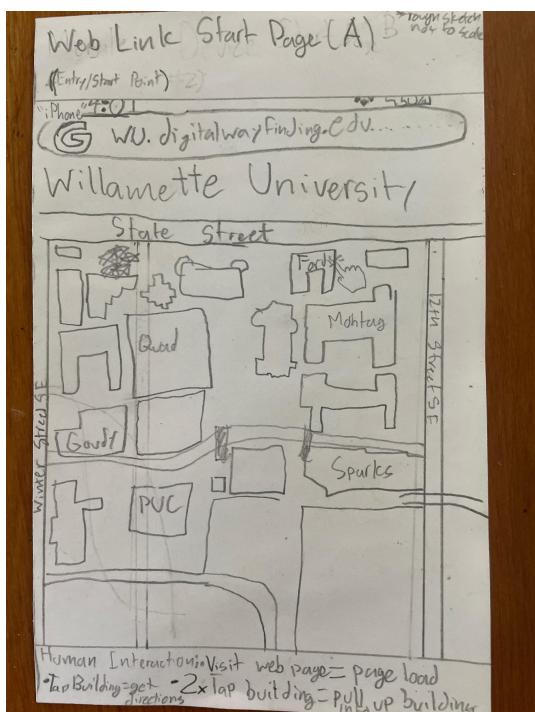


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Eleanor Thornes-Web Master



Location Relevant Info Page (A.1)

Display Page for Digital Signage

"Digital Sign" Ford Hall

Ford Hall

Writing Center:

- wavy line
- wavy line
- wavy line

QUAD

- Hours wavy line
- wavy line
- wavy line

Human Interaction: Human touches basic info page to display an interactive overlay (A.2)

On Site Location Signage: (A.2)

\*With Overlay, after touch activation

"Digital Sign" Ford Hall

Writing Center:

?

QUAD:

- Hours wavy line
- wavy line
- wavy line

Event Spaces

Support Staff

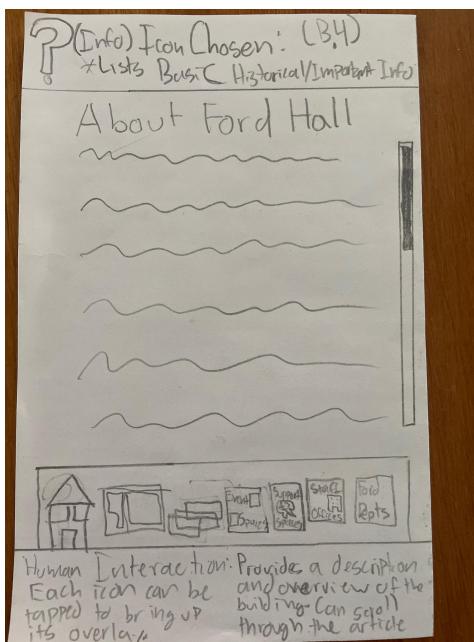
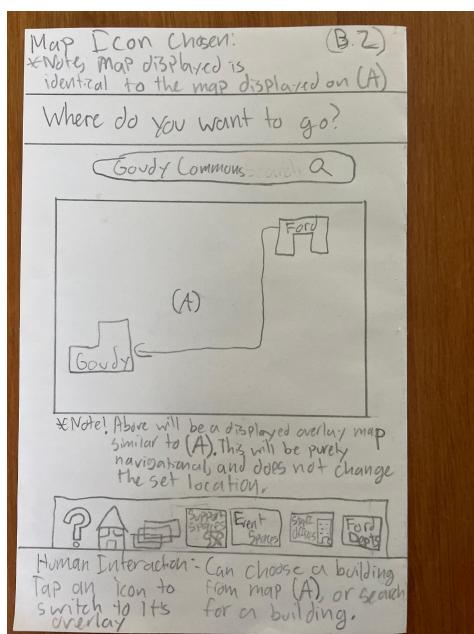
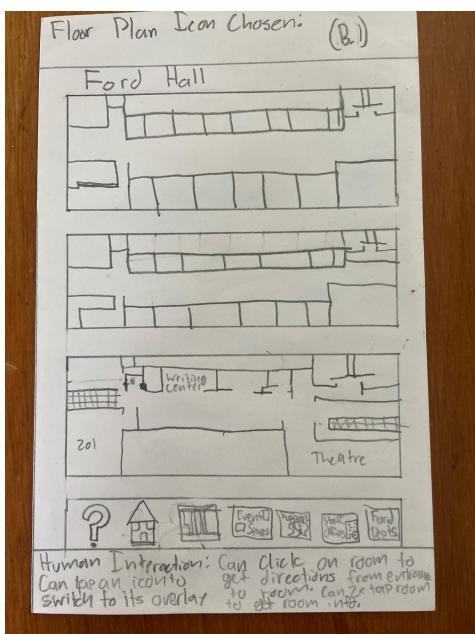
Staff Offices

Ford Depts.

