

DESIGN PHASE

During the design phase of our project we made it a priority to ensure the app's visual elements and user experience aligned cohesively with the university's established brand guidelines. Adhering to the brand guidelines allowed us to create a design that felt seamlessly integrated with the university's digital presence and reinforced the institution's identity.

A key feature we incorporated into the homepage design was a map of the university campus. The map gives students a sense of where different innovation resources are positioned relative to their current location and other campus buildings/landmarks.

This was later removed from the developed app

