
Project 3: Stout Campus Map App & Website

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Overview/Competitive Analysis

Project 3

Overview

The Campus Map project consists of creating a new website and mobile application for the UW Stout campus with a special focus on user experience. The design should include buildings, facilities, parking lots, campus boundaries, etc. The target audience for this redesign is incoming students, new faculty, and staff. The result should be not only aesthetically successful, but easy to navigate for all of its intended users.

Competitive Analysis

1. University of Wisconsin Stevens Point
2. University of Minnesota Duluth
3. University of Wisconsin River falls

UW Stevens Point

UW Stevens Point was looked at due to the similarity between campus size and undergrad enrollment when compared to UW Stout. Both universities provide a flat view map along with an interactive “3D” version of their campuses. Many of the same usability features are shared between these as well. The 3D maps can both be navigated by dragging the cursor and provide a slideshow of information and pictures when a building is selected. However, unlike UW Stout, UWSP’s flat view map is a single image while Stout’s still lets the user navigate around the area and click on a location point for the building name and address.

<https://www.uwsp.edu/about/Documents/campusmap.pdf>

<https://stevenspoint.university-tour.com/map.php>

UWSP, contd.

Strengths

1. Clicking on interactive map opens more information and images of the selected building
2. Interactive map allows for drag-able navigation
3. Flat view map is color-coded

Weaknesses

1. No sense of direction on 3D map (no compass, street names, etc.)
2. Users must find location names by searching through a list on flat-view
3. Interactive functions are only present with the 3D map



DANIEL O. TRAINER NATURAL RESOURCES BUILDING (TNR)

The College of Natural Resources is widely regarded as the nation's leading undergraduate natural resource program.

Inside the Trainer Natural Resources building, you will find a live animal exhibit; excellent labs, including a water and environmental analysis lab; a greenhouse with an attached research room on the top floor; and some of the nation's leading experts in their subjects.

Students explore a variety of programs: Fisheries and water resources, forestry, resource management, paper science and chemical engineering, soil and waste resources, and wildlife ecology.

The college is primarily renowned for the experiential learning opportunities including student trips to our field stations at Treehaven, 1,400 acres of outdoor classroom space located in Tomahawk, Wisconsin, Schmeeckle

University of Minnesota Duluth

UMD was chosen because of it's similar enrollment size and because it is not a part of the UW system. UMD does not offer a 3D campus map, but it does have an interactive Google map with "layers" that toggle the display of features such as campus bus routes, walk and bike amenities, and accessibility. Locations that are marked with a "?" icon show contact information when clicked on, along with a short list of the services at that location. UMD also offers a PDF printable map, which has an included key for bus hubs, parking, and types of university buildings.

<https://www.d.umn.edu/maps/>

https://www.d.umn.edu/maps/specific/campus_map.pdf

UMD, contd.

Strengths

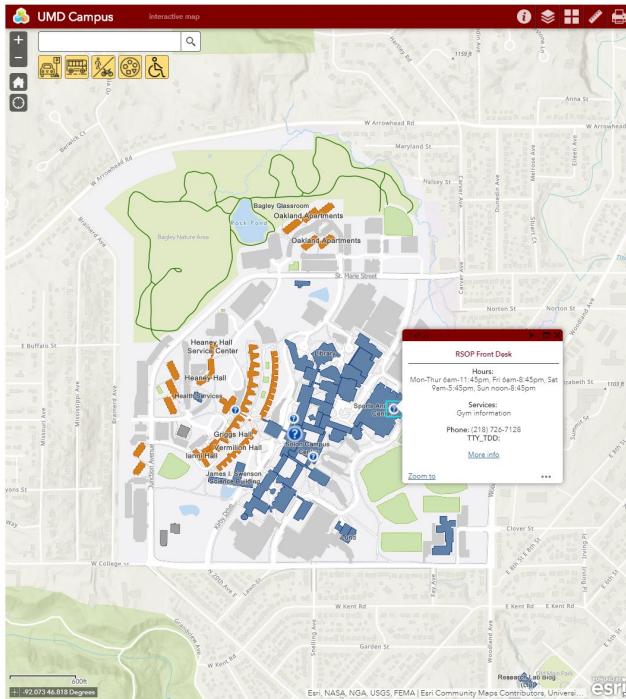
1. Information layers are useful for displaying transportation and accessible locations
2. Map is draggable and can zoom in and out
3. Color coding is identical to printed version of the map

Weaknesses

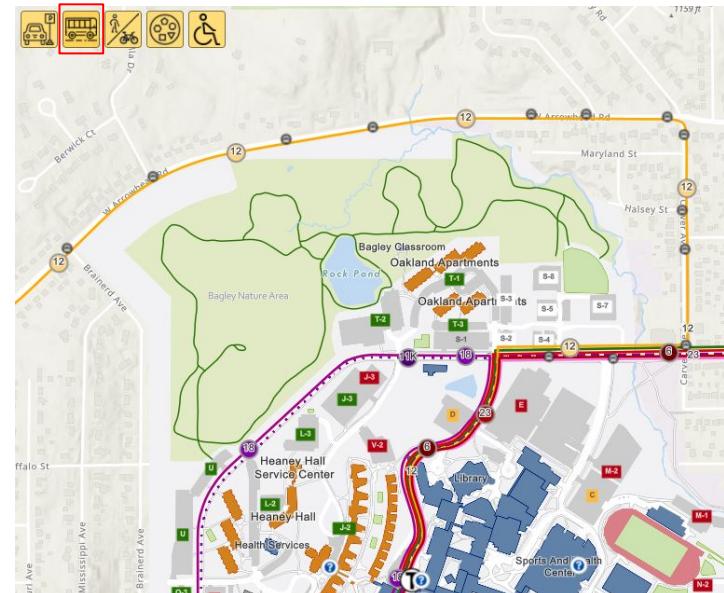
1. Contact information and hours is limited to buildings with a "?" icon, not accessible by clicking on the building name
2. Layer buttons are not labeled
3. Parking lots are color coded, but not labeled

Interactive Campus Map

Change view [Campus | Old Main | NRB | UMD Farm | Glensheen] view in full browser window



Layer buttons



UW River Falls

UW River Falls was chosen because of similar campus size and enrollment when compared to UW Stout. While UW Stout uses a flat map and UW River Falls takes advantage of using a 2D map as well as flat map. Stout's map and UWRF 2D map are interactive and provide additional information to each of the buildings. Both maps are used similarly with zoom and drag tools. But Stout used numbers to serve as a map key while River Falls does not have a key to each building (you must drag over each building).

<https://www.uwrf.edu/AboutUs/Explore/>

<https://www.uwrf.edu/ANFS/Maps-and-Lodging.cfm>

UWRF, Contd.

Strengths

1. Nice to looks at, feels cohesive
2. Able to use drag and zoom tools to navigate the map
3. Types of buildings are organized in a manageable way
4. When clicking on buildings, more about its history and floor layout is shown

Weaknesses

1. On the 2D map buildings are not label with any sort of key or numbering
2. Contact information of any buildings is hard to find
3. There are some architectural structures mapped but not clickable or labeled

Explore Campus

Academic Buildings

Residence Halls

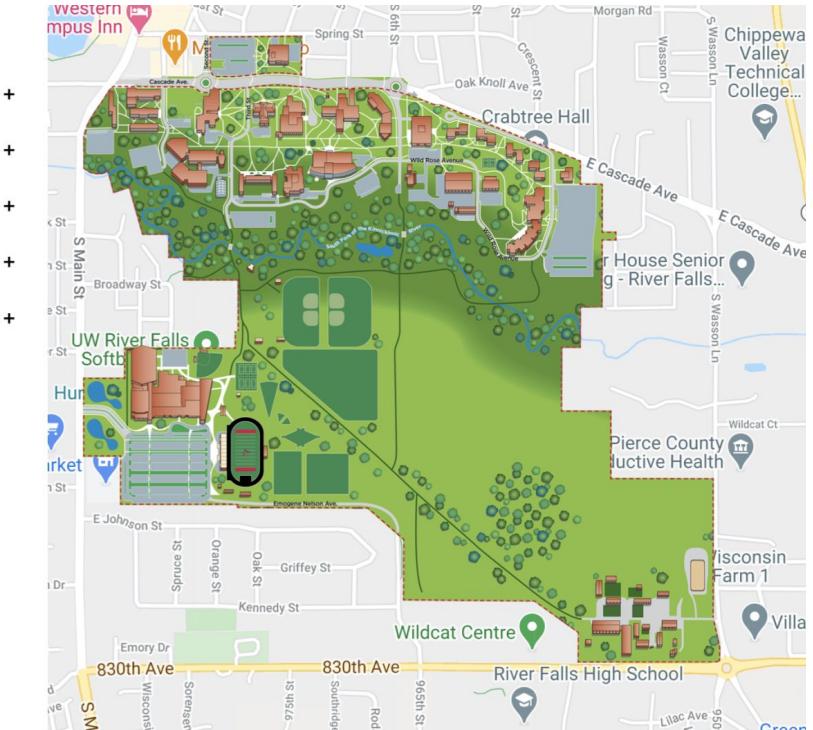
University Services

Athletics And Recreation

Parking Lots

Printable Map

Get Directions





User Research/Personas/ Red Routes Project 3

User 1

Page 21

WORKSHEET
TOPIC MAP

www.usability.gov

Page 22

Can you show me how you find your way around your college campus?
What are the main steps you take when trying to navigate a new area?

The diagram consists of eight dashed circles arranged in a cluster. Lines connect the following pairs of circles:
1. Top-left circle: "Do you or have you ever attended class on your campus?"
2. Top-middle circle: "Are you a college student, if so where do you attend and for how long?"
3. Top-right circle: "Have you ever searched for or used a map of your campus? Why or why not?"
4. Middle-left circle: "How long did it take you to feel comfortable navigating your college campus?"
5. Bottom-left circle: "How could your experience navigating your campus been a more enjoyable experience?"
6. Bottom-middle circle: "If you are familiar with the buildings on campus, in what ways, if any, could a map still be useful to you? Is there anything else about campus you'd like to be more familiar with?"
7. A line connects the top-middle circle to the bottom-middle circle.
8. A line connects the bottom-left circle to the bottom-middle circle.

CONTEXTUAL INTERVIEW HIGHLIGHTS

DATE: 11/18/2020 PARTICIPANT: User 1

JOB ROLE: UW Stout Student AGE / SEX: 20 / Female

www.usability.gov

List the 3 main themes or learnings that stood out from this observation
As a freshman on campus for the first time, this user felt a lot of worry over learning the buildings and finding her classes.
She tried to use the campus map through the Connect app, however it never worked properly (at least at the time).
Now in her third year, she feels confident in navigating her campus. However, she noted she will still use building-specific maps to find certain classrooms.

List the ways in which this participant is similar to other participants
She no longer lives on campus and feels comfortable navigating alone.
Felt concern when it came to first locating academic buildings.

This participant is most similar to: User 2

This participant is most different from: User 3

www.usability.gov

User 2

WORKSHEET
TOPIC MAP

www.usabilitytestingkit.com

Page 22

Can you show me how you find your way around your college campus?
What are the main steps you take when trying to navigate a new area?

The diagram consists of seven dashed circles arranged in a roughly circular pattern. Circle 1: "Do you or have you ever attended class on your campus?". Circle 2: "Are you a college student, if so where do you attend and for how long?". Circle 3: "Have you ever searched for or used a map of your campus? Why or why not?". Circle 4: "How long did it take you to feel comfortable navigating your college campus?". Circle 5: "If you are familiar with the buildings on campus, in what ways, if any, could a map still be useful to you? Is there anything else about campus you'd like to be more familiar with?". Circle 6: "How could your experience navigating your campus been a more enjoyable experience?". Circle 7: An empty circle.

www.usabilitytestingkit.com

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CONTEXTUAL INTERVIEW HIGHLIGHTS

DATE: 11/18/2020 PARTICIPANT: User 2

JOB ROLE: UW Stout Student AGE / SEX: 20 / Male

www.usabilitytestingkit.com

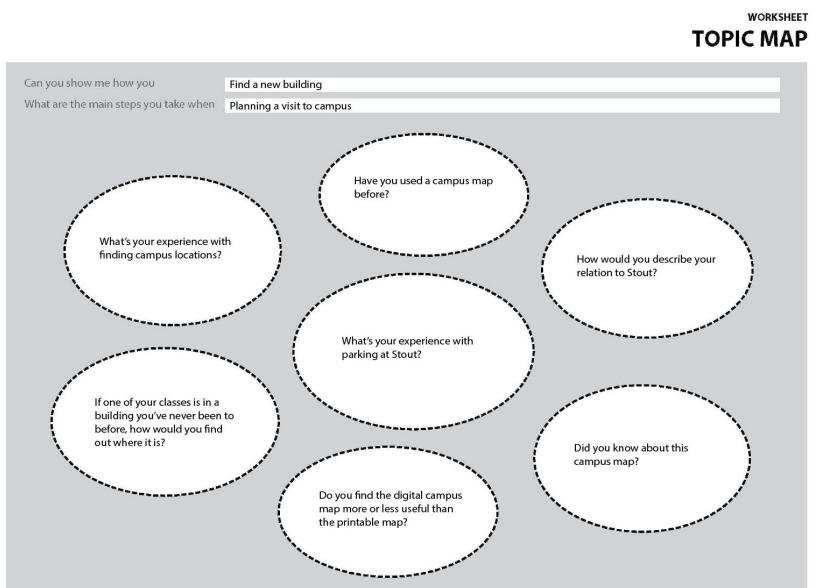
List the 3 main themes or learnings that stood out from this observation
This participant would use Google Maps to find their way across campus.
He stated it only took about a week to become familiar with campus. As he went to a nearby high school, he already somewhat knew buildings coming into freshman year.
Though he no longer feels the need for a map to navigate, he stated a desire to know building hours.

List the ways in which this participant is similar to other participants
Used to live on campus and now lives off campus in Menomonie.
Didn't look to Stout-provided map resources (didn't feel they needed one).

This participant is most similar to: User 5

This participant is most different from: User 3

User 3



www.usability.gov

Page 2

CONTEXTUAL INTERVIEW HIGHLIGHTS

DATE: 11/18/2020	PARTICIPANT: #3
JOB ROLE: Prospective Student	AGE / SEX: 23F

Describe the participant and the environment. What clues do these give us about the goals and priorities of the participant and the organisation?

The participant is a prospective student for UW-Stout. They are interested in possibly transferring there in the future. They live in Menomonie, and are already somewhat familiar with campus. They were interviewed in their home living room at their desk that they use for school work.

List the ways in which this participant is similar to other participants

This participant has trouble navigating campus and finding buildings

Lives off campus

This participant is most similar to: **User 4**

List the ways in which this participant is different from other participants

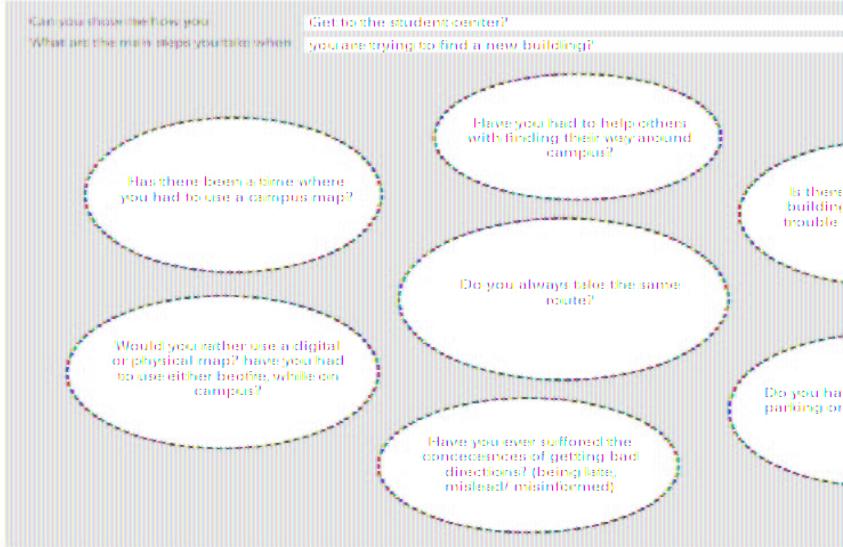
This participant does not currently attend UW Stout

This participant is most different from: **User 1**

www.usability.gov

User 4

14/02



CONTEXTUAL INTERVIEW

DATE: 11/17/20 **PARTICIPANT:** user 40 **JOB ROLE:** UW Stout student **AGE:** 18

List the 3 main themes or learnings that stuck with you.

Although this participant was family names they had a difficult time gene location

This participant had little knowledge (dorms/ cafeteria/ offices)

She admitted that she has a screen shot map on her phone, which she uses of

List the ways in which this participant is similar to other participants.

Like others she knows the names of most buildings but still has a hard time finding them or knowing the use of each building.

Although she is new to Stout she does not live on campus

This participant is most similar to User 3

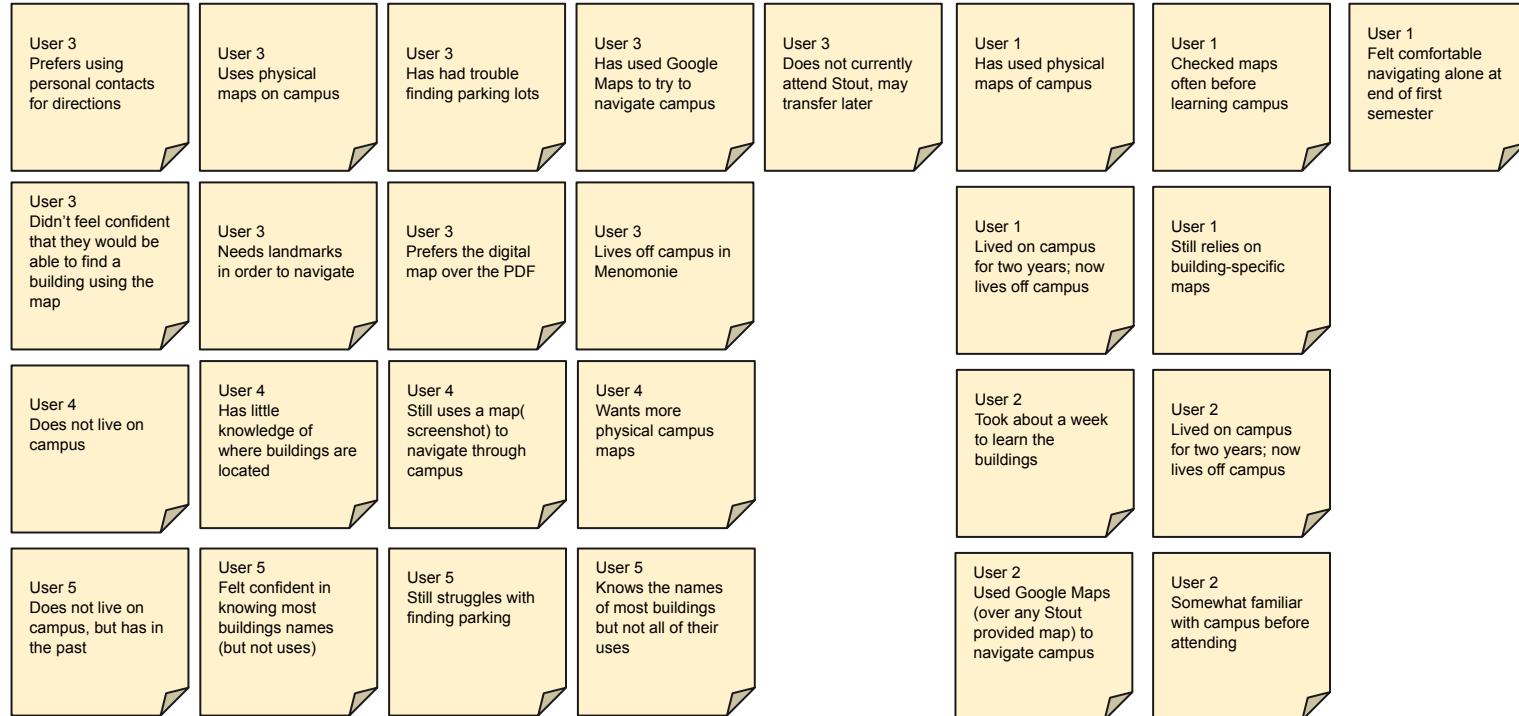
This participant is most different from User 1

User 5

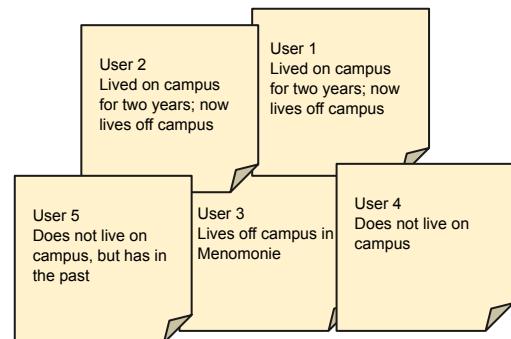
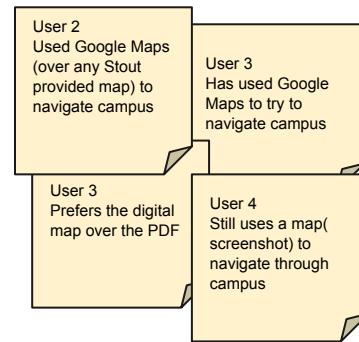
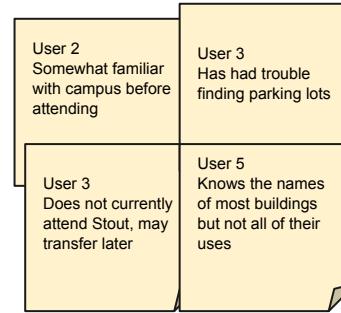
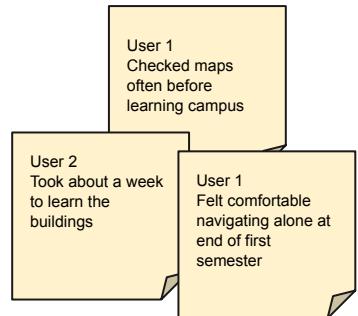
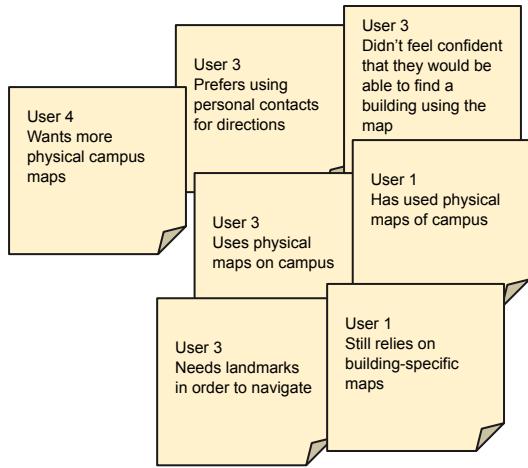
14/09/2020



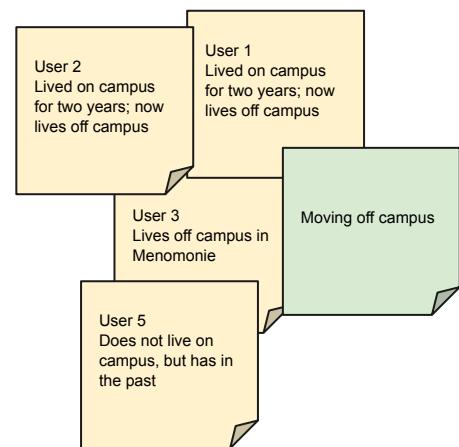
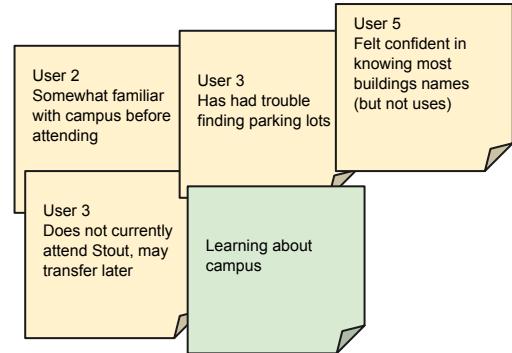
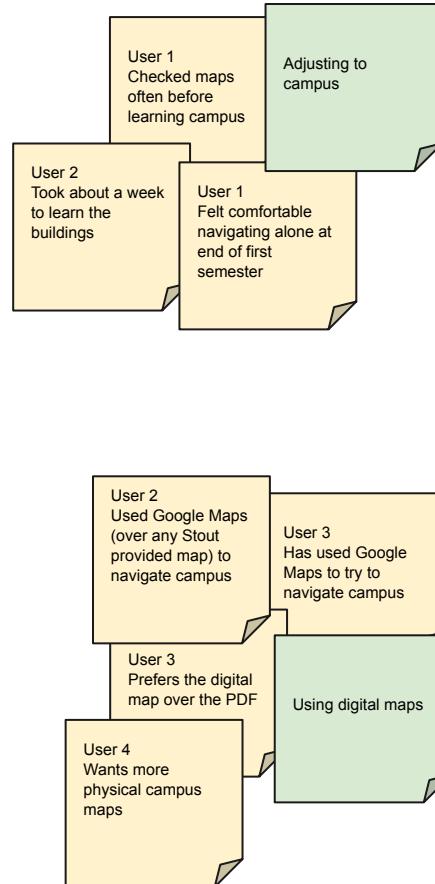
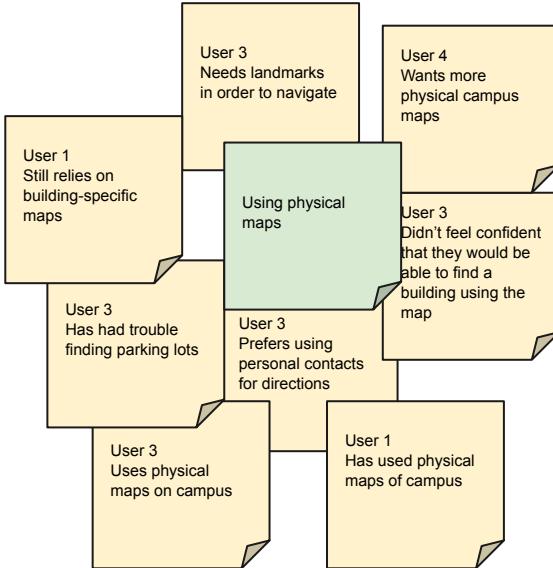
CONTEXTUAL INTERVIEW			
DATE	PARTICIPANT	JOB ROLE	AGE
11/18/20	user #5	UW Stout student	21
		List the 3 main themes or learnings that I	
		This participant was able to point ou	
		ease, but had a harder time identifying	
		them.	
		This participant was able to point ou	
		ease, but had a harder time identifying	
		them.	
		They think that having more physical	
		would be beneficial.	
		List the ways in which this participant is di	
		Although this person can tell you the names or	
		most buildings and where they are located they	
		don't have a full understanding of their uses.	
	User 2	This participant is most similar to me in t	
	User 3	This participant is most different from me i	



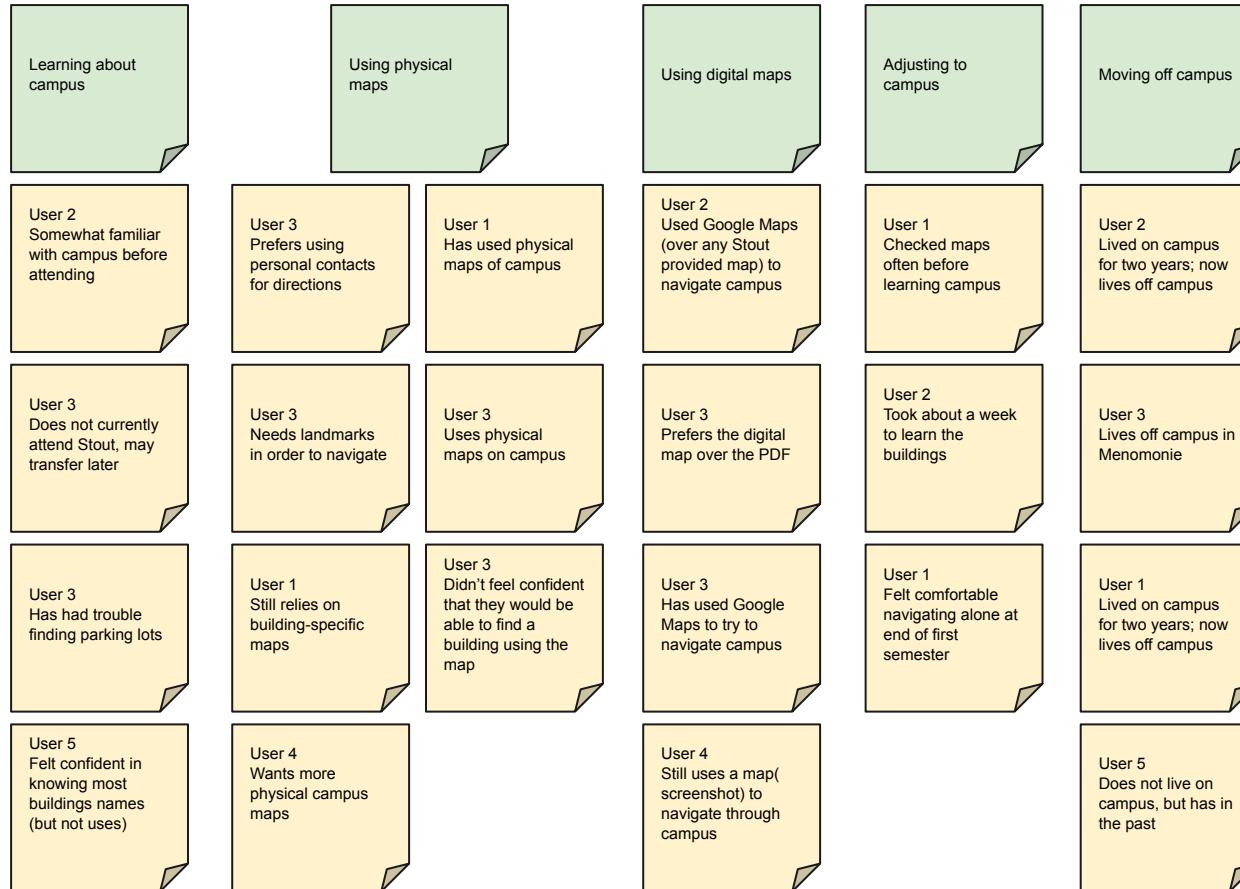
Affinity Diagramming - Step 1



Affinity Diagramming - Step 2



Affinity Diagramming - Step 3



Affinity Diagramming - Step 4

PERSONA GROUPS

User Personas

GROUP 1	GROUP 2	GROUP 3
Freshmen	Upperclassmen	Prospective students
<ul style="list-style-type: none"> Find buildings to attend classes Find key locations for living on campus (dorms, cafeteria) Accessibility information 	<ul style="list-style-type: none"> Find parking spaces when commuting to campus 	<ul style="list-style-type: none"> Find parking locations for tours Learn about key locations for campus life
<ul style="list-style-type: none"> Building guide Accessibility guide 	<ul style="list-style-type: none"> Building hours Parking lot information 	<ul style="list-style-type: none"> Parking lot information Campus overview
<ul style="list-style-type: none"> They are new to campus and do not have as much experience 	<ul style="list-style-type: none"> These students generally live off-campus They have familiarity with academic buildings 	<ul style="list-style-type: none"> These students may have never seen campus in person, their point of reference could only come from online resources

GIVE THIS GROUP OF USERS A NAME

e.g. 'Telesales support'

WHY DO THEY USE THE APPLICATION?

Write down the goals as users would express them. Don't simply write down the functions you expect them to use.

WHAT INFORMATION DO THEY WANT?

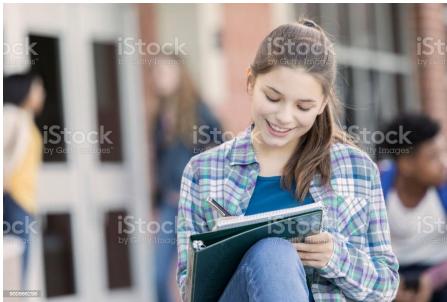
In order to achieve their goals, what kind of information, functions or features do they need?

HOW DO THEY DIFFER FROM THE OTHER GROUPS?

What makes this group a group? Think about usage patterns, job roles, tasks and activities.

Primary Persona

Jane

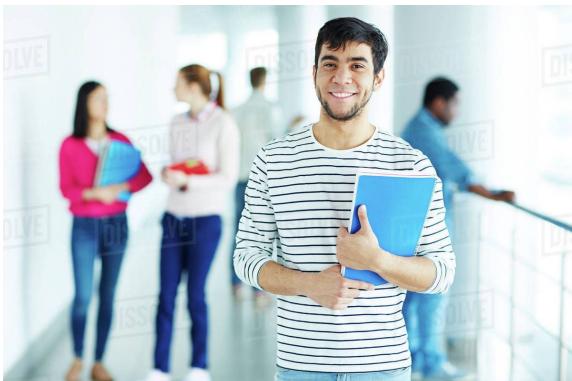


“Where is the Jarvis Tech Wing?”

- Jane is an 18 year old female freshman who just started at UW Stout. They are new to the college environment, and this is the first time they've lived somewhere without their family.
- Jane has a hard time navigating campus, and ends up wandering around buildings looking for her classrooms. She wants an easier way to find her way around campus.

Secondary Persona

Ben



“Where can I park?”

- Ben is a 21 year old male student at UW Stout. He lived on campus for the first two years, and has since moved off campus.
- He only comes to campus once a week for class and has trouble finding parking. He currently drives around campus until he sees an empty spot. He wants an easy way to locate parking spaces that he can use (clarification between who can park where on the map).



Red Routes

All the time		Finding parking spaces		Finding academic buildings
Most of the time				
Some of the time	Learn about campus locations	Locating other key buildings (ie dorms, cafeteria)		Finding classrooms
Very little of the time	Accessibility information	Specific building and lab hours		
	Few of the people	Some of the people	Most of the people	All of the people

User Stories

1. “I’m still finding my way around the academic buildings, and have trouble finding my classrooms each semester. I wish there was an easier way to find them.”
2. “As someone who’s lived on campus, but now only visits once a week, I’m familiar with where to find my classes but I have no idea where I can park. I want an accessible resource to find parking lot information.”
3. “I’m newer to Stout and only have one in person class this semester. So finding some of the buildings is hard for me, I still use a screenshot of the map to get around most of the time. I wish Stout had more physical maps around campus.”

Sitemap

Project 3

Card Sorting Analysis

<https://vmbmbg8n.optimalworkshop.com/optimalsort/3gg01zwu>



Participant 1

Items on map

- Campus garden
- Addresses
- Sport facilities
- Administrative facilities
- Campus building
- Academic buildings
- Residence halls
- Parking lots

Map features

- Locating parking spaces
- Finding specific classrooms within academic buildings
- Locating other key buildings (dorms, cafeterias, etc.)
- Specific building and lab hours
- Accessibility information
- Finding academic buildings
- Parking regulations

Types of map

- Satellite image map
- Interactive map
- Flat-color map
- PDF image map

Ways to navigate

- Road names
- Compass
- Landmarks



Participant 2

Campus Map

13

Residence halls

Administrative facilities

Academic buildings

Campus garden

Sport facilities

Campus building

Road names

Compass

Landmarks

Accessibility information

Addresses

Satellite image map

PDF image map

Classroom Finder

5

Finding academic buildings

Finding specific classrooms within academic buildings

Locating other key buildings (dorms, cafeterias, etc.)

Specific building and lab hours

Interactive map

Parking Map

4

Parking lots

Locating parking spaces

Parking regulations

Flat-color map



Participant 3

Map on campus

10

Flat-color map

Residence halls

Administrative facilities

Accessibility information

Sport facilities

Locating other key buildings (dorms, cafeterias, etc.)

Landmarks

Parking lots

Finding specific classrooms within academic buildings

Campus garden

Virtual map interactive

12

Parking regulations

Interactive map

Satellite image map

Locating parking spaces

Campus building

Specific building and lab hours

Addresses

Road names

Compass

PDF image map

Academic buildings

Finding academic buildings



Participant 4

Map for Students

- Academic buildings
- Landmarks
- Accessibility information
- Finding academic buildings
- Administrative facilities
- Campus building
- Specific building and lab hours
- Campus garden
- Locating parking spaces
- Parking regulations
- Sport facilities
- Finding specific classrooms within academic buildings
- Interactive map
- Locating other key buildings (dorms, cafeterias, etc.)
- Residence halls
- Flat-color map

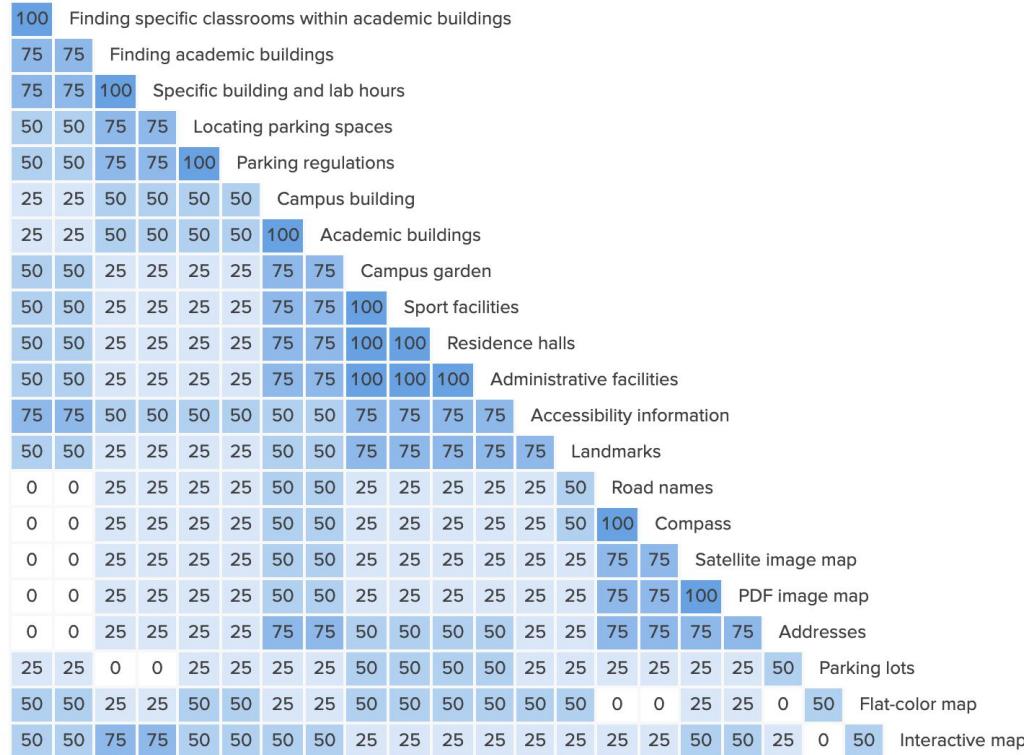
16

Map for Visitors

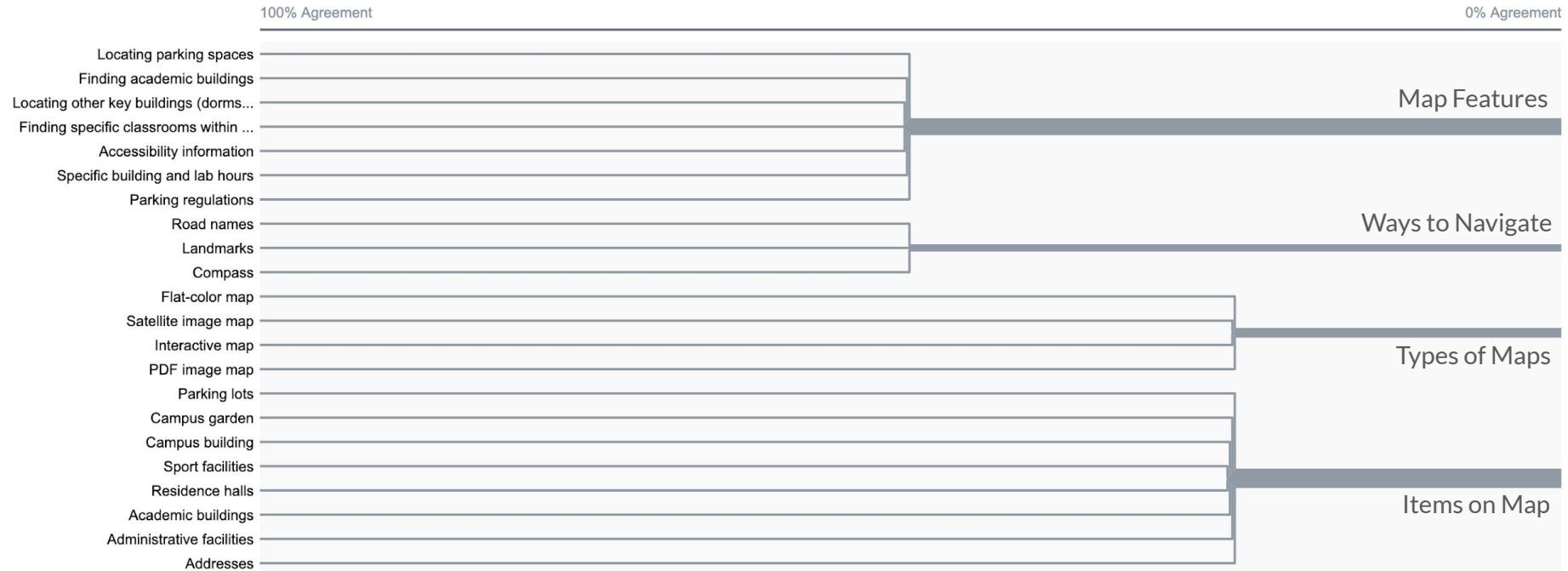
- Satellite image map
- Addresses
- Road names
- Compass
- Parking lots
- PDF image map

6

Locating other key buildings (dorms, cafeterias, etc.)



