

Current System						
Wayfinding for Prospective Students on Northeastern's Campus						
	University arranged tours	Private tours (friends, other connections)	YouVisit Northeastern web app	Hegemony Northeastern Maps web app	"Discover Northeastern" iPhone app	None / self-exploring
Description	Sign up on neu.edu for one of the scheduled tour sessions	Arrange a private tour from a personal connection	Public online free virtual tour of campus	Public online campus map with options to zoom in/out	Free iPhone app with GPS campus map, activities calendar	Walk around, look at signs, and ask people
Audience	Prospective students and their families	Friends of NU students	Prospective students	Visitors or new students	Prospective students	Visitors or current students
Availability	<ul style="list-style-type: none"> Offered only certain days and times, as few as two 2-hour slots in a week General tours have more available time slots than college-specific tours Requesting a tour must be done at least 2 weeks in advance and have at least 10 people 	<ul style="list-style-type: none"> Anytime Depends on tour guide's availability Depends on user's availability to visit campus 	<ul style="list-style-type: none"> Always available online, unless ever taken down 	<ul style="list-style-type: none"> Always available online, unless ever taken down 	<ul style="list-style-type: none"> Was always available on Apple app store Currently taken down 	<ul style="list-style-type: none"> Anytime Depends on user's availability to visit campus
Strengths	<ul style="list-style-type: none"> Can answer admissions-specific questions Welcomes families Brings together prospective students 	<ul style="list-style-type: none"> Can answer student life questions Feel included like an insider 	<ul style="list-style-type: none"> Always available online, tour can be repeated Has "walk through" experience Includes info on student life from real students Includes photos, videos 	<ul style="list-style-type: none"> Always available online Labels every campus building 	<ul style="list-style-type: none"> GPS shows user's current location on map Includes student events Links to Admission Office social media 	<ul style="list-style-type: none"> Only depends on user's availability to visit campus Immersive experience that lets the user feel the environment May allow user to discover their own shortcuts
Weaknesses	<ul style="list-style-type: none"> Few times offered, users need to plan ahead May be embarrassing 	<ul style="list-style-type: none"> Only if user knows a willing connection at the college Depends on connection's personal schedule May not welcome families May not answer admissions-specific questions 	<ul style="list-style-type: none"> Not as immersive as actually visiting college May feel differently from actually visiting college Outdated, from at least before 2016 (same info that Erin viewed in 2016, outdated map does not show current buildings like ISEC) 	<ul style="list-style-type: none"> Does not show you your current position if you are on campus Is only a static map, does not provide other info May be confusing because map does not rotate 	<ul style="list-style-type: none"> Does not provide building info Does not show directions Does not provide student life info other than current events happening Only for iPhone users UI is old, not appealing 	<ul style="list-style-type: none"> Only 1 map on entire campus, rely on Google Maps No info on buildings or student life Better to do prior research on where to go, but may be difficult to plan Easy to get lost May be difficult to approach people for directions Verbal directions may be confusing May feel embarrassed or awkward if lost
Other notes	Most common method of touring, default option	Many NJ and MA users may have friends at NU	YouVisit has virtual tours for other colleges too	Easily discovered by Googling for a campus map	<ul style="list-style-type: none"> Created in 2009 by former NU student Received recognition from Admissions Office, Boston Herald for using tech Currently not on app store 	Least common method of touring