



# Campus Compass

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## The Problem:

A large problem with being on a college campus, is knowing how to get to different places. Getting lost is an issue almost everyone has experienced at least once in their life, whether it's as a student trying to get to class, or a parent trying to find a place to eat.



# Our Target Audience

CELIA SKYLER



AGE: 19

LOCATION: NEW YORK  
OCCUPATION: STUDENT

## BACKGROUND/BIO:

Celia is a student at New York University. The campus is extensive and complicated. She wants to be able to make it to classes on time and not have to worry about making a wrong turn or being potentially late to class.

## SCENARIOS/ TECH COMFORT LEVEL

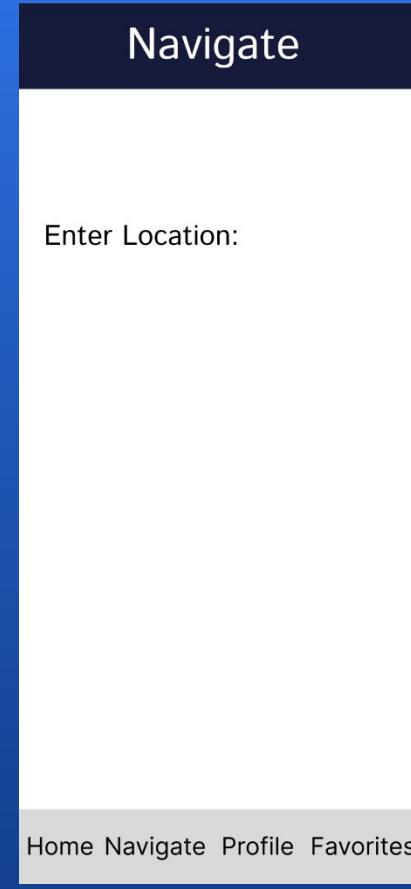
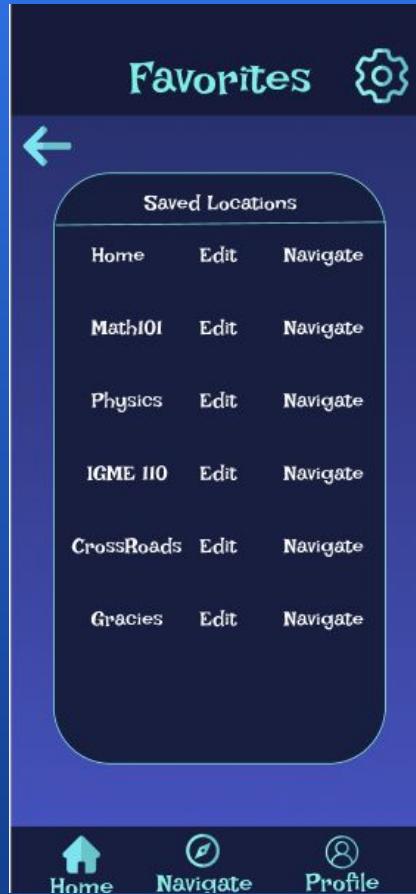
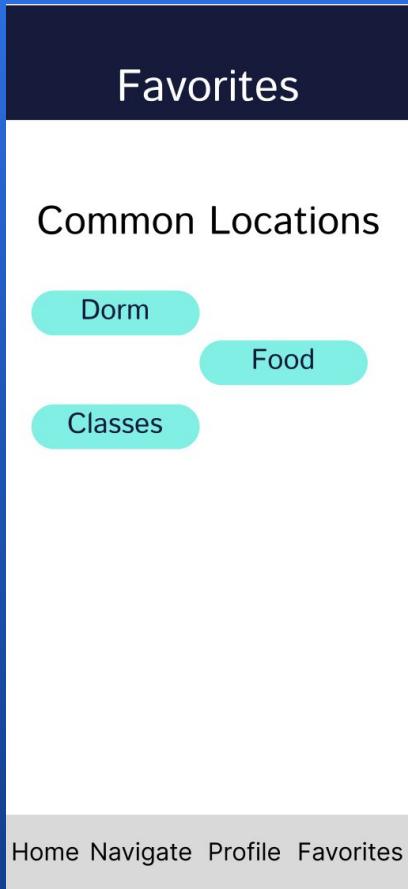
- She might use this on her way to her 8am class in the mornings, when she's tired and doesn't want to have to focus on navigating.
- She is pretty comfortable with technology, since she is a younger college student.

Our target audience is students who need a way to navigate to their various classes, clubs and events without getting lost.

## GOALS:

- Wants to achieve good attendance rates
- wants to graduate with a degree in business.
- Doesn't want navigation troubles to stand in her way

# Design Evolution



**Live Demo**

Our Figma Model

# Testing

## Initial Problems:

- Confusing to navigate the app
- The navigation page didn't work properly
- Users struggled to figure out where to go to edit favorite locations
- Settings location

# Iteration

## Changes:

- Moved favorites to be accessed from navigation
- Added functionality to the search bar in navigation
- Added recents to navigation
- Changed the area to edit favorites from the account to the favorites page.
- Made the settings accessible on every page.

# Conclusion

- Campus Compass is an app that provides students with a way to easily navigate campus.