Assignment 2 - Design Brief:
The Return To Campus
Back To YorkU App

LE/EECS 3461 Section N User Interface

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Link to Video Presentation: Video Presentation

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Conceptual Model

The design brief created for the York University map application described many of the solutions to a specific issue we found with York students returning to the campus. Our group envisioned an app that would support students having trouble finding locations on campus. We described many features, such as the ability to search for buildings by their code and not just their names, the ability to search within buildings, searching and saving buildings based on categories that describe the building, and many more. We came up with these ideas by conducting probes and contextual interviews with our potential users, as well as brainstorming our own ideas, as we are included in the target audience as well. From there we established personas, scenarios, and use cases to fully flesh out our ideas.
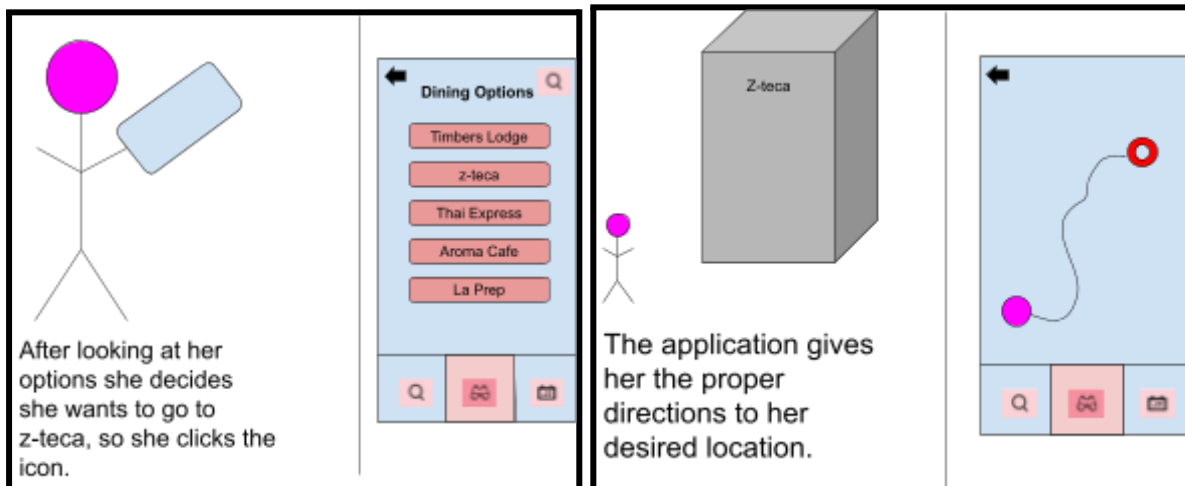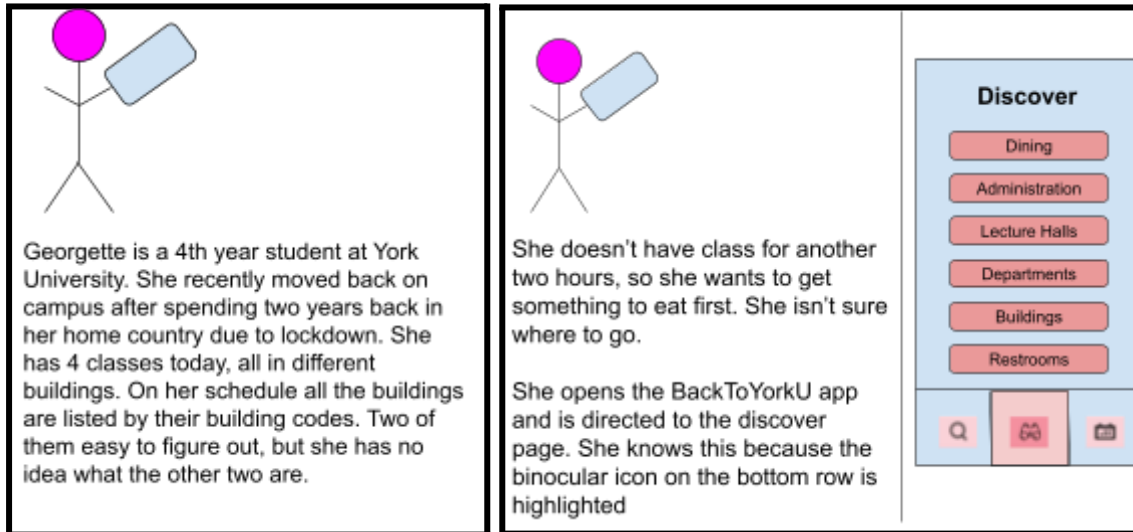
The members of our group then worked independently, coming up with individual lo-fi prototypes to articulate what features we envision our interactive product should have and how they were connected. We noticed that our visions for the product were similar, however there were some new ideas that popped out at us. The main takeaway was that in order to support students most effectively, our application could be more than just a map, but also a resource to help students plan out their destinations before they have a chance to get lost on campus.
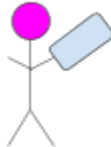
After consolidating our ideas, the solution we came up with was an interactive product that functioned not only as a map for the inside and outside of buildings, but also as a tool that allowed students to plan out their days on campus, as well as discover new facilities based on what the student is interested in.

