



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

A portrait of a young woman with long, wavy brown hair, smiling. She is wearing a light blue V-neck sweater and a thin necklace. The background is a blurred outdoor setting.

CELIA SKYLER

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.

AGE: 19

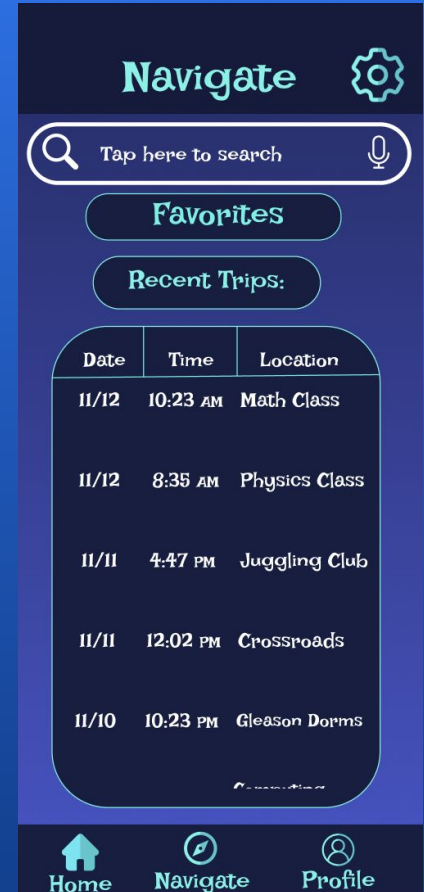
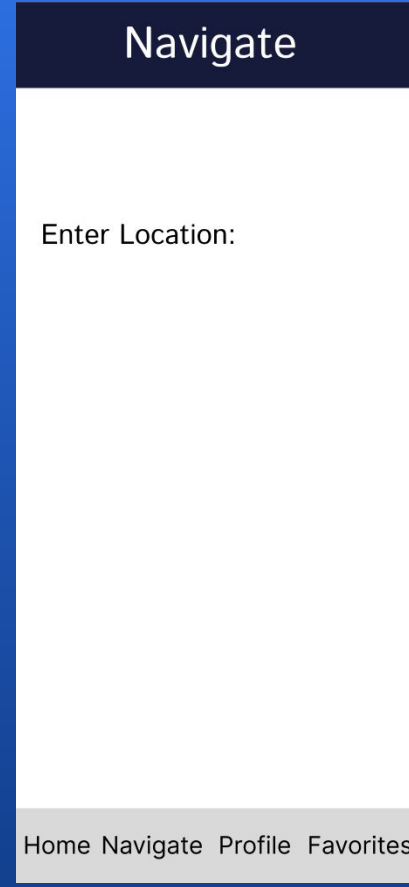
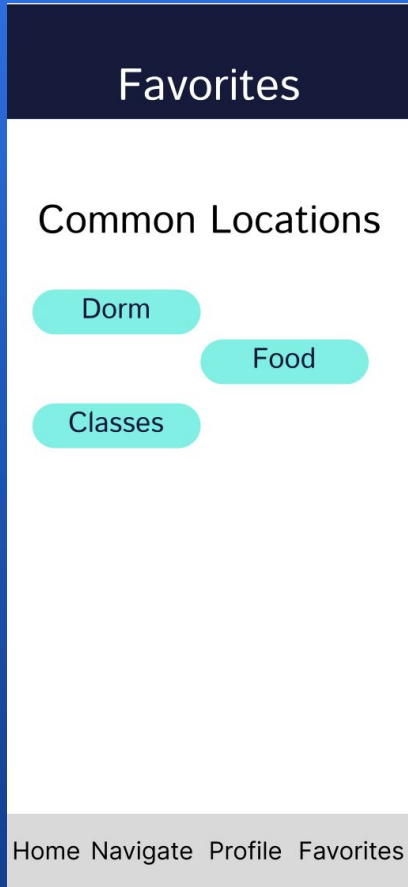
LOCATION: NEW YORK
OCCUPATION: STUDENT

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.