

CONTENT FROM PRESENTATION 1

Innovation Space

/ˌɪnə'veɪʃn speɪs/ **noun**

a place that provide students with specific *preparations* for post-university ventures and developments in their respective fields to *enrich* a student's experience in university, become an extracurricular for them, and develop connections with new people.

Outcome 🙌

An interactive map app under the UWE brand that can show and inform students of the different innovation spaces that includes the following:

- ❖ A map of UWE (Frenchay, Bower Ashton, Arncliffe)
- ❖ Individual pages for each space
- ❖ An intuitive search bar that lets users search their preferences (room type, equipment, building)

Main Competitor

UWE Navigator

Strengths

- Has a map, showing floors too
- Interactable blocks
- Features ALL facilities
- Shows walking distance

Weaknesses

- Most results are hard to understand
- Icons can clutter and confuse
- Vague descriptions (availability, opening times, etc.)
- No pictures for spaces

Opportunities

- The only room finder for UWE
- May show suggested spaces (Most Popular tab)
- Users may find places nearby UWE facilities

Threats

- Not showing Innovation Spaces
- Nobody knows about it
- Does not help find specific spaces/equipment
- Design is unappealing / difficult user experience