WAYPOINT

Final Presentation

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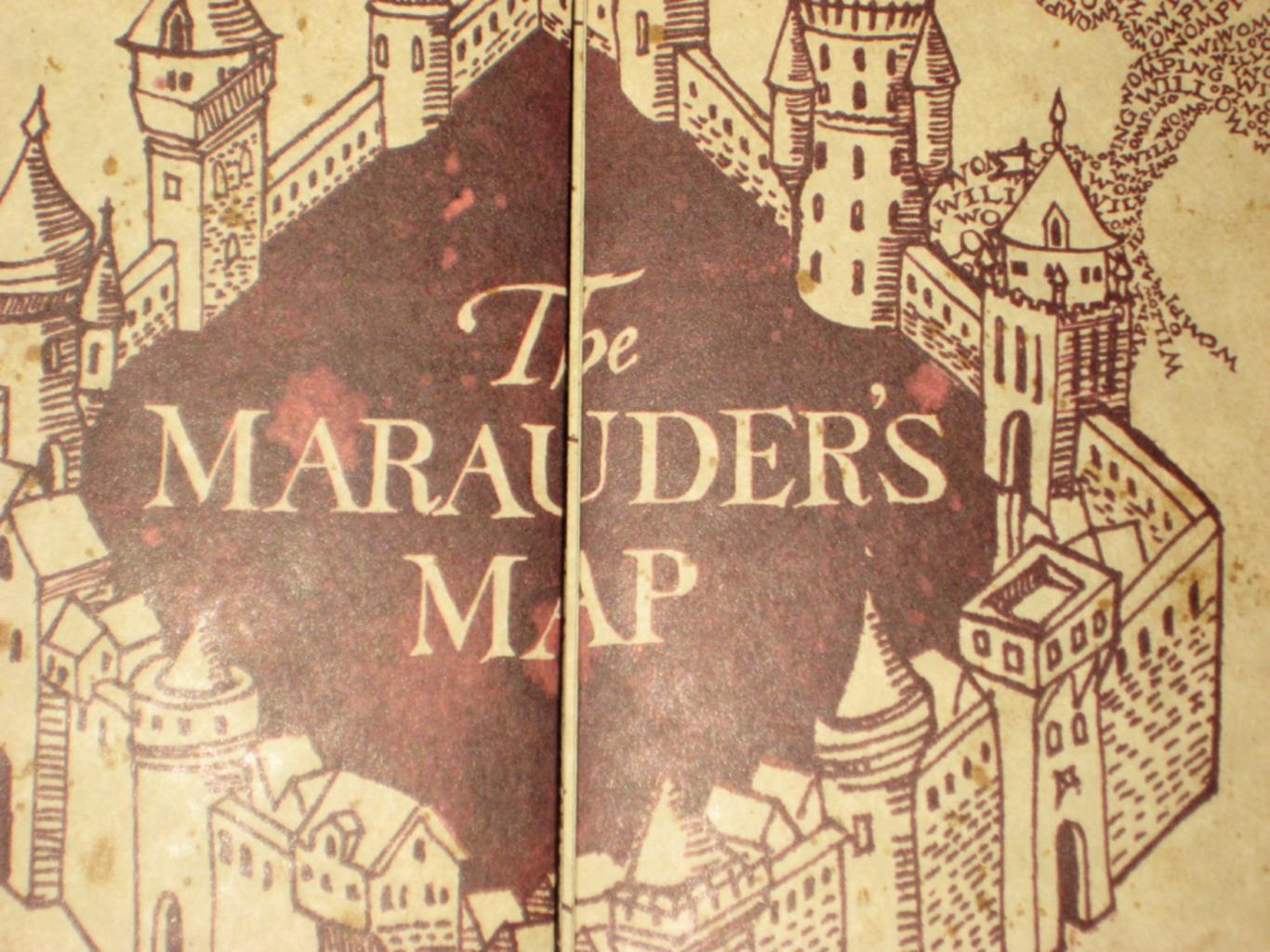
Opportunity

Target group
College students living on-campus

Question
What if we could visualize where people are on campus?

