Cultural Model

Mobile Device

Wisconsin App

Wifi

User

Needs wifi connection

Click to access

Password required to access the mobile device

Needs current time for bus schedule

Needs current location

Gets routes for events

Google Maps/ Apple Maps

Time

Adds events to device's calendar

Calendar App

Location

Provides event information and list of events on campus

Provides local bus schedule and bus stop information

Madison Bus System

Redirects to event's website for event details

Wisconsin Union Directorate (WUD)