As you can see in our conceptual model, a typical user, based on one of our personas, interacts with the system in a variety of ways. The user instructs the system on the location they would like directions to, be it the name or simply the building code, and the system responds with the proper directions. The user converses with the system while in the discover tab, as instead of saying specific locations they are giving the system an idea of what they want and the system responds back with appropriate options. When planning out their options and exploring the map, the user manipulates what they see, whether it be how zoomed and detailed the map appears on the screen, or when they affect what directions appear on the screen in the plan tab.
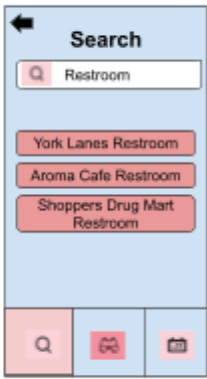
The three aspects of the interactive product are connected through the bottom panel, which contains interface metaphors that are commonly used in other popular apps such as Google Maps so that the user can quickly identify which function they are accessing.
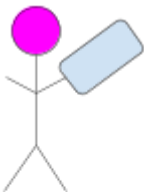
Storyboard

Georgette is a 4th year student at York University. She recently moved back on campus after spending two years back in her home country due to lockdown. She has 4 classes today, all in different buildings. On her schedule all the buildings are listed by their building codes. Two of them easy to figure out, but she has no idea what the other two are.

She doesn't have class for another two hours, so she wants to get something to eat first. She isn't sure where to go.

She opens the BackToYorkU app and is directed to the discover page. She knows this because the binocular icon on the bottom row is highlighted

Discover

Dining
Administration
Lecture Halls
Departments
Buildings
Restrooms

After looking at her options she decides she wants to go to z-teca, so she clicks the icon.

Dining Options

Timbers Lodge
z-teca
Thai Express
Aroma Cafe
La Prep

The application gives her the proper directions to her desired location.
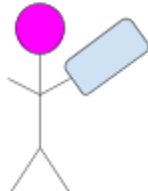
Z-teca

While she is at the z-teca in York Lanes, she realizes she needs to use the bathroom. Not remembering where it is she switches to the "Search" tab using the bottom panel, and searches for a bathroom. The app then gives her the directions inside of the building.
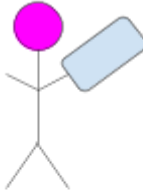
Search

Restroom

York Lanes Restroom

Aroma Cafe Restroom

Shoppers Drug Mart Restroom

Soon after she realizes that it's almost time for class. Not wanting to enter in new locations every time her class is over, she goes to the schedule tab. She is able to easily tell it's made for scheduling based on the interface metaphor.
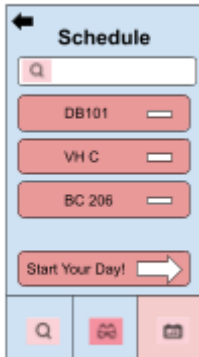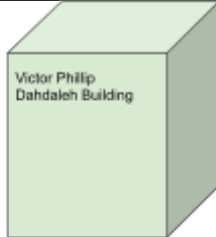
Schedule

Start Your Day!

