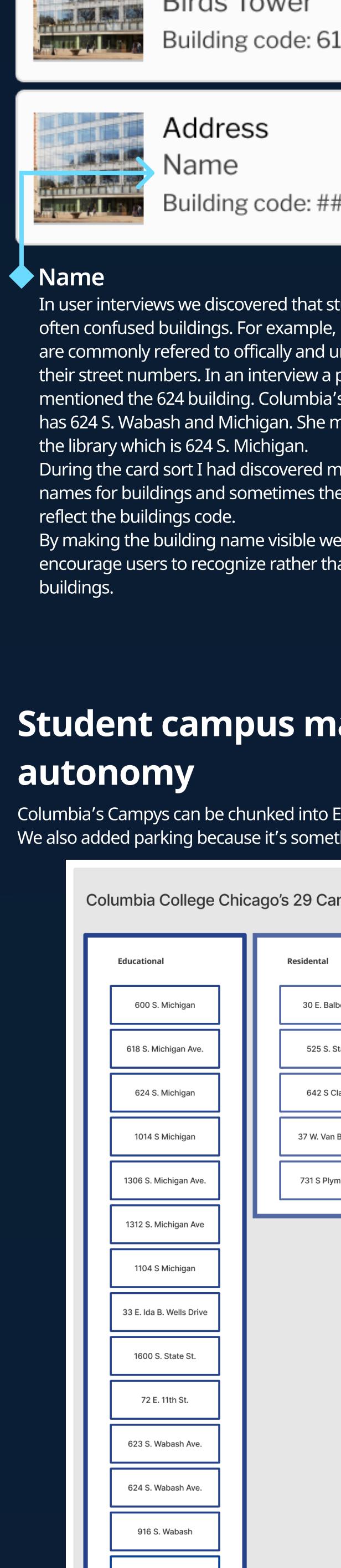


Prototype



Student campus map



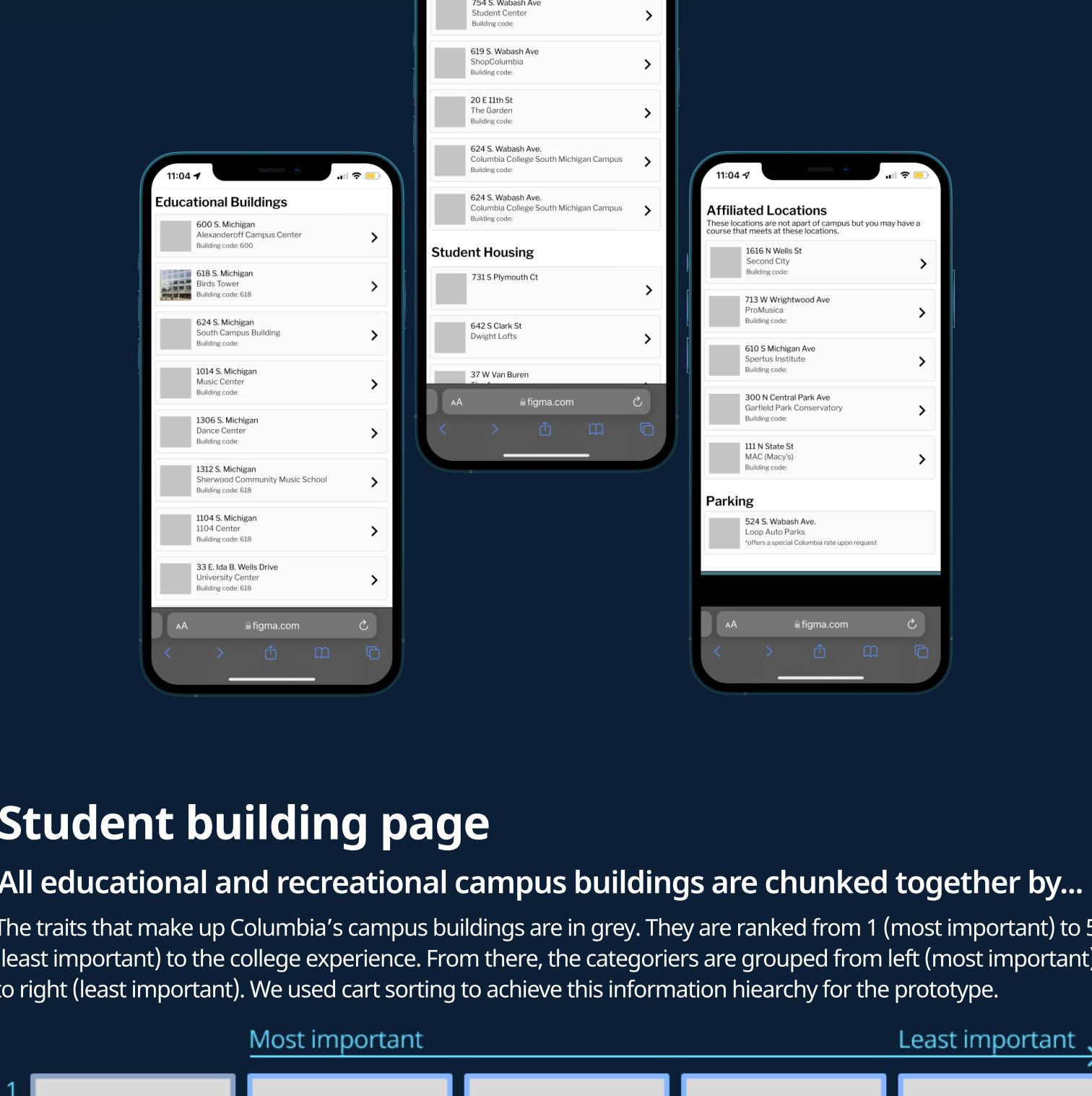
Google map

This map was already used on a business facing Columbia webpage. Bringing it to the Campus Map webpage will create ease of use. Clicking on the address will open up your system's default navigation app.

