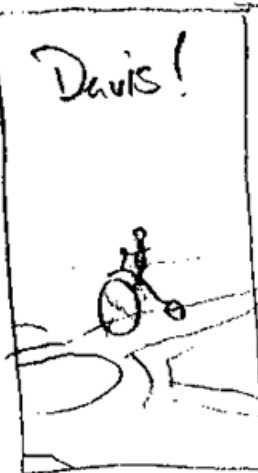


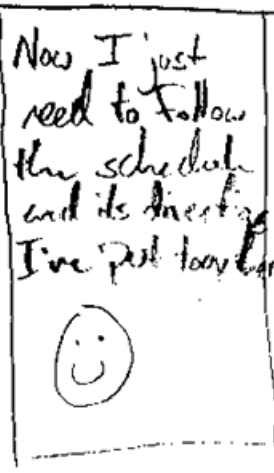
1



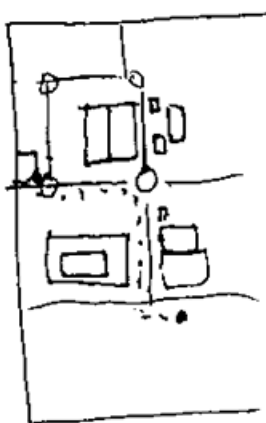
2



3

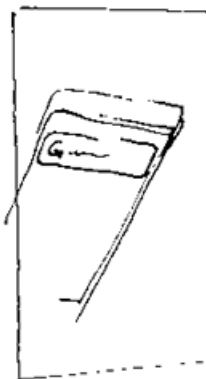


5



"You have 30 minutes until your next event. It will take approximately 10 minutes to walk to Hart Hall."

4



Google Calendar system utilized for alerts and planning to avoid need for client info collection.

Alt: static transit times from MU.
Test directions/time between venues.
Show/suggest Food, resources, bathrooms.

I focused on the in-app experience, and my testers rightly wanted more context. From this I need to consider more peoples state of mind as the access the site. Are they learning about the conference for the first time? Are they late and rushing after waking up late a day-of? Are they planning their stay and looking for restaurants, hotels, recreation?