The tab is empty at first but she types in a building code "DB" because she isn't sure what building the code represents. She is then given the option of adding the Victor Phillip Dahdaleh building to her schedule. She also has to ability to enter the room number as well.

Schedule

DB

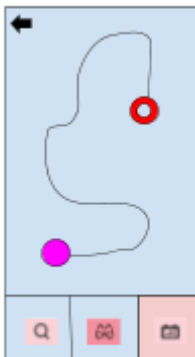Victor Phillip Dahdaleh

Start Your Day!

Once her schedule is complete, she has the option of manipulating the objects on the screen either by rearranging them by dragging them with her finger or using the minus symbol to get rid of them.
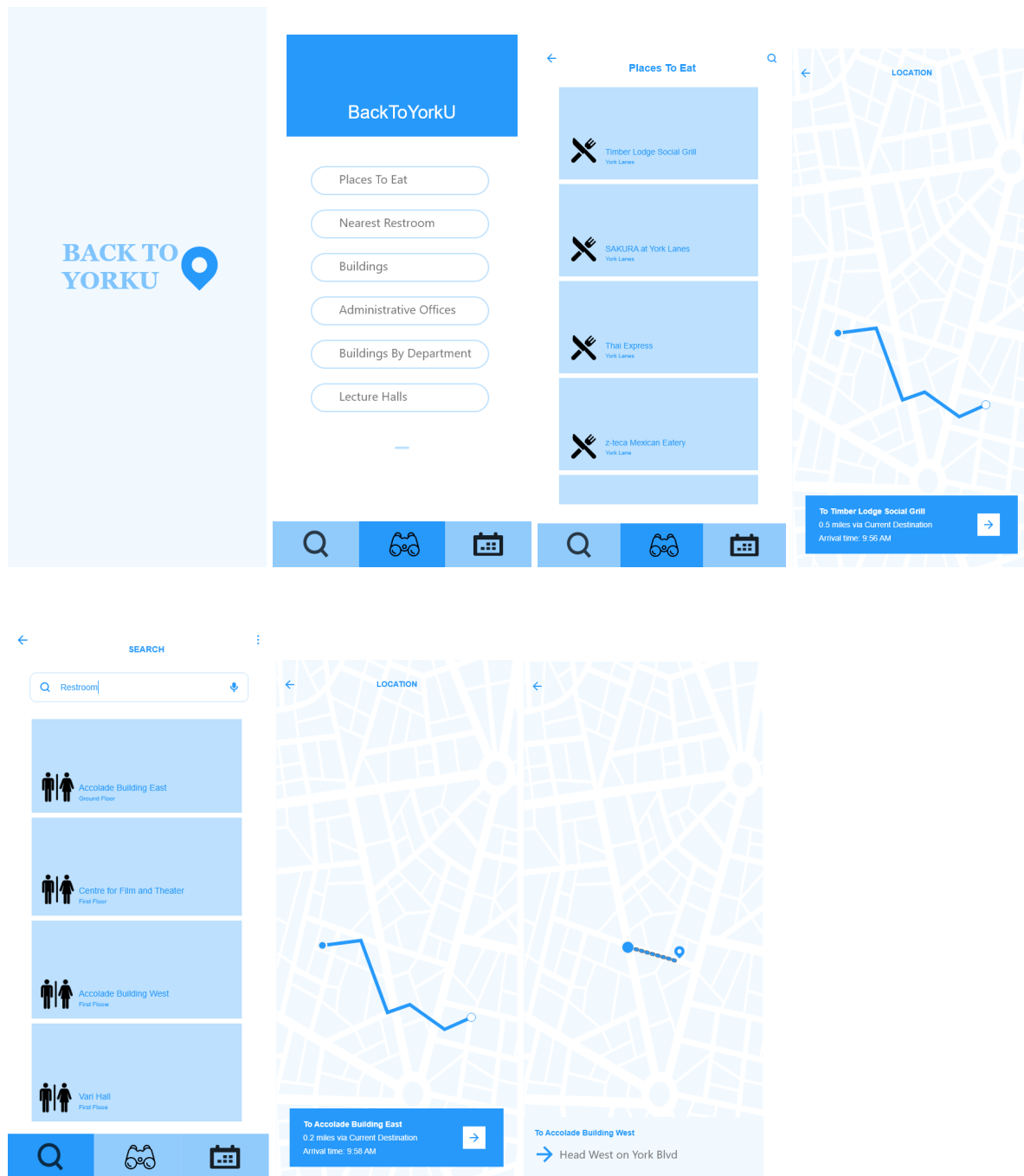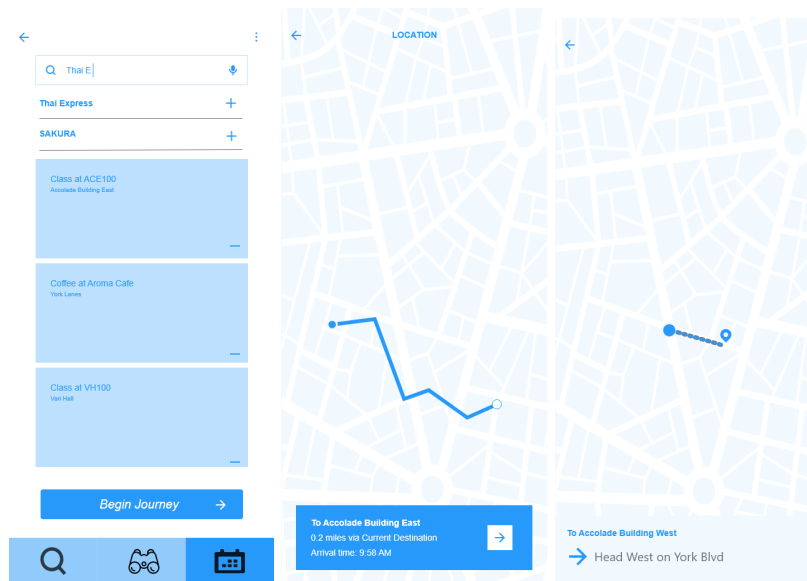
Schedule

DB101

VH C

BC 206

Start Your Day!

Victor Phillip Dahdaleh Building

The application gives her the proper directions to the first location in the schedule. This process repeats for every other location.

Wireframes

Link to wireframes: Wireframes

Our wireframes showcase the layouts of the different screens of our app, while also highlighting how they are connected to one another.

Our wireframe is an app that helps students find their way around campus. We named it "Back To Yorku". When you first open the app, you are taken directly to the discover page, on this page you are presented with a few options in the shape of buttons from which to choose based on your needs, such as' places to eat, nearest restroom, lecture halls' and more. When you select one of these options you are given a list of suggested places from which you are free to choose. When you select your choice the app will then give you the directions.

By pressing the magnifying glass icon, you are able to search for specific buildings or facilities. Let's say you selected 'restroom", the app then displays a list of nearby restrooms from which you can select, after that it begins guiding you on how to go there using a map.

The third screen is the scheduling tab. On this screen you can select a number of different buildings and add them to a list. The order of the list as well as the elements it contains can be edited. Once the begin journey button is clicked, the map displays the directions in the correct order.

Interactive prototype

Link to interactive prototype: