**Final Concept Description: Virtual Hawk**

Virtual Hawk is a campus connectivity website that provides users with navigational tools and up-to-date information on campus buildings, location of services, and events happening on campus. It is useful for new students unfamiliar with IIT’s 120-acre campus. They will be able to get directions from an interactive map that will quickly guide them to their next class, the registrar’s office, or the gym. All students will find the site useful to keep informed about events happening on campus through its real-life events feed. Clubs, activities, and special events will be shown to students on the home page making it easier for students to attend or plan for future attendance to these events. The outcome will be increased participation and connectivity among the student body, and less time spent looking up information or location of events/services on campus.

The main feature of Virtual Hawk making this connectivity possible is its interactive map. This map not only provides directions from one point to another, but it also displays information about a building such as its hours of operation, academic department affiliation, and any services housed in the building and specific location within. The goal is to efficiently familiarize the student with the campus, going a step beyond by offering information and location of current campus happenings. The website includes a chat box that interacts with the user and answers common questions, such as “Where is the Career Services office?” There are also personalized features available once a user creates an account. Students will have a calendar showing their activity schedule for the week. Recommended activities will also be shown to the user on the home page based on their major, current extracurricular activities, and interests.