

Persona 1: “Chad” (19) is a new CS student in his first quarter at WWU and needs help navigating to his class in Arntzen Hall.

1. Chad downloads the AR Tour Guide app to help him navigate campus.
2. He selects the search bar and types in “Arntzen Hall”.
3. A card for that building shows up and he clicks the “navigate” button.
4. The app gives Chad an AR arrow using his phone’s camera view, showing him which direction to go based on his current position.
 - a. There is also a highlighted path on the minimap.
5. As Chad follows the arrow on his screen, it adapts to his current location, telling him when to take turns.
6. Once Arntzen Hall is in view, the app highlights it and lets Chad know he has found the building he was looking for.

Persona 2: “Karen” (20) is a basketball player and prospective student visiting campus for the first time and wants to know more about WWU’s campus and athletics.

1. Karen downloads the app, not knowing anything about the campus.
2. She tries to let the app guide her to important locations through a full tour experience.
3. As the directional arrows appear on her camera view, she follows them accordingly.
4. Since she is not a current student, she is particularly interested in the additional information about each building, like services, links, and hours.
5. As she approaches Carver Gym, she is shown the building information along with links to scheduled events, and info on the athletics that take place there.
6. She clicks the link for more information on the basketball program at WWU.

Persona 3: “Shelly” (18) is a student new to campus and needs help finding their classes.

1. She downloads the app, and inputs the buildings for the classes listed on her schedule.
2. Following the respective arrows overlaying the live feed of the campus, one by one, she visits each building, and attempts to find the exact room needed, as pointed out by the app.
3. On the way, she gets lost, and isn’t able to find one of the respective buildings.
4. The app recognizes this, and attempts to assist her to get back on track to the last building on the itinerary she visited.
5. From there, the custom tour continues, and she is able to visit all the needed buildings.

Persona 4: “Tom” (53) is a father that is checking out campus for his daughter and wants to know where the engineering building is, as his daughter is interested in the PCE program.

1. Tom downloads the app, being linked from a WWU website.
2. Tom enters tour mode.
3. Tom searches for the engineering department.
4. Tom is navigated to the engineering building using the camera AR functionality of the app.
5. Tom is able to identify the building this way.
6. Tom is provided information about the building along with a link to the department website.