Concept
Interactive map of campus & students

The MARAUDER'S MAP

Opportunity

- Initial idea for entertainment purposes

- Can evolve into something useful

  - Visualize campus activity

  - Potentially show information about events, buildings, walking directions

- Privacy/safety concerns?

Research

Interviews with

- 2 freshmen
- 2 juniors
- 1 senior

Questions about

- Social life
- Events
- Privacy

Findings

- Find events through posters, friends, Facebook

- Attend events based on interest, availability and friends who are attending

- Don't get lost on campus much

- Most open to sharing location and school/year data anonymously

- Most open to spontaneously finding out about campus events

- Most more interested in learning what friends are doing than general student body

Concepts

People
- Visualization of people
  - by school
  - by year
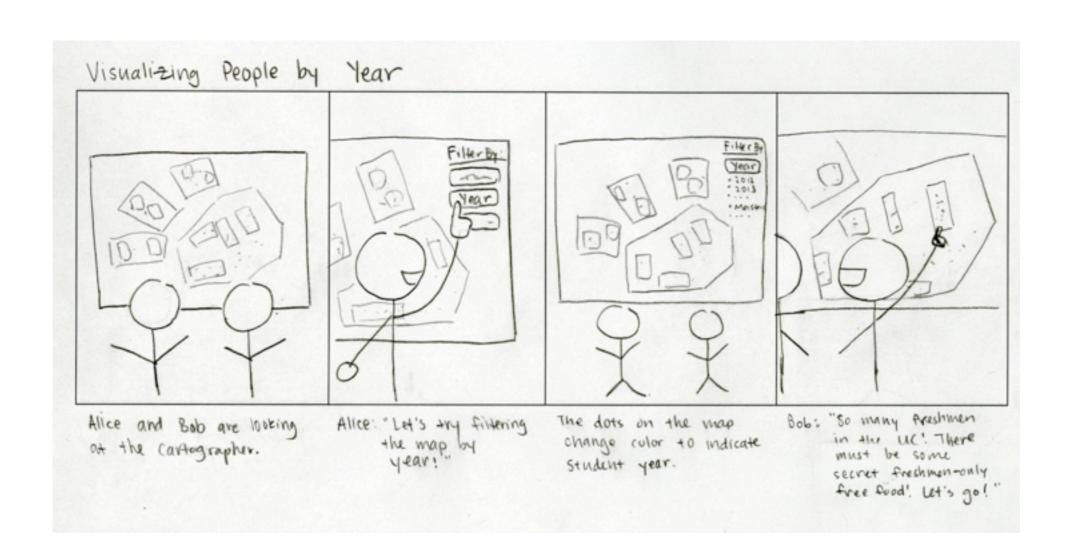- Time lapse of people
- Location of friends
(using mobile app)

Events
- Event discovery
- Public webcams

Locations
- Label facilities
- Walking directions
- Building occupancy
- Room reservations

Concepts

More Research

Needs validation

- 1 sophomore
- 3 juniors
- 4 seniors

Reactions about

- usefulness
- appeal
- privacy

More Findings

Positive

- Visualizations, like locations of students by school, could show interesting trends about student life
- Information about facilities would be very useful
- Reserving rooms through the system would be useful
- Event discovery would be useful

More Findings

Negative

- Interesting from a study/artistic sense, but not practical for frequent utility
- Why not a web app? Can this be used by multiple people simultaneously?
- Time lapse wouldn't be useful
- Public webcams would be intrusive
- Locating friends would be intrusive and unnecessary
- Reserving rooms or creating events through system is not suited for public use
- Virtual keyboards are too difficult to use

Final Concept

- Large displays located in public locations around campus, like dorms, academic buildings, and the UC
- Visualize people on map, using colored dots to indicate different schools
- Simple mobile app for opting into location broadcasting

Final Concept

- Label "you are here"
- Label buildings and facilities such as printers and dining locations
- Show locations of upcoming and current events
- Touch interactions for viewing additional information

Final Concept

- Search for buildings by name
- Voice-activated assistant
    - "Where's the nearest printer?"
    - "Where's Baker Hall?"
    - "Where's the room for 15-251?"

Video time!

THANKS!