Similarity Matrix



Dendrogram

Similar IAs: 2/4

2 groups submitted by participant #5

Map on campus

Similar group labels

- Locating other key buildings (dorms, cafeterias, etc.)
- Finding specific classrooms within academic buildings
- Accessibility information
- Flat-color map
- Parking lots
- Campus garden
- Sport facilities
- Residence halls
- Administrative facilities
- Landmarks

Virtual map interactive

Similar group labels

- Locating parking spaces
- Finding academic buildings
- Specific building and lab hours
- Satellite image map
- Campus building
- Interactive map
- PDF Image map
- Parking regulations
- Academic buildings
- Addresses
- Road names
- Compass

Similar IAs: 1/4

4 groups submitted by participant #1

Types of map

Similar group labels

- Flat-color map
- Satellite image map
- Interactive map
- PDF Image map

Items on map

Similar group labels

- Parking lots
- Campus garden
- Campus building
- Sport facilities
- Residence halls
- Academic buildings
- Administrative facilities
- Addresses

Map features

Similar group labels

- Locating parking spaces
- Finding academic buildings
- Locating other key buildings (dorms, cafeterias, etc.)
- Finding specific classrooms within academic buildings
- Accessibility information
- Specific building and lab hours
- Parking regulations

Ways to navigate

Similar group labels

- Road names
- Landmarks
- Compass

Similar IAs: 1/4

3 groups submitted by participant #4

Campus Map

Similar group labels

- Accessibility information
- Satellite image map
- Campus garden
- Campus building
- Sport facilities
- PDF Image map
- Residence halls
- Academic buildings
- Administrative facilities
- Addresses
- Road names
- Landmarks
- Compass

Classroom Finder

Similar group labels

- Finding academic buildings
- Locating other key buildings (dorms, cafeterias, etc.)
- Finding specific classrooms within academic buildings
- Specific building and lab hours
- Interactive map

Parking Map

Similar group labels

- Locating parking spaces
- Flat-color map
- Parking lots
- Parking regulations

Participant-centric Analysis



Sitemap

Home

Map features

Parking map

Map types

Locating Academic
buildings

Locating parking
spots

Flat

Accessibility
information

Parking regulations

satellite

Lab/ building hours

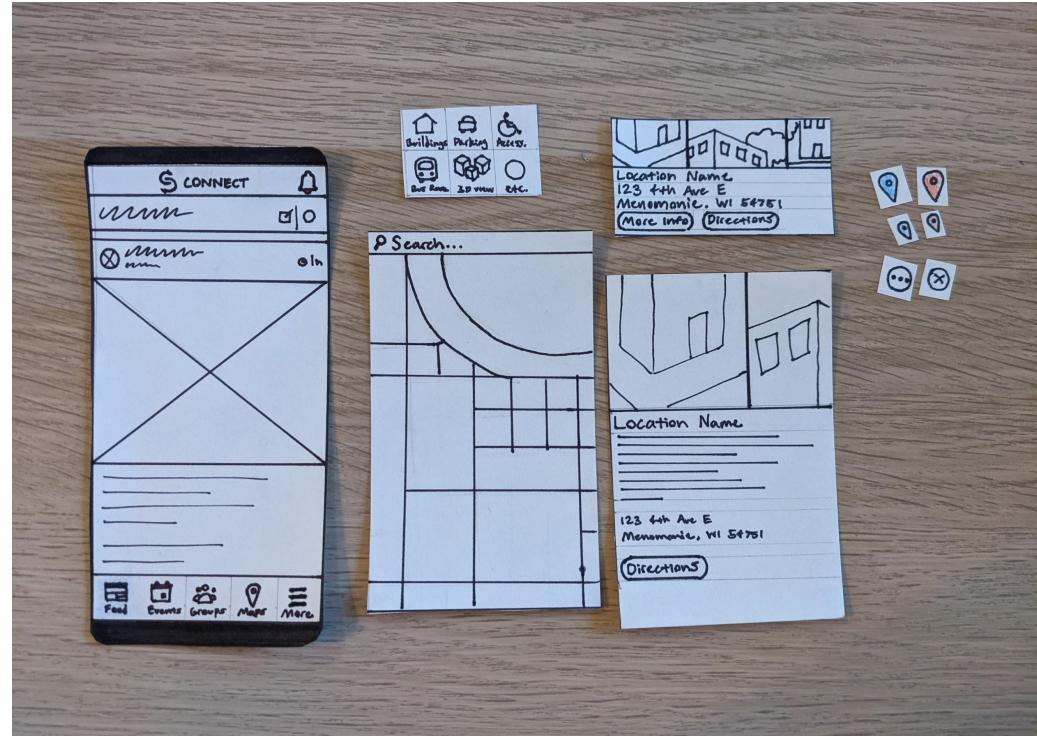
Parking payment

PDF

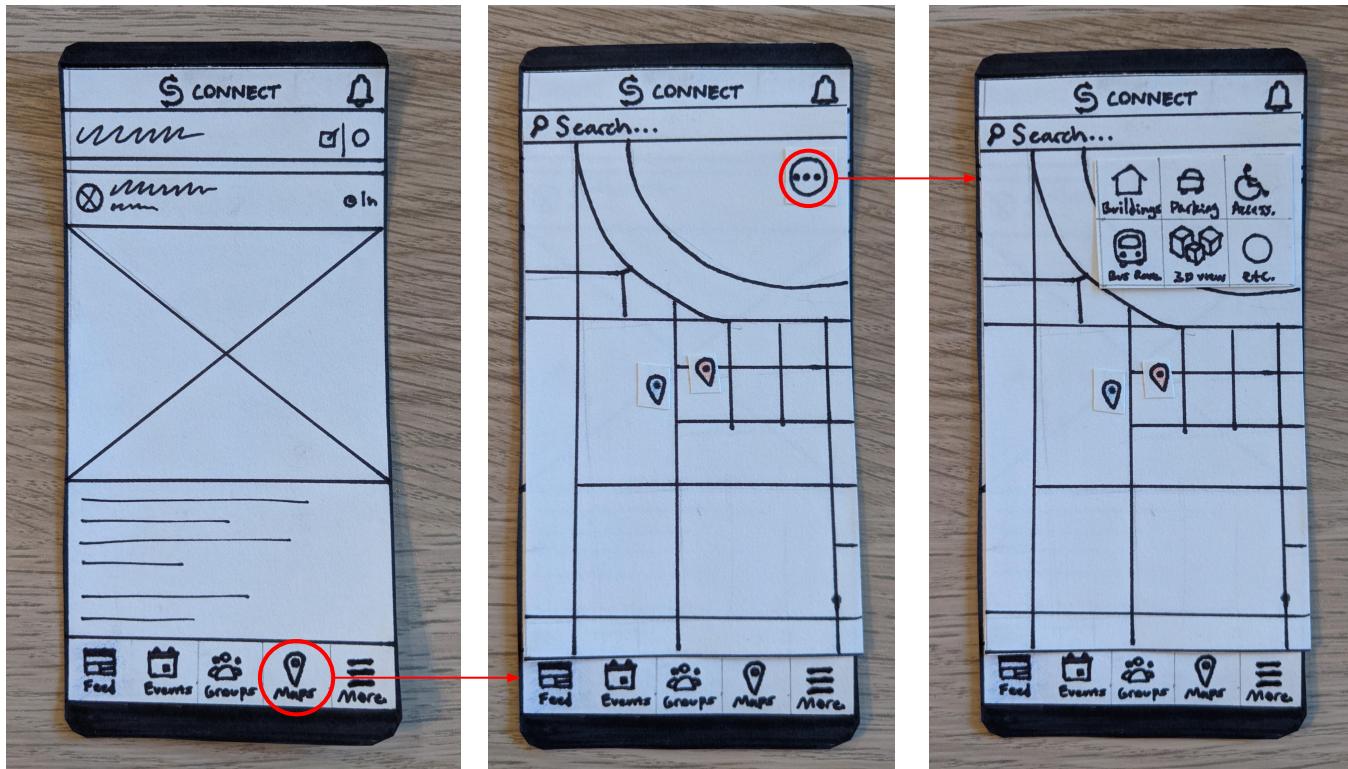
Interactive

Lo-fi Prototype/Lo-fi Usability Testing Project 3

App Prototype

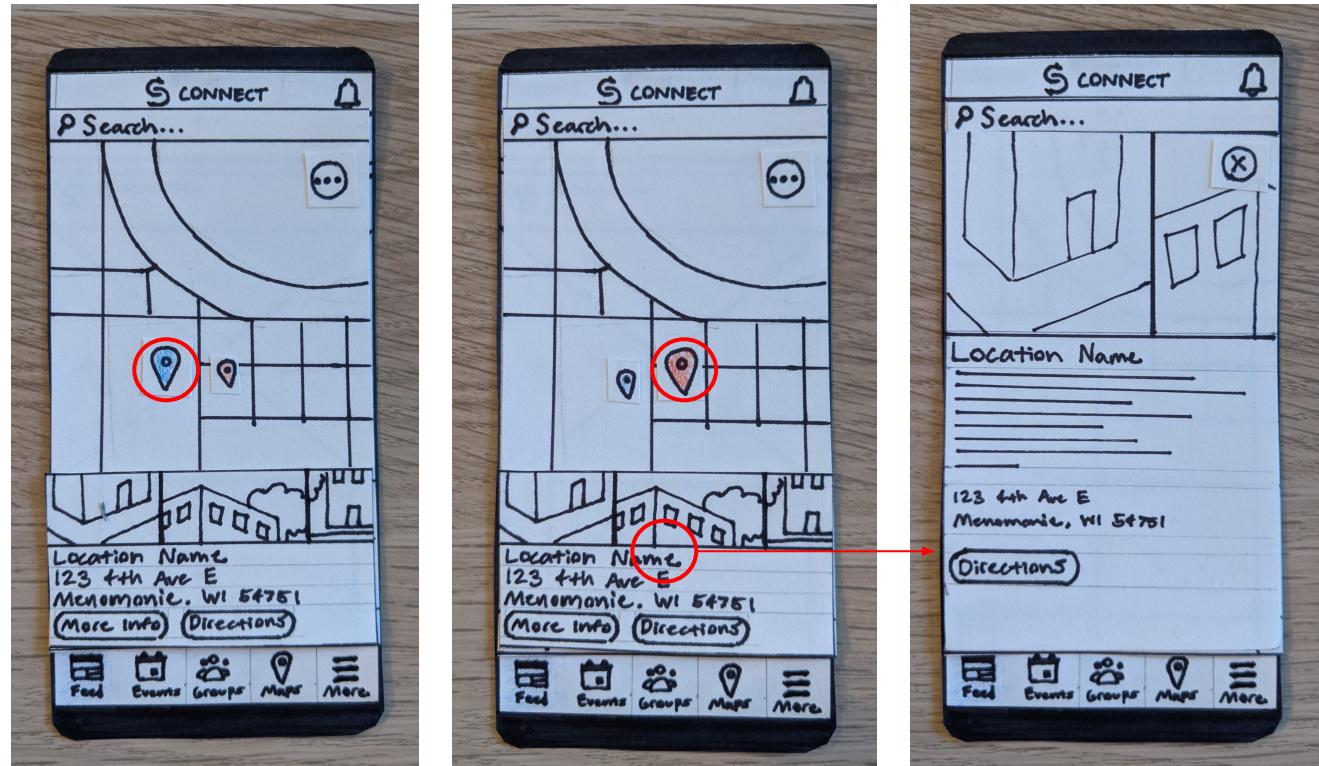


1. User taps on "Maps" tab to open campus map
2. User taps on "... icon for sorting layers and extra map features
3. User selects desired sorting layer (Buildings, parking, accessibility, transit, 3D view, etc.) or taps on map to close popup