Jump to section

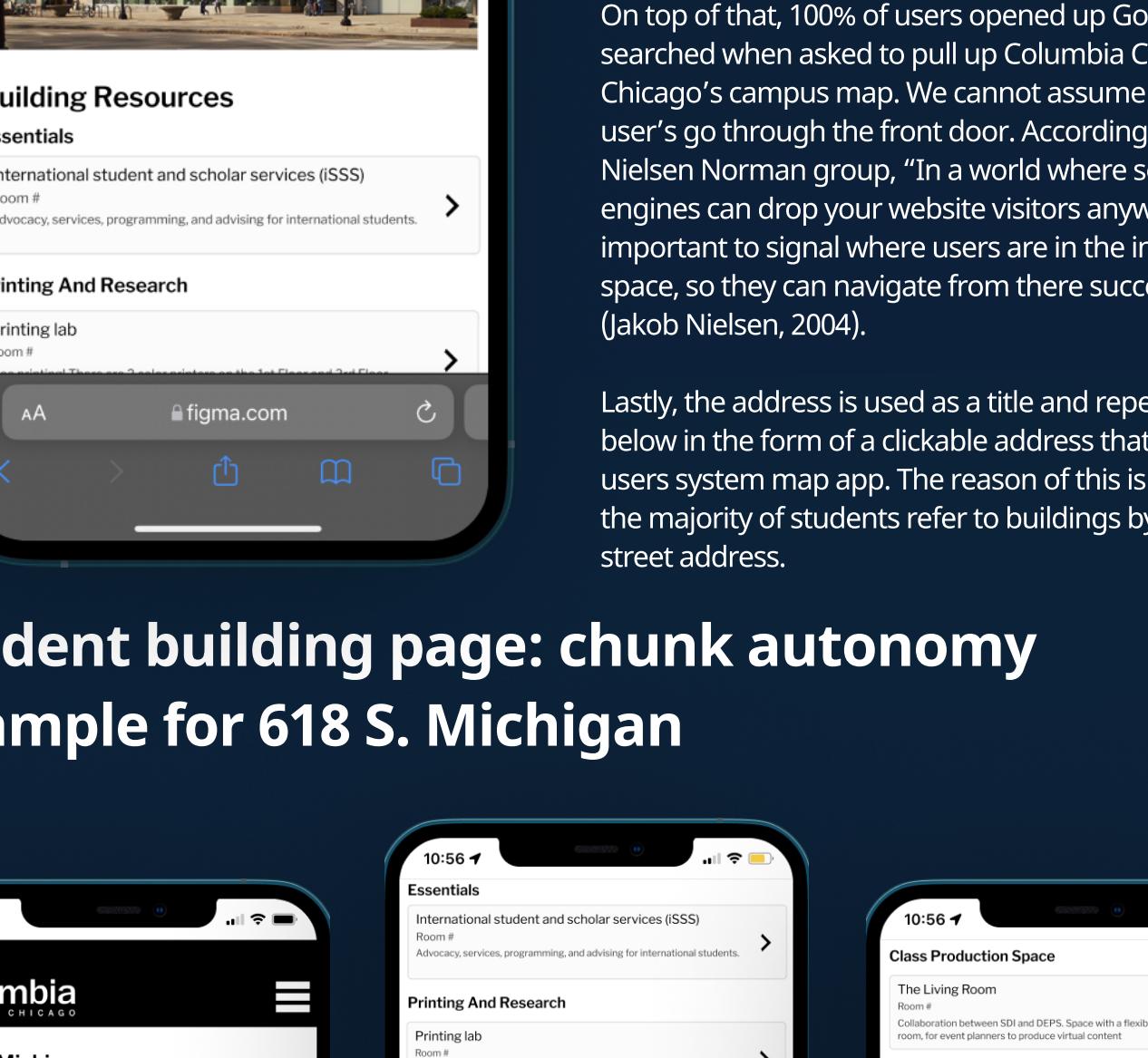
Creates flexibility and efficiency for users. This shortcut will speed up the interaction for the expert user.

Card autonomy



Student campus map page: Chunk autonomy

Columbia's campuses can be chunked into Educational, Recreation, Student Housing, and Affiliated buildings. We also added parking because it's something we discovered students found important to know.



Student building page

All educational and recreational campus buildings are chunked together by...

The traits that make up Columbia's campus buildings are in grey. They are ranked from 1 (most important) to 5 (least important) to the college experience. From there, the categories are grouped from left (most important) to right (least important). We used card sorting to achieve this information hierarchy for the prototype.

| | Most important | | Least important |
|---|-------------------|-------------------------|------------------------------|
| 1 | Identifier | Address | Building name |
| 2 | Succeed | Essentials | Wellness |
| 3 | Create | Printing and research | Computer labs |
| 4 | Perform & present | Museums and exhibitions | Performance halls & theatres |
| 5 | Buy | Shop | Vending |

Identify: Address, address link, building name, hours, and, code

This page appears on the Campus Map page as well. Repeating this information is justified as it increases usability by minimizing the user's memory load by making the action visible. This avoids making users remember information.

On top of that, 100% of users opened up Google and searched when asked to pull up Columbia College Chicago's campus map. We cannot assume that all users go through the front door. According to the Nielsen Norman group, "In a world where search engines can drop your website visitors anywhere, it's important to signal where users are in the information space, so they can navigate from there successfully." (Jacob Nielsen, 2004).

Lastly, the address is used as a title and repeated below in the form of a clickable address that opens the user's system map app. The reason for this is because the majority of students refer to buildings by their street address.

Student building page: chunk autonomy example for 618 S. Michigan

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