Slide 1:

Remember your first week at UQ? Wandering around lost, missing events, not knowing where to even find help or food? We’ve all been there. What if finding your way — and discovering UQU — was as easy as lifting your phone? What if we had Waypoint by UQU?

Slide 2:

Currently campus navigation solutions like UQ maps and Google Maps just aren’t cutting it for students like Chloe and Macsen. They lack accuracy, relevancy and efficiency.

Slide 3:

So, students need Waypoint, the UQU app aimed at solving real student problems like campus navigation. Currently 62% of students are unaware of UQU services, this is why waypoint merges UQU services with a solution to a campus predicament. Waypoint works by utilizing AR technology to overlay directions to help guide users while also promoting UQU services like events to promote users to engage in the community.

Slide 4:

What services does Waypoint offer? Well, our aim is to deliver all that UQU has to offer and more like in-app club and event creation and registration and AR event promotion.

Slide 5:

This extends to other features, line push notifications and stripe payments that were deemed a necessary feature for UQU.

Slide 6:

Now, here is a real-world example of how our AR navigation works. (20s)

Slide 7:

Beyond this, here are all the amazing features and pages dedicated to all the great services offered by the union (15s)

Slide 8:

Currently the released version of waypoint is just the MVP with no current integration with UQU services. So, these are our future plans to truly make it the UQU App over the next 3 months.

Slide 9:

Due to the complexities of AR, several libraries were used to simplify the process such as AR.JS. In addition, Waypoint is a web-app built on the framework7 platform. If you want to check out the web version, feel free to scan the QR code.

Slide 10:

Due to being a web-app, it allows for unparalleled device compatibility from Linux to iOS. Since Waypoint can be compiled to a web or app version using Vite and frameowrk7, it can be published on the app stores or viewed online from a desktop.

Slide 11:

Over this past weekend we have amassed over 3,700 users. And here's what they had to say…

Slide 12:

Based off surveys with dozens of students and users of Waypoint, this is the impact it had on them. It is undeniable that Waypoint is something students - like Chloe and Macsen - will use and love.

Slide 13:

The feedback and engagement have been overwhelming. As a result of the surveys, students rated the design 4.65/5 and over 71.4% of users said they would recommend it to friends or peers.

Slide 14:

So why does Waypoint matter? We have proven that it helps more students engage with UQU services earlier, Boosts event attendance, club membership, and food outlet sales and enhances student satisfaction and campus experience.

Slide 15:

With the uniqueness of Waypoint, it does come at a cost. Based off data gathered these last few days it has shown that Mapbox, used for the route directions, is the driving cost at roughly $50/day. While web hosting is free due to being a static website, to publish to app stores it would cost roughly $190/year or $0.52/day. Furthermore, since each stripe transaction incurs a fee, this would instead be absorbed by the club or event organizer. Finally, to ensure UQU does not have to manage all these transactions, funds would be directly routed to the club or event organizer.

Slide 16:

Now these costs add up, so Waypoint has the potential to monetize with supporting UQ businesses and clubs. Interviews with UQIES and UQU Co-op revealed significant interest in the idea of promoting their club or business in AR with an agreed Click-Through-Cost of $0.2-1. Furthermore, both AR ads and AR events are more ways to monetize Waypoint.

Slide 17:

These AR Ads would be carefully created to keep the student experience clean, helpful, and relevant.

Slide 18:

*With Waypoint, UQU won't just be part of student life — it'll be the first thing students discover, love, and remember. It’s time that students have a campus companion.*

Slide 19:

Questions?