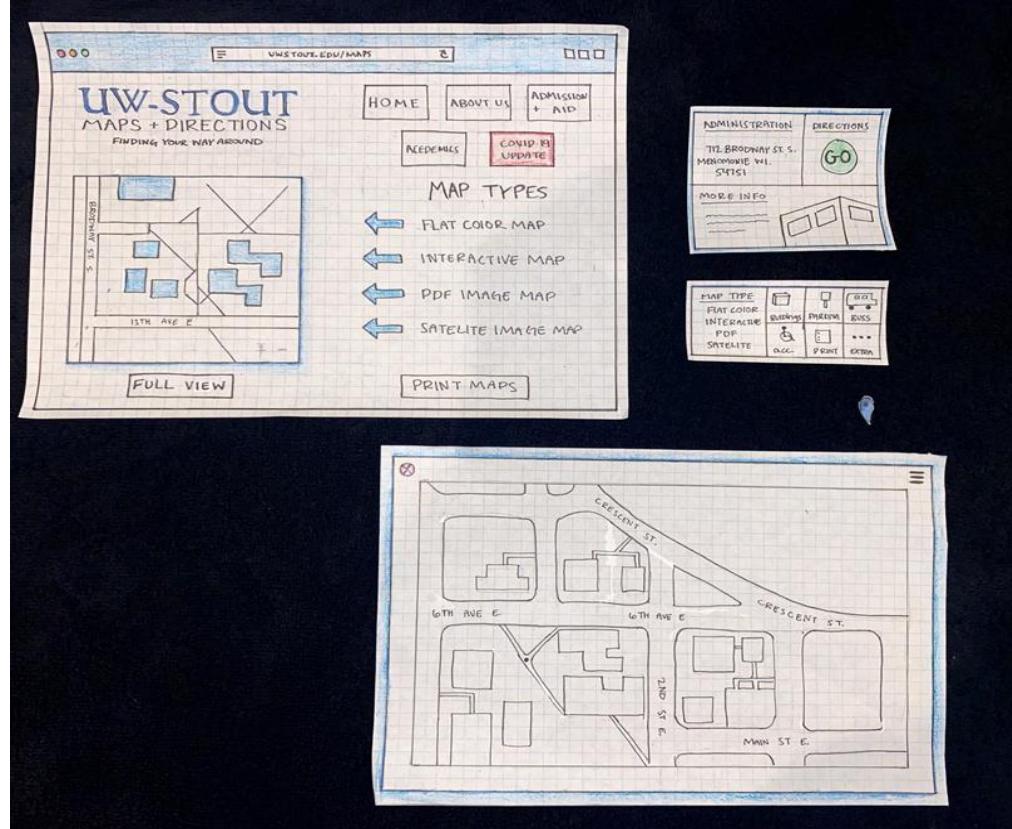
App Prototype

1. User selects blue location (buildings) - more information about that location is shown in the lower section/drawer
2. User selects red location (parking lots) - more information about that location is shown in the lower section/drawer
3. User taps/swipes up on drawer to see more information about that location - user may close out of drawer by tapping the "X" icon or swiping down

