



When Rebecca was in college, she found it hard to find quick and accessible routes to her classes.



Rebecca is now a website designer at a local business with dreams of creating her own app. She wants an app that helps college students find quick and reliable routes to their classes.



Rebecca got a group from work to help her achieve her goal. They have been brainstorming and testing new things to make sure the launch of their app is a success.



One major issue that the group wants to address, is construction. Construction is a major cause of disruption for students walking to class. They want to be able to show in the app, where construction may be in order to help students plan ahead.



The app has gone through many test runs with individuals who are unbiased, but interested in the app. This is to ensure that the app is performing up to the standards of Rebecca and her team.



The group is very excited to release their app to the public. They have worked very hard to perfect the app the best that they can.





Matthew Connaway is a Software Engineer from Conway, S.C who works for a tech company. He prides himself in designing programs functional for all ages



One day during a meeting, Matt's boss tells his team that they will be tasked with designing a program for the local university.



His boss goes on to explain that the program's purpose is to help people around campus find quicker routes to and from locations.



With a general idea in mind, Matt gets to work. While planning, Matt considers how his 3 children (2 college aged) would use the app and gets their input. He also sends out a survey to college students and faculty to ask them what they would like to see incorporated into the program.



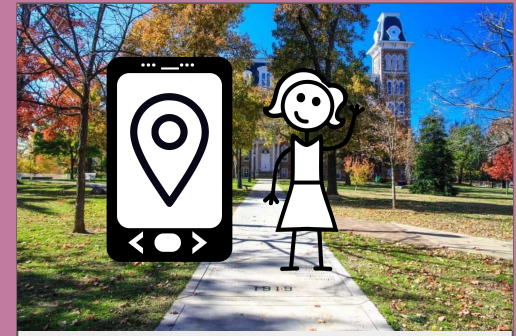
With the feedback in Matt, starts the designing process. During this process, Matt incorporates a basic router with location services. He wants to incorporate a schedule planner, as well as a weather feature, but he decides to hold off initially since the program is in its early stages. Once the prototype was finished, Matt and his team send the prototype off to students for more feedback



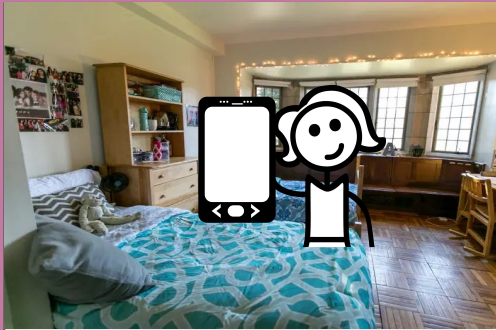
Teresa is a university student who is new and unfamiliar with her campus.



On her first week of college, she has trouble finding her classes, going down wrong paths, ultimately leading her to be late to a couple of her classes.



She tries to look for a solution. The built in navigation app on her phone, Maps, does not help her, as it is not accurate about her arrival time.



When browsing the web, she comes across a new navigation app. She finds the app's interface to be more user-friendly, which she likes, as she is someone who finds organization to be important.



She creates an account, and the app gives her an area to input a schedule. She creates a schedule of all her classes in the day. The app then provides her with many routes and paths to get her to her classes on time.



The next day, she feels hopeful. The app informs her of the quickest path to her destination. Thanks to the app's guidance, she is able to get to all her classes in time and never miss a lecture.