

Campus Interactive Map Application - Interview Questions and purpose

Santiago Sinisterra Arias

Introduction

Hi! We're looking to gather feedback about a new app idea designed to help students and visitors navigate the campus more easily. The app would feature an interactive map with routes, event listings, accessibility features, and much more. I'll be asking you a few questions to understand your experience and whether this app would be useful to you.

Before we begin, I'd like to inform you that this interview will be recorded for analysis purposes. Do you consent to being recorded?

Purpose:

To inform the situation and ensure permission.

1. Background Questions

1.1 Tell me who are you?

1.12. When you were a first year student how was the experience of getting around campus?

1.3. Do you have any mobility-related needs that affect how you navigate campus (e.g., use of a wheelchair, walking difficulties)? Or difficulty between large distance?

Purpose:

1.1 Know which persona the person enters in.

1.2 Know the experience the person had in the first semester

1.3 Know if the person enters the persona for disability, or at least have a consideration for it.

2. Pain Points

2.1. How long did it take you to feel comfortable navigating the campus?

2.2. Are there specific areas of campus that you feel are hard to access, either due to distance, unclear signage, or accessibility issues?

2.3. How do you currently find information about upcoming events or social gatherings on campus?

2.4 How is the experience of finding a place to study or sit down at in the university?

Purpose:

2.1 Know the magnitude of the problem in the interviewed person's situation.

2.2 Know if the person recognizes the issue, if so if in any specific location.

2.3 Know how the person thinks of the issue of finding information of the events in the university.

2.4 Know how the person thinks of the issue of finding somewhere to sit or study.

3. Concept Feedback

3.1. Would an interactive map with walking routes to buildings be helpful ? What features would make this most useful?

3.2. Do you think an accessibility-focused route feature (highlighting ramps, elevators, wheelchair-friendly paths) would be beneficial?

3.3. Would you use an app that helps you find and book available study spaces, classrooms, or equipment? Why or why not?

3.4. Would you find it helpful if the app showed information about campus events, group meetings, and social programs? How would that influence your campus involvement?

3.5. How interested would you be in a feature that provides interesting facts, history, or stories about notable places on campus (e.g., statues, buildings, traditions)?

Purpose:

3.1 Feedback in how a map would be useful and what a person thinks would be the highest value to get from it.

3.2 Direct opinion on accessibility usefulness.

3.3 Know the actual interest in the solution based in location finding.

3.4 Know the opinion on usefulness of the event information.

3.5 Know if they would interest in small detailed features..

4. Usability and Features

4.1. Would you prefer a map that provides live updates on room availability or event times? How useful would that be for your day-to-day

4.2. Do you think it would be useful for student clubs or organizations to mark their meeting locations on the map?

4.3. Would you be more likely to use the app if it had a notification feature for upcoming deadlines or campus events?

4.4. How would you feel about the app including real-time updates about live classes or rooms available for study?

Purpose:

4.1 Know preference between options

4.2 Know opinion in this feature

4.3 Know the opinion in this feature.

4.4 Know how the person feels about such feature.

5. Inclusivity and Accessibility

5.1. Do you think an app with mobility-related accessibility features would be widely used by students with physical disabilities? Why or why not?

5.2. What other features could make this app more accessible or inclusive for students with mobility challenges?

Purpose:

5.1 Know if they consider its a solution that would be useful

5.2 Know opinion in possible improvements

6. Additional Thoughts

6.1. Would you be more likely to use this app if it were integrated with existing tools or platforms (e.g., room reservation systems, event calendars)?

Purpose:

6.1 Know if they consider this option useful

Conclusion

Thank you for sharing your thoughts! Your feedback will help us make the app as useful and effective as possible for the entire campus community. If you think of anything else later, feel free to reach out.