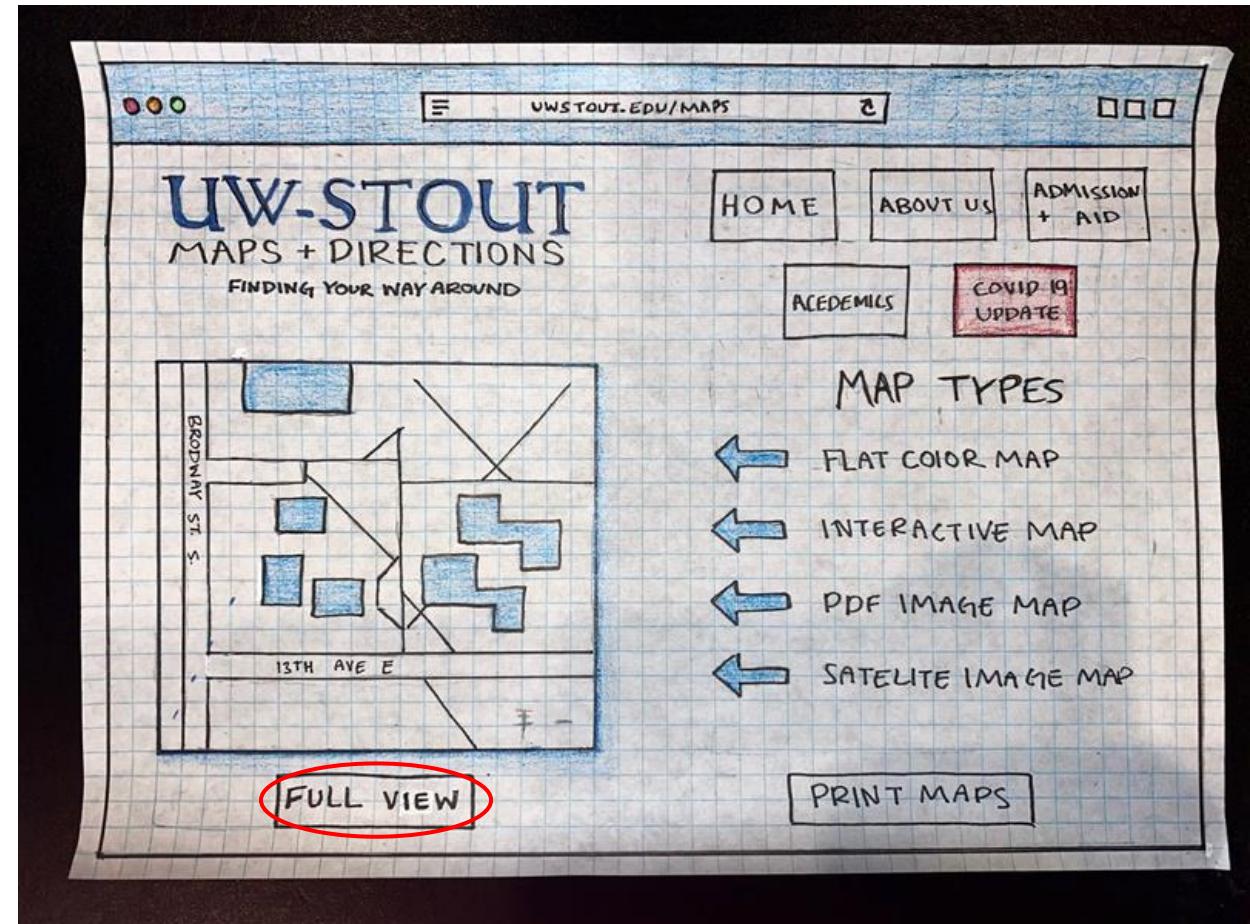


App Prototype

Website Prototype

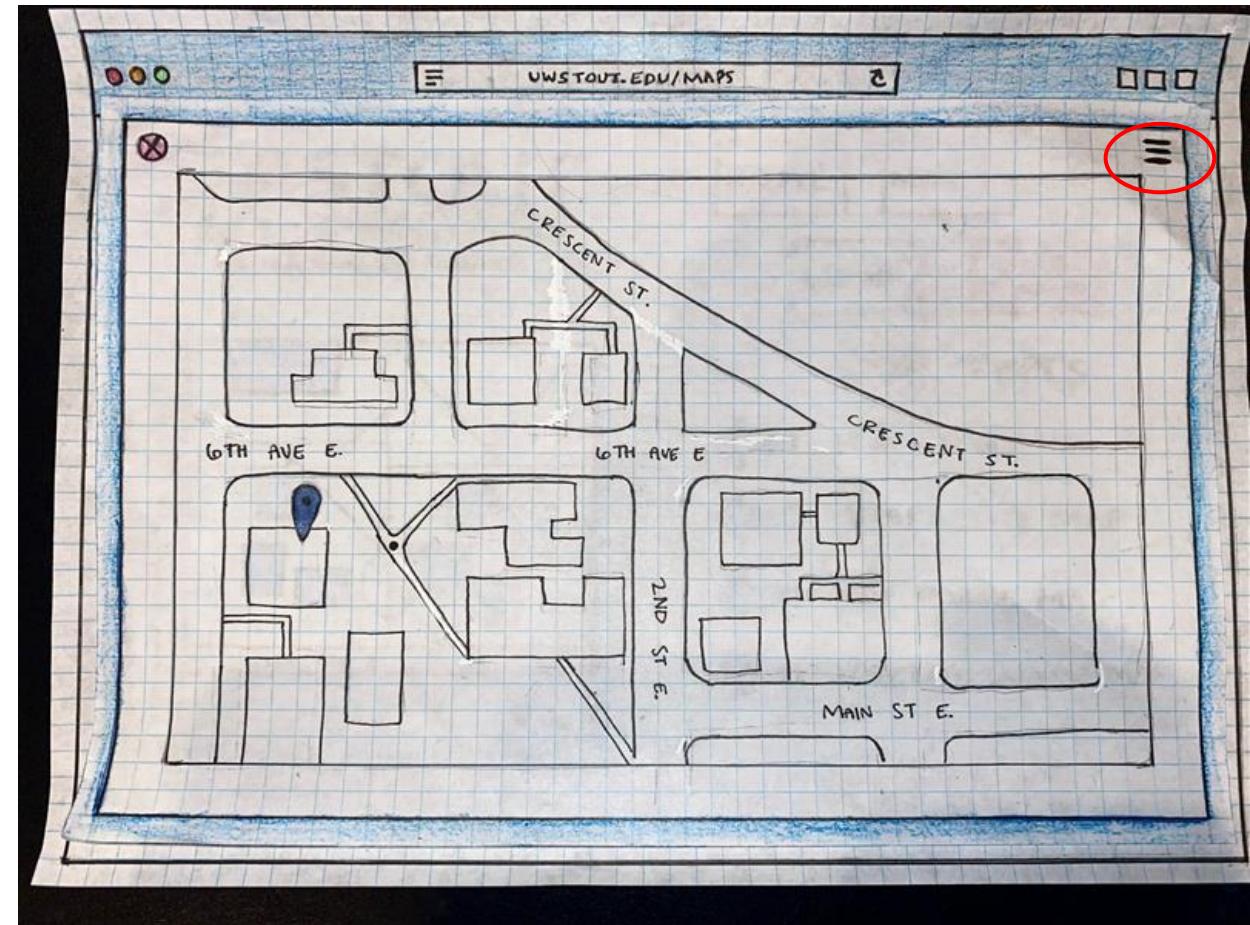


1. User clicks on "full view" button to view the campus map.



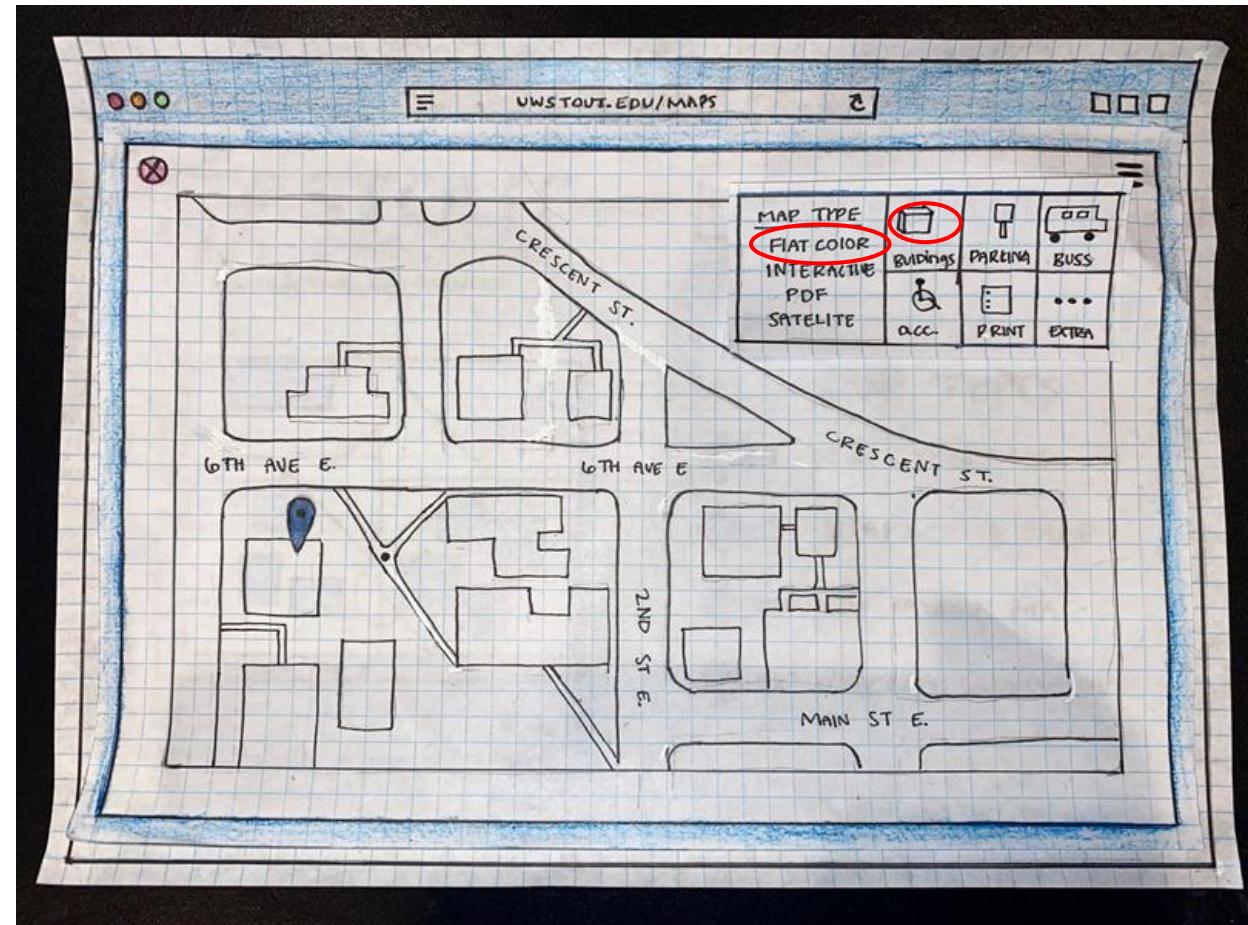
Website Prototype

1. User clicks on the three bars in the upper right corner to view the options menu.



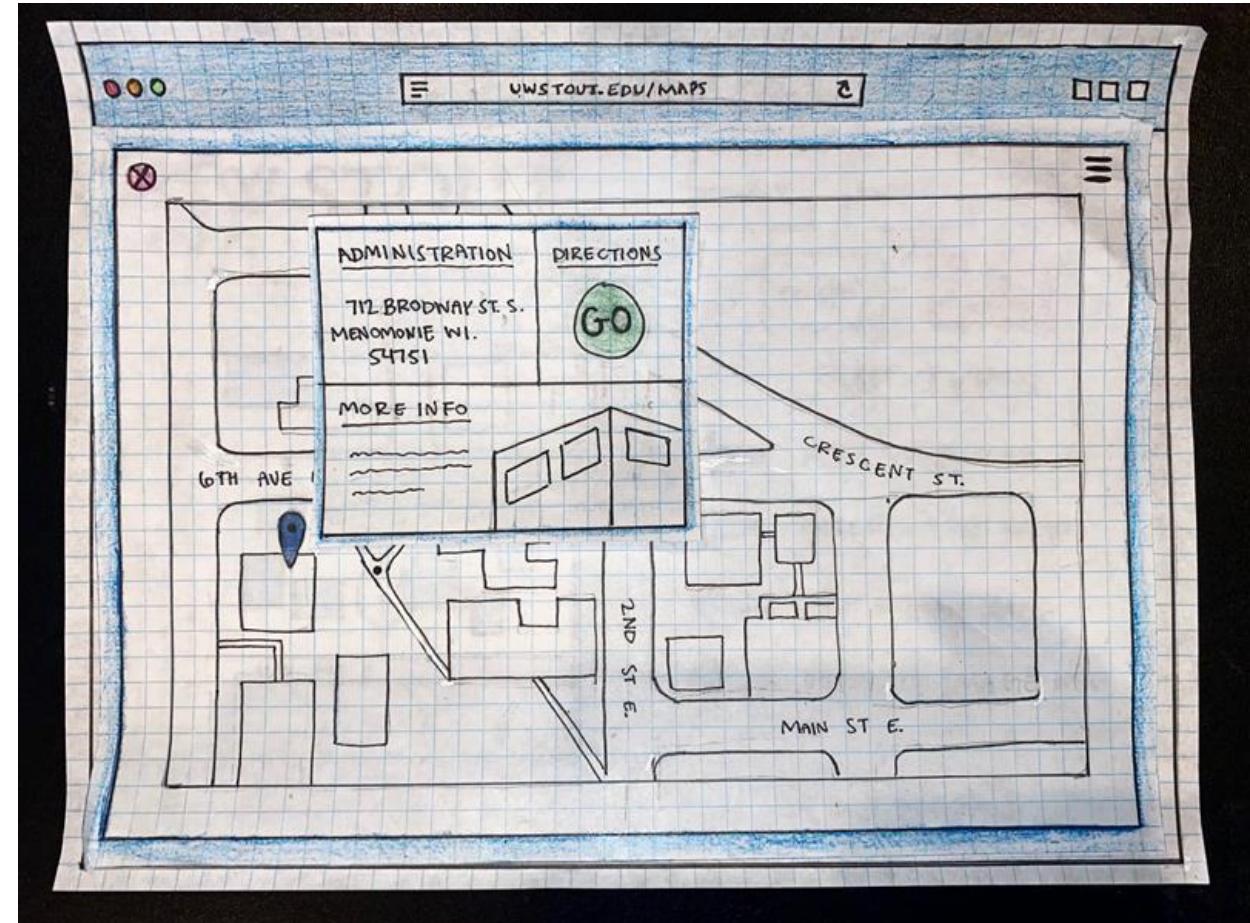
Website Prototype

1. User clicks on the type of map they would like to view.
2. User also clicks on the parts of the maps they wish to be displayed. (i.e. buildings)



Website Prototype

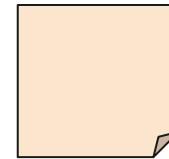
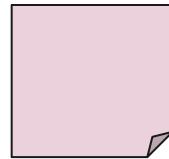
1. User clicks on the highlighted building. Here directions, the address and more information of the building is displayed.



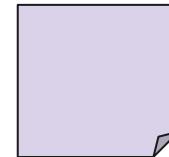
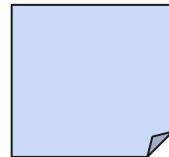
Website Prototype

Lo-fi User Testing

App observations are coded in pink, while web observations are shown in orange.



Groupings are made in blue, analyses are presented in purple.



User 1

#1
Located “Maps” from Connect home page

#2
Chose “Buildings” from Map settings menu, viewed highlighted building

#3
Returned to Settings menu, chose “Parking”

#4
Clicked on parking lot icon, chose “More Info”

#1
Chose “Full View” to open map

#2
Clicked on the menu icon, chose “Buildings” from pop-up

#3
Clicked on the building icon and viewed information



User 2

#1
Located “Maps” from Connect home page

#2
Chose “Buildings” from Map settings menu, viewed highlighted building

#3
Returned to Settings menu, chose “Parking”

#4
Clicked on parking lot icon, chose “More Info”

#1
Chose “Full View” to open map

#2
Confused by location of “X” and the menu icon, found and opened menu

#3
Confused by map views and features shown in menu, clicked on “Buildings”

#3
Clicked on highlighted location to view full info



User 3

#1
Clicked on Maps icon from Connect home page

#2
Clicked on menu icon

#3
Selected “Buildings”, viewed info of highlighted building

#4
Returned to menu and chose “Parking”

#5
Clicked on highlighted location, chose “More Info” on the location

#1
Clicked on “Full View” to open map

#2
Found and opened the Map menu

#3
Selected “Buildings”, clicked on highlighted location to view full info

Affinity Map – APP

Found the Maps page on the UW Stout Connect App

Located Map settings

Accessed the specific location information

User 1
Located "Maps" from Connect home page

User 2
Chose "Buildings" from Map settings menu, viewed highlighted building

User 1
Clicked on parking lot icon, chose "More Info"

User 2
Located "Maps" from Connect home page

User 1
Chose "Buildings" from Map settings menu, viewed highlighted building

User 2
Clicked on parking lot icon, chose "More Info"

User 3
Clicked on Maps icon from Connect home page

User 3
Clicked on menu icon

User 3
Clicked on highlighted location, chose "More Info" on the location

User 3
Selected "Buildings", viewed info of highlighted building

User 3
Returned to menu and chose "Parking"

Found the Maps page
on the UW Stout
Connect App

Located Map menu,
found "Buildings" filter

Viewed full info of
highlighted location

User 1
Chose "Full View" to
open map

User 1
Clicked on the menu
icon, chose
"Buildings" from
pop-up

User 1
Clicked on the
building icon and
viewed information

User 2
Chose "Full View" to
open map

User 2
Confused by location
of "X" and the menu
icon, found and
opened menu

User 2
Confused by map
views and features
shown in menu,
clicked on "Buildings"

User 3
Clicked on "Full View"
to open map

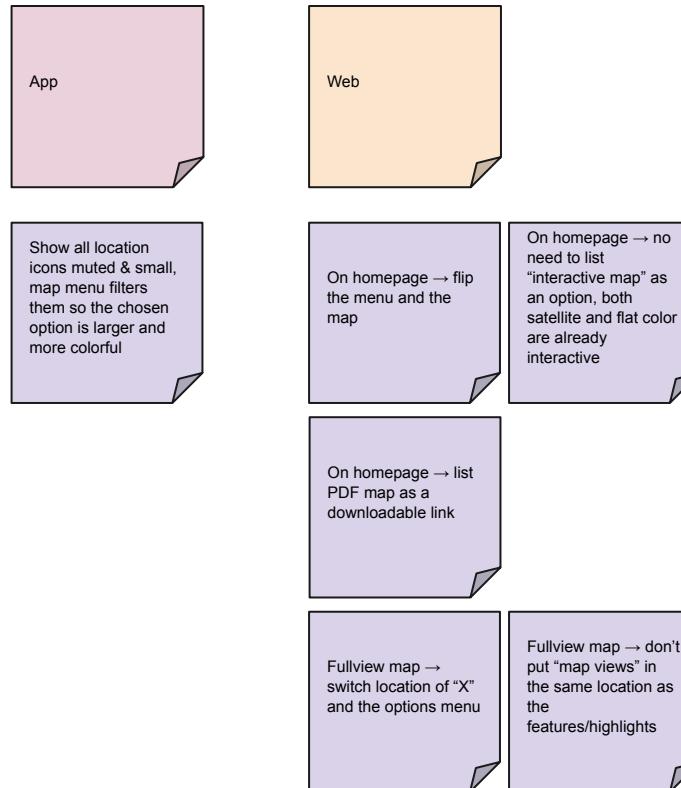
User 3
Selected "Buildings",
clicked on highlighted
location to view full
info

User 3
Found and opened
the Map menu

Affinity Map – WEB



Analysis





Visual Layout & Interaction

Design

Project 3

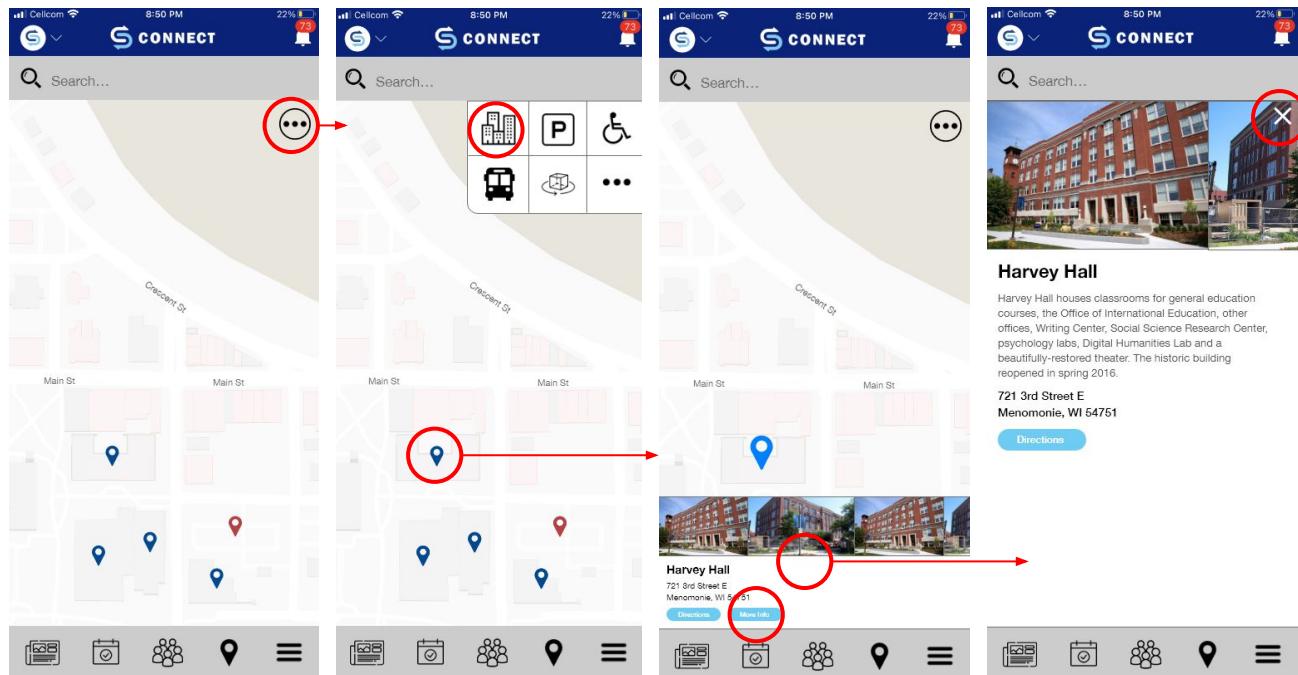


XD Prototypes

App: <https://xd.adobe.com/view/3757f8cd-5b2d-4cb2-9169-2db206955418-6204/>

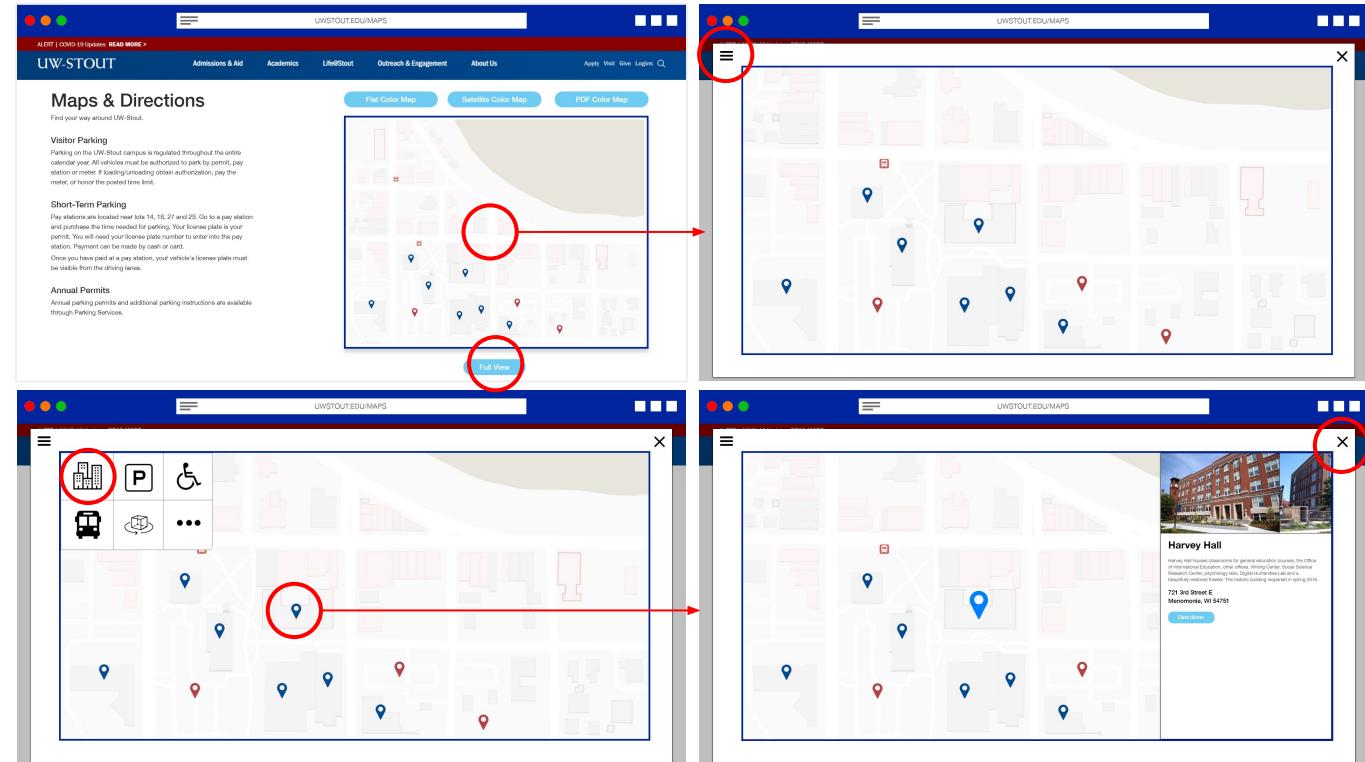
Website: <https://xd.adobe.com/view/7ee535a1-9e20-4af5-8c0b-7a9d333ece5c-2bb6/>