Human Interaction: Each icon shown here acts as a button changing the overlay to (A), available from inside a new page

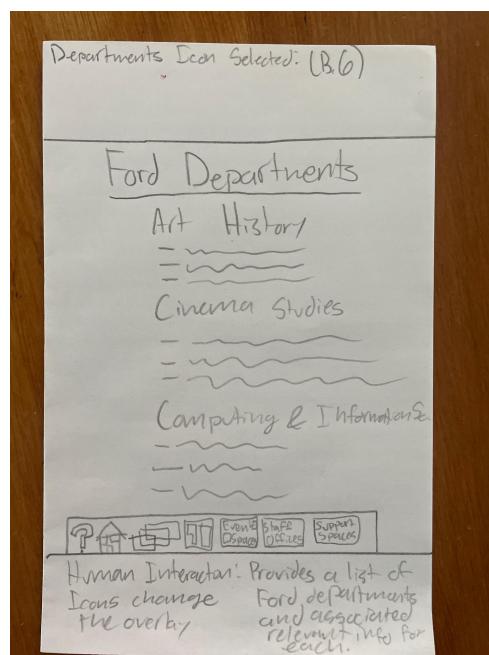
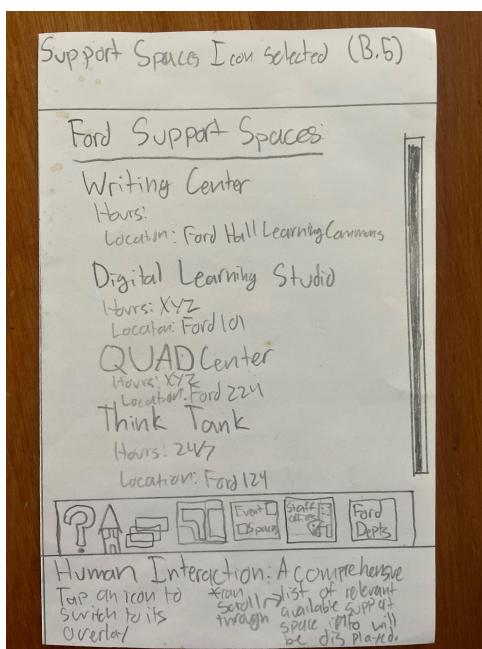
A)

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B)

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# Writeup, Design Concepts, and Prototypes

For the campus wayfinding information system, we have both a paper sketchup low-fidelity prototype, that is a rough ideation of the bare minimum we expect to have by the end of the project, and a Balsalmiq file/pdf sketches, which more closely resembles what the final product might look like, explores additional design choices, and demonstrates possible interactivity and features that are not as presentable in a sketch.

The A) Sketches are the “home” or “main” pages of the program. (A) is a starting point, and is used to determine either the location of the user, or the location that the user wants more information about. For a digital sign, this page would be used by faculty or staff to select the appropriate building respective to the sign. (A.1) shows the base information page, and (A.2) shows the base information page with an overlay of “interactive” icons.

The B) sketches show the various overlay pages that will be displayed when its respective icon is selected. The sketches show one version, where there is a bar of icons at the bottom and a “home” icon returns to the (A.2) screen. The Balsalmiq version is slightly different, where the overlay is simply changed to the chosen page, the icon selected becomes highlighted, and all icons remain available for the user to select. After a certain timeout, the screen’s icon overlay would fade, returning to the (A.1) screen.

The B) sketches also show a very limited version of the planned functionality behind each icon’s overlay. The information will typically be selectable, as opposed to just a page to scroll through; this is better demonstrated in the Balsalmiq pdf and link, where dropdown menus are available for departments, staff, event spaces, etc.

## Usability Goals:

- Efficient to use (efficiency)
  - We want an efficient product that gets users information in as little time as possible.
- Having good utility (utility)
  - We want our product to have a service worth people’s time to use. For example, there would be very little point to developing this program if people are simply going to use google for all their needs,
- Easy to learn (learnability)
  - We want our product to be simple, self explanatory, and essentially idiot-proof. Our goal is to have functionality without the user worrying about messing something up or not being able to get back to where they were (frequent issues when a user is new to a program)

Not necessarily leaving out, but placing less emphasis on:

- Safe to use (safety) - We don't believe this is particularly relevant within the scope of our proposed solution.

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- Both the problem and our means for a solution have essentially zero risk in either aspect.
- Easy to remember how to use (memorability)
  - If we get "easy to learn" right, memorability is less important.

Benchmarks:

- "Back" or "Return" functionality, so users always have the means to get wherever they need to in up to three clicks/taps max. Test: have user return to homepage.
- Comprehensive database, so users can tap on any building, any room, any name, (within project bounds/scope), and retrieve the desired information. Test: have user find their advisor or colleague.
- Simple/Self-explanatory/Commonplace icons that are both noticeable but not loud, so users feel like they know what they are doing even if they have never used the program before. Test: ask user to get information about the building they are currently in.