

Team: James, Akshat, Robin

Campus Compass

Two curved teal lines, one above the other, positioned below the title.

18

March

2025



Campus Compass Core Problem

Our app, Campus Compass, solves a very big problem that college students, specifically first year students, face.

NAVIGATION!!

What is Campus Compass?

Campus Compass is a college campus digital map application that helps guide students through their campus' buildings and paths to get to either their classes or any other location that they might want to get to on campus!

Target Audience

College Students!

Our main audience is the college student! They may be heading to a new building or just trying to remember how to get to one of their classes

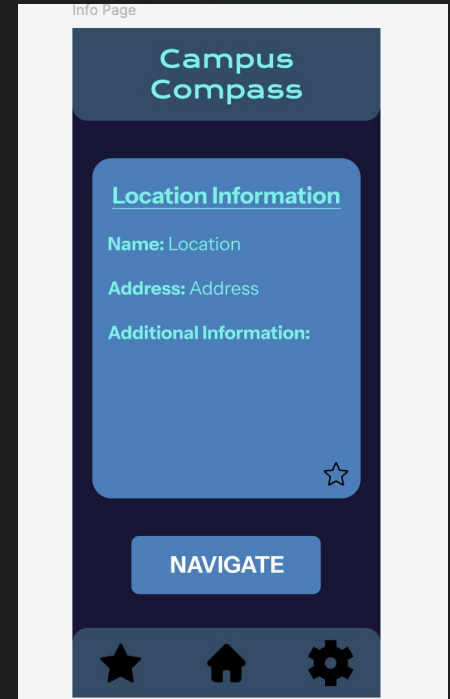
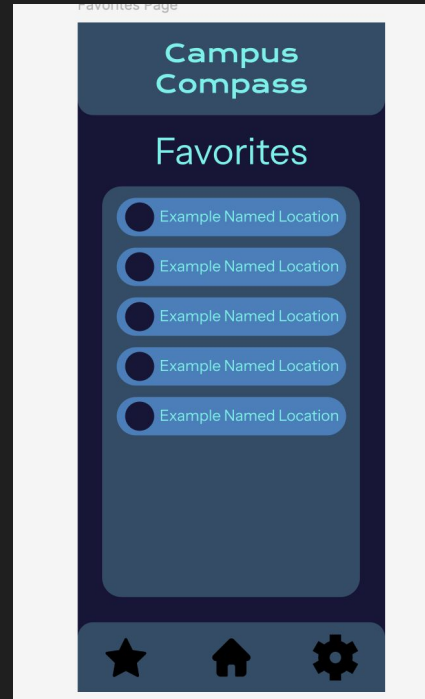
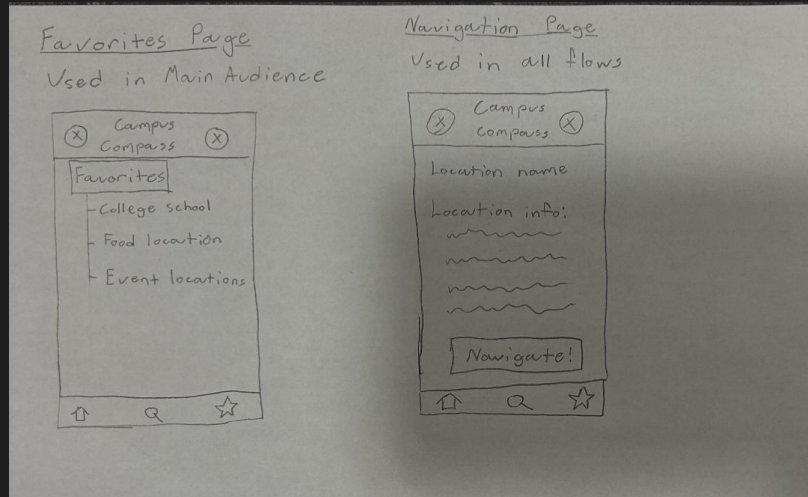
First-Year Students!

First years are the audience that are most expected to use our app!

College Staff!

Although not the primary nor target audience, we still expect professors to use this app to find their way around the campus or find anything on campus.

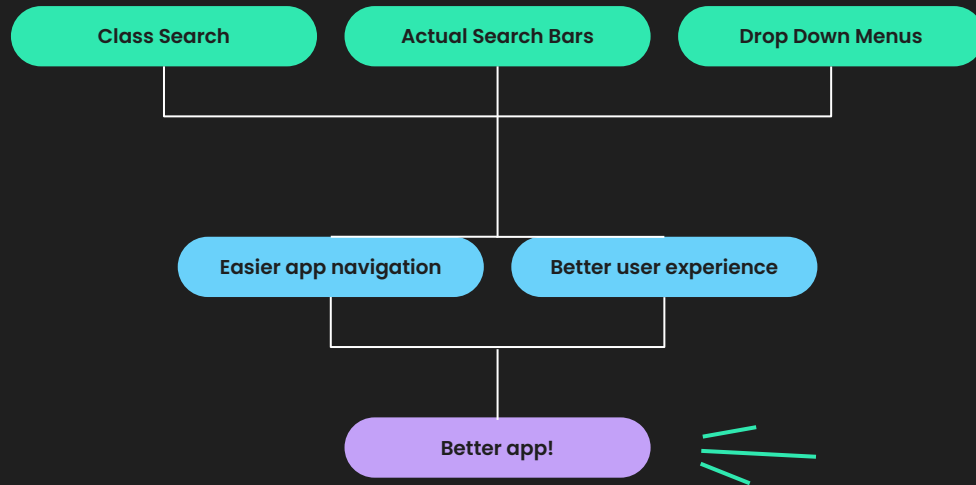
Project Progress



Feedback Influence

The way that feedback influenced our design:

1. Added features that we hadn't thought of
2. Changed the design for easier understandability



DEMO

<https://www.figma.com/design/1RcXvqsR3dESYllrzQKhCl/Prototype?node-id=0-1&t=lzR90OPaLqwPqww3-1>

Testing and Iteration

The method

In our demonstration, we had users try to find one of three functions on our lo-fi demo page. They would navigate the pages like screens of the conceptual app, in order to test how readable it was.

Our end result

Most of the functions on the page were fairly obvious, and the users we tested did not have much trouble navigating.

Problems

Among the issues they gave were:

- “Add more information and make searching clearer”
- “Unclear how to favorite locations”
- “Drop-down menu expected for searching”

What we Solved

- Searching, while not functional of course, has been designed more completely.
- A small icon for favorites has been added to the page that locations use.
- Drop-down menus, or at least a similar element, have been added for Explore.

An abstract graphic in the bottom-left corner of the slide. It features two overlapping circles. The circle on the left is a solid light blue. The circle on the right is a gradient, transitioning from a bright white-yellow at the bottom to a dark blue at the top. The background of the entire slide is a dark navy blue.

Questions?

A white, curved, decorative line starts from the top left corner and extends diagonally towards the center of the slide.

Thank you!