1. User taps on “...” icon for sorting layers
2. User selects sorting layer or taps outside of menu to close
3. User taps on location icon
4. User taps on drawer or “More info” button
5. User closes information window by tapping the “X” icon



App XD Prototype

1. User clicks on small map or “Full View” button to open full map
2. User clicks on menu icon
3. User clicks on sorting layer option or closes menu by clicking outside
4. User clicks on location icon
5. User clicks on “X” icon to close map



Website XD Prototype



Hi-fi Usability Testing

Project 3



User 1

- | | | | | | |
|-------------------------------------|-------------------------------|------------------------|---|---|-----------------------|
| #1
Tapped on sorting options | #2
Tapped on location icon | #3
Tapped on drawer | #1
Clicked on “Full View” button | #2
Clicked on location icon | #3
Closed full map |
| #4
Tapped on “Directions” button | | | #4
Tried to view another type of map for sorting layer information | #5
Needed some guidance to find the sorting layers | |



User 2

#1
Hovered over location pts until clicking on Harvey

#2
Chose "More Info" on Harvey Hall

#3
Tried to click on directions

#4
Clicked off to return to the map

#5
Found the menu and clicked around on the options

#1
Clicked on 3 map options on top

#2
Clicked on map to open the full view

#3
Chose Harvey Hall, tried to click on "Directions"

#4
Clicked on map to close info tab

#4
Opened menu drawer, tried to view filtering options



User 3

#1
Clicked on drawer button on bottom of screen

#2
Clicked on sorting options

#3
Clicked on Harvey Hall location indicator

#4
Hovered for a moment then clicked on more info button

#5
Tried to click on directions button

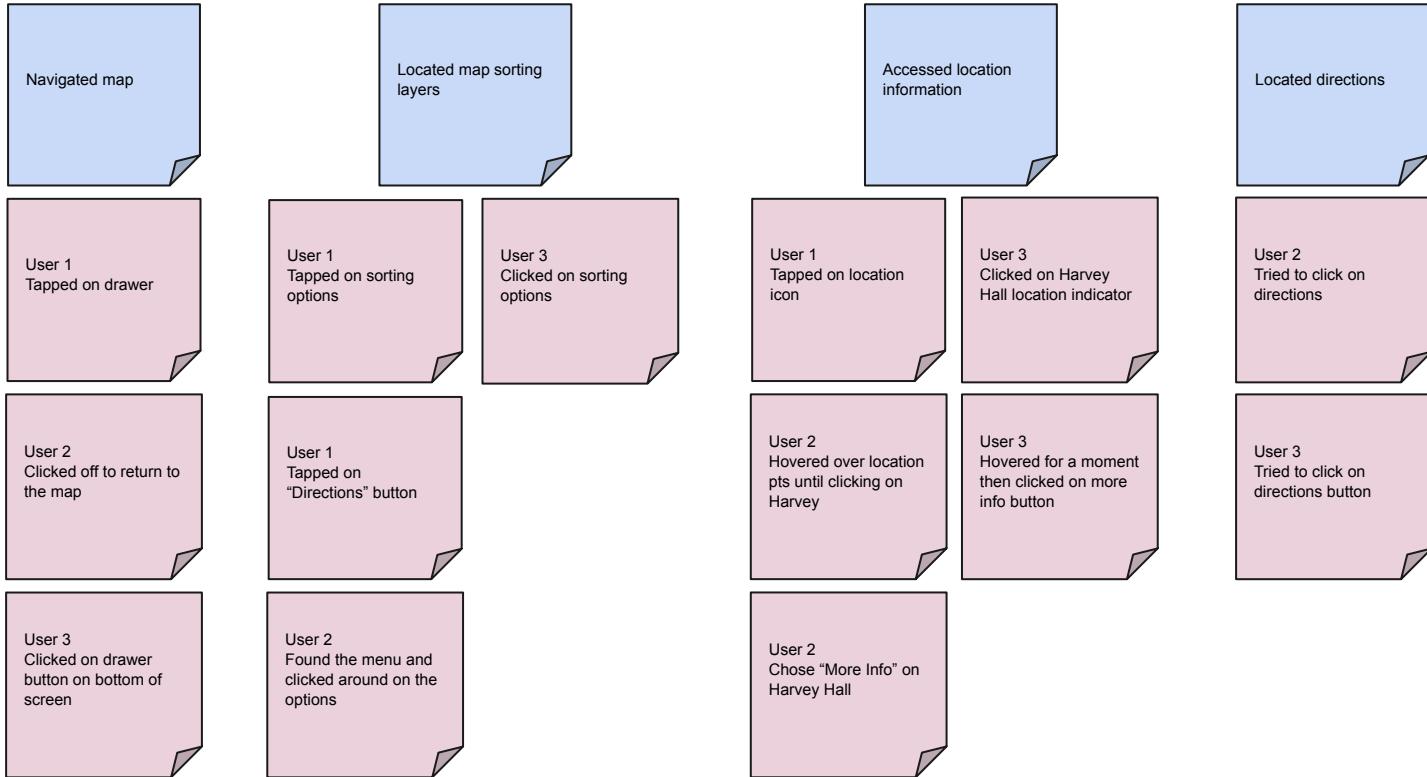
#1
Hovered over then clicked on small map icon

#2
Clicked on full map button

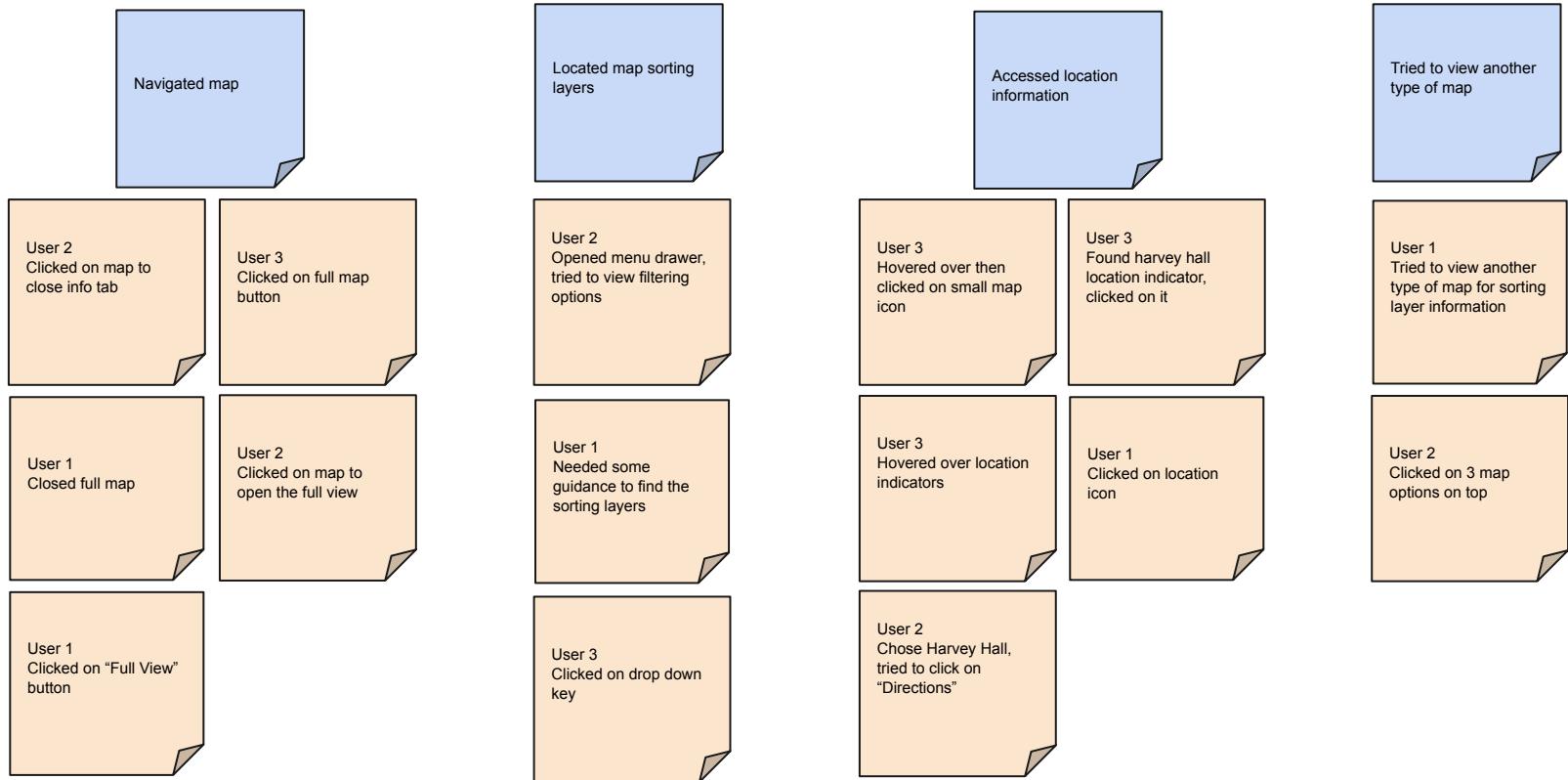
#3
Hovered over location indicators

#4
Clicked on drop down key

#4
Found harvey hall location indicator, clicked on it



Affinity Map – APP



Affinity Map – WEB

Observation	Critical	Serious	Medium	Low
Clicked on “Directions” button		X		
Hovered over all shown location points	X			
Tested all menu sorting options	X			
Clicked on drawer located at bottom of page				X

Usability Problem Prioritization – APP

Observation	Critical	Serious	Medium	Low
Clicked on 3 listed map options on home page			X	
Clicked on “Directions” button		X		
Tested all menu sorting options	X			
Hovered over all shown location pins	X			

Usability Problem Prioritization – WEB

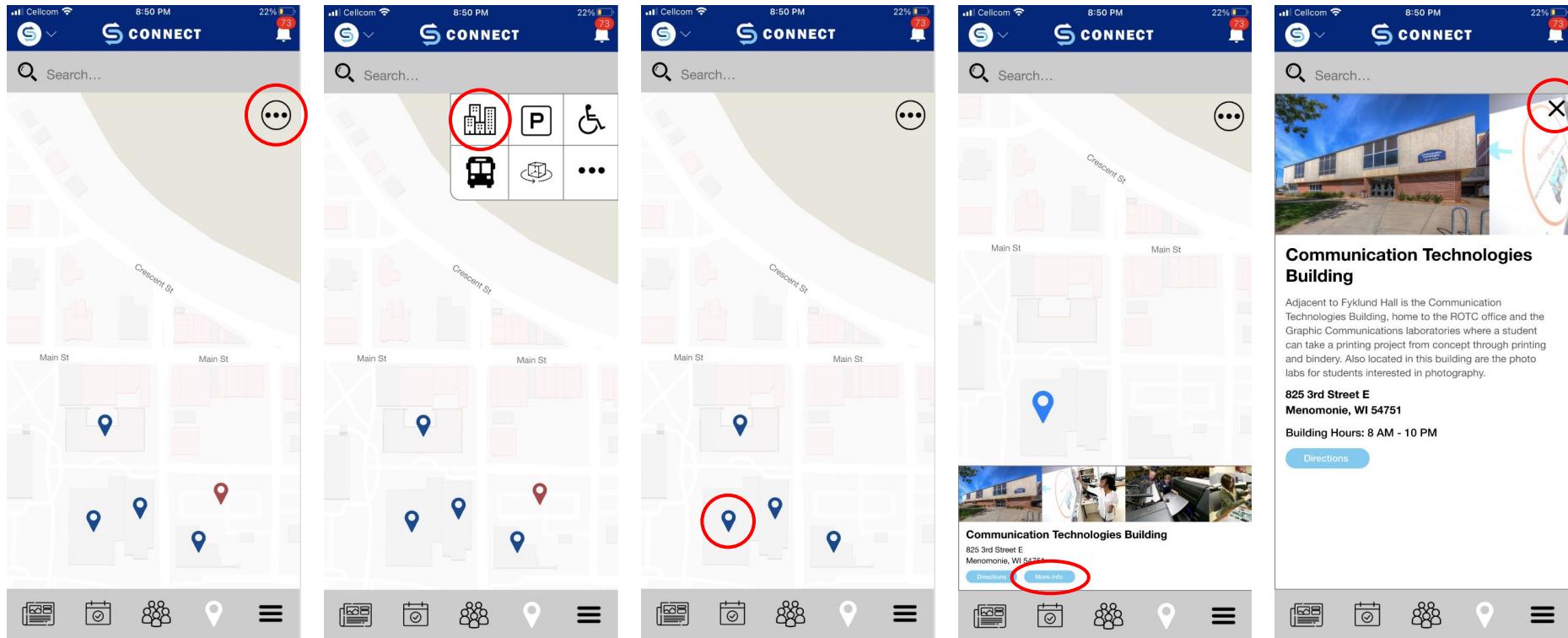
Outcome

Project 3

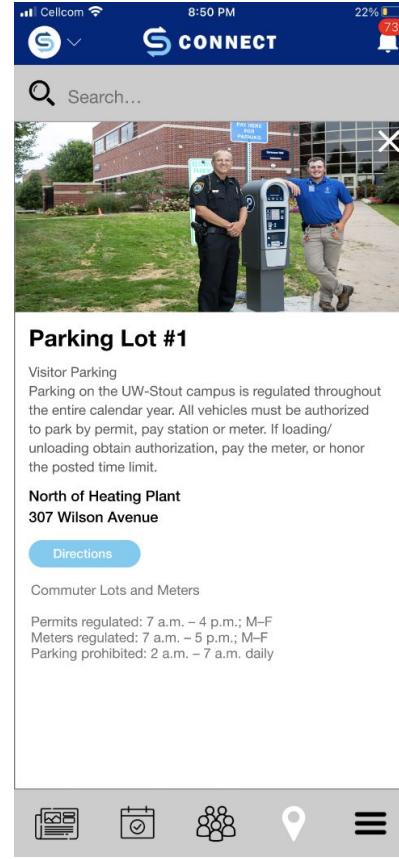
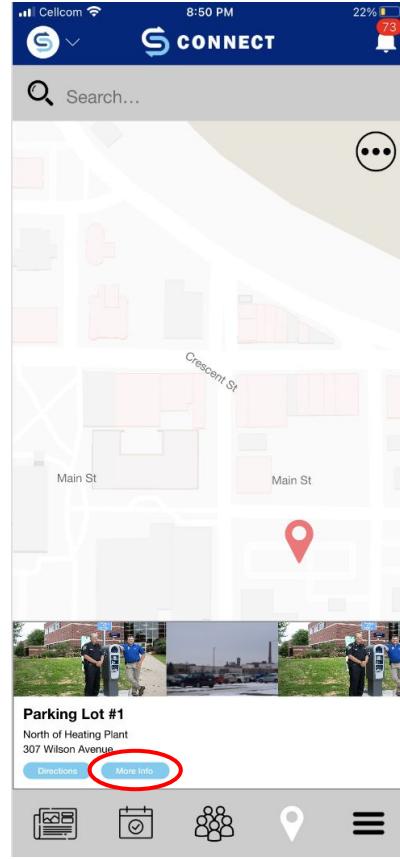
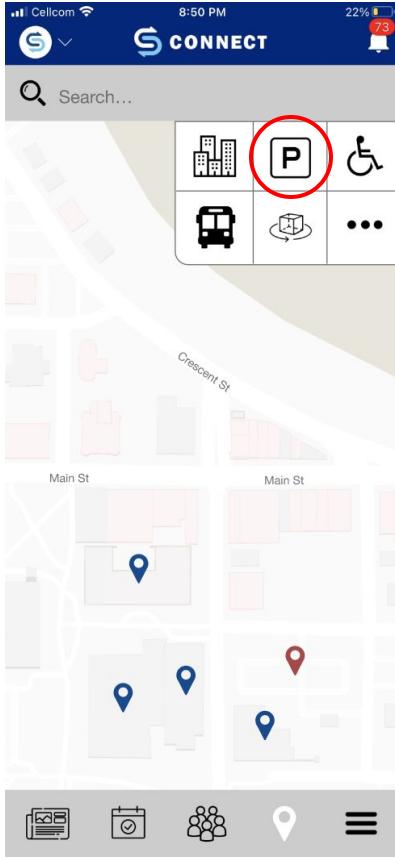
Updated Hi-fi Prototypes

App: <https://xd.adobe.com/view/3757f8cd-5b2d-4cb2-9169-2db206955418-6204/>

Web: <https://xd.adobe.com/view/7ee535a1-9e20-4af5-8c0b-7a9d333ece5c-2bb6/>



App Screenshots



App Screenshots

UWSTOUT.EDU/MAPS

ALERT | COVID-19 Updates [READ MORE >](#)

UW-STOUT

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Maps & Directions

Find your way around UW-Stout.

Visitor Parking

Parking on the UW-Stout campus is regulated throughout the entire calendar year. All vehicles must be authorized to park by permit, pay station or meter. If loading/unloading obtain authorization, pay the meter, or honor the posted time limit.

Short-Term Parking

Pay stations are located near lots 14, 18, 27 and 29. Go to a pay station and purchase the time needed for parking. Your license plate is your permit. You will need your license plate number to enter into the pay station. Payment can be made by cash or card.

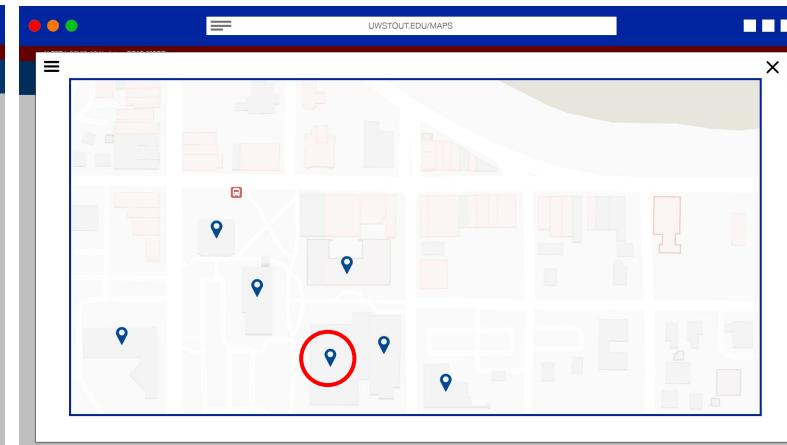
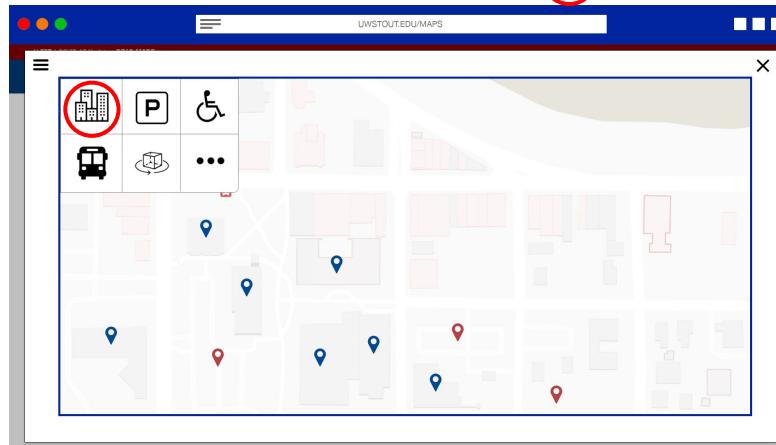
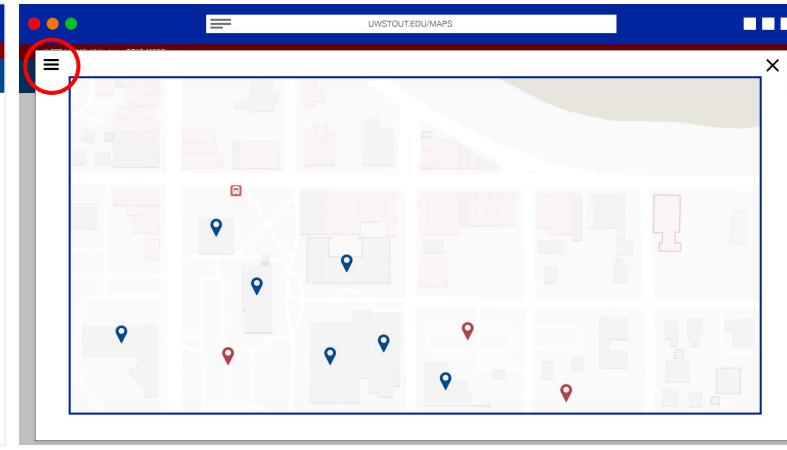
Once you have paid at a pay station, your vehicle's license plate must be visible from the driving lanes.

Annual Permits

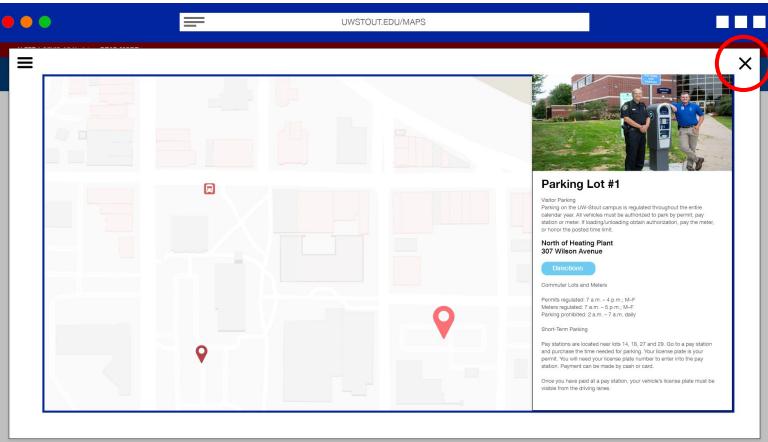
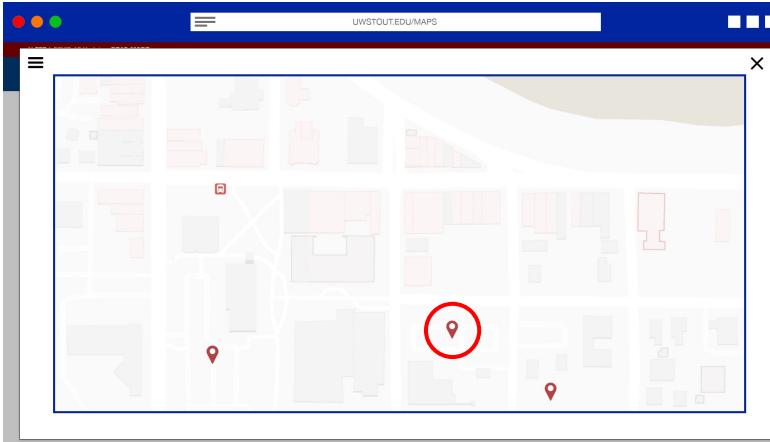
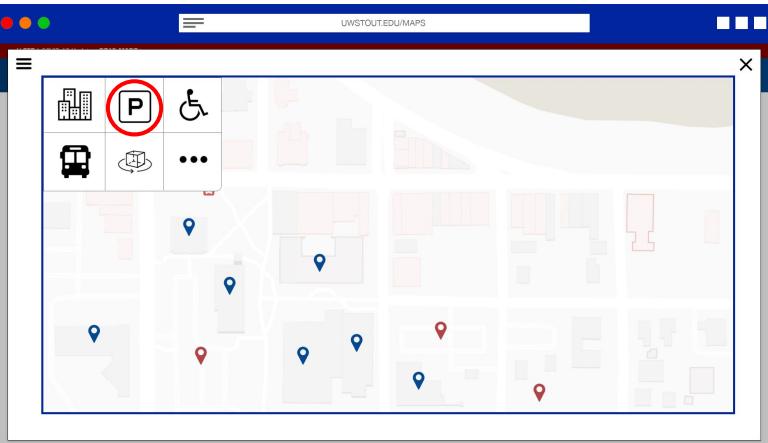
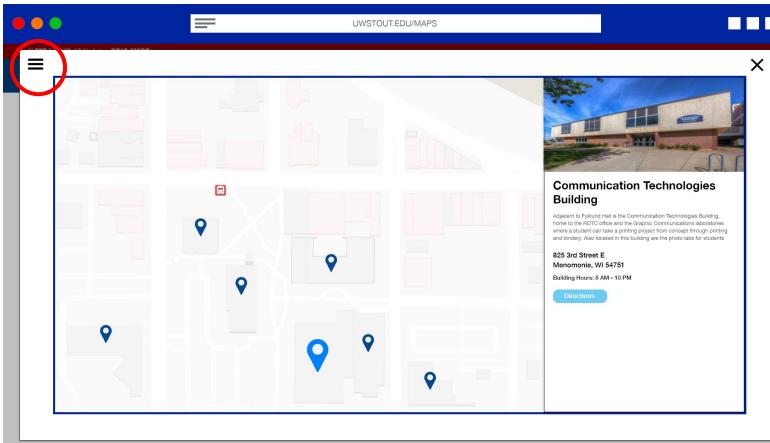
Annual parking permits and additional parking instructions are available through Parking Services.

[Flat Color Map](#) [Satellite Color Map](#) [PDF Color Map](#)

Full View



Web Screenshots



Web Screenshots

Summary

Through research and testing, we learned the goals of our user base could be summarized as: locating campus buildings and facilities, having easy access to building hours, and clear specification of parking and those regulations. Our design meets these functions with a clear, simple interface that spans across both the app and web versions. Each building point includes images of the location, a short description, the address, and the hours of operation. The parking pins on the map include the address of the lot, information on who can park there, and its hours of regulation. Our campus map also allows for filtering, so if the user were to choose so they could view campus with only buildings or parking lots shown. This feature allows for the possibility of quick access to only the information they need at the time.