James Madison University

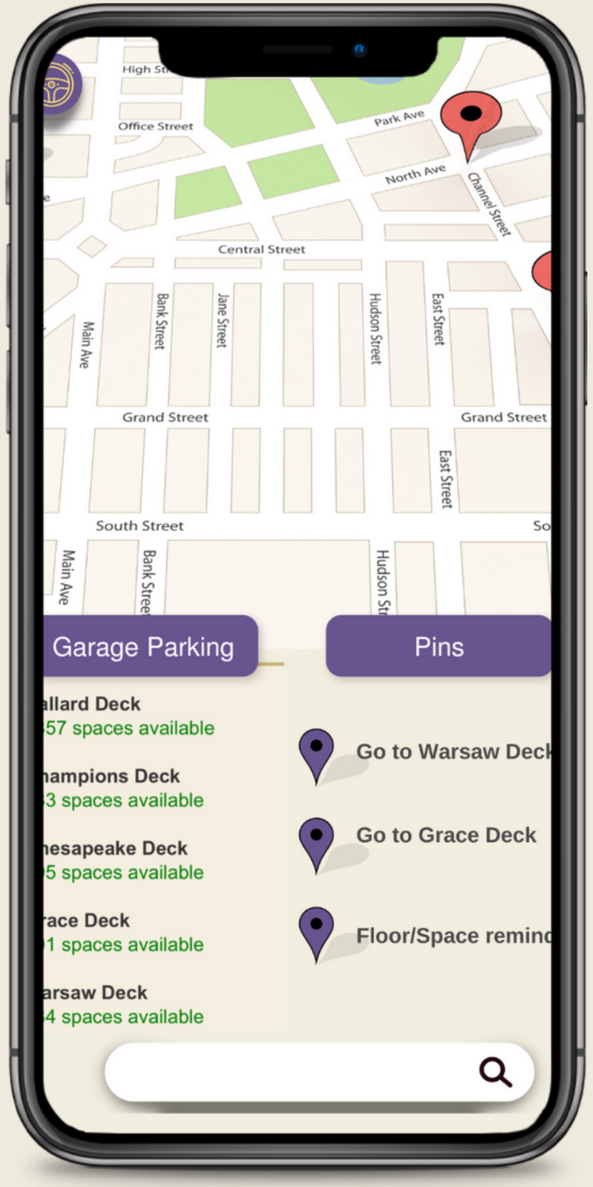
Interactive Design (School of Media, Arts, and Design) & Communications Studies.

MORGAN LANGLEY

FRONTEND DEVELOPER & UX/UI DESIGN

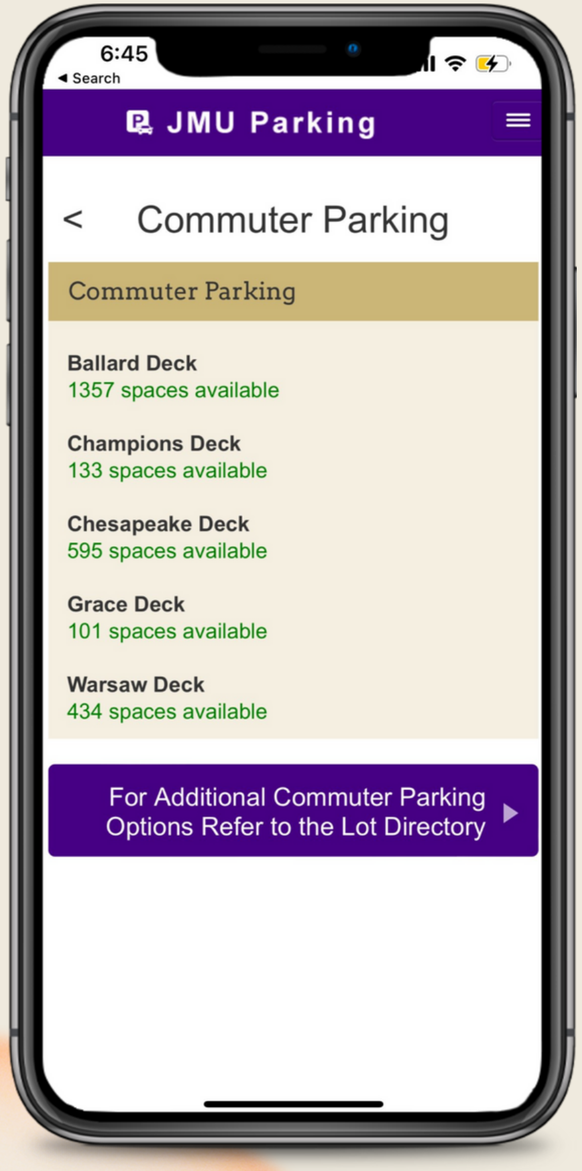
www.reallygreatsite.com

Park+

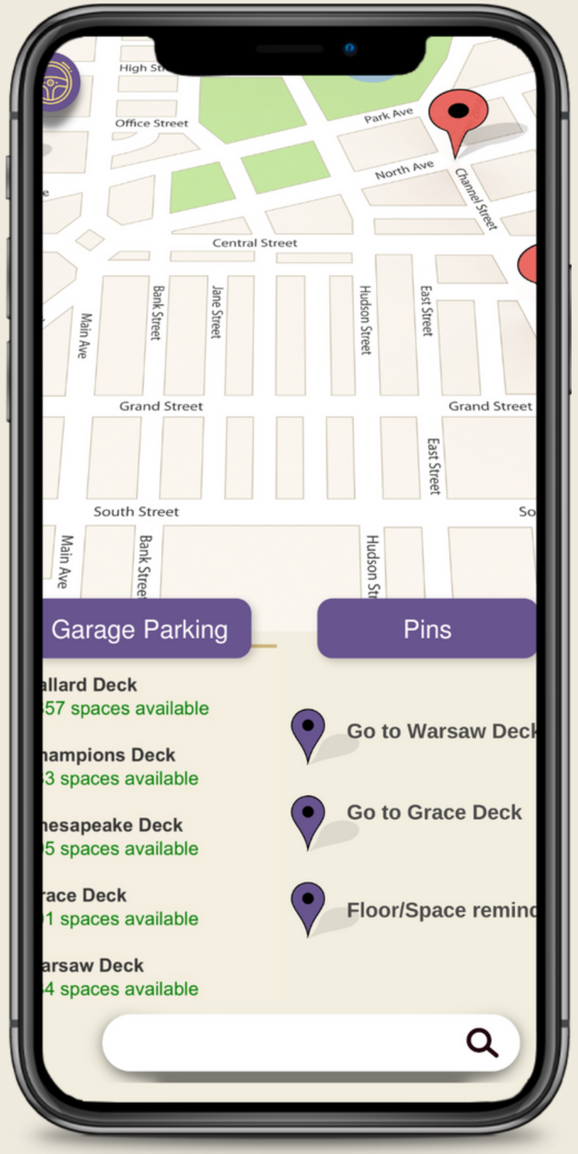


PROJECT : JMU PARKING APP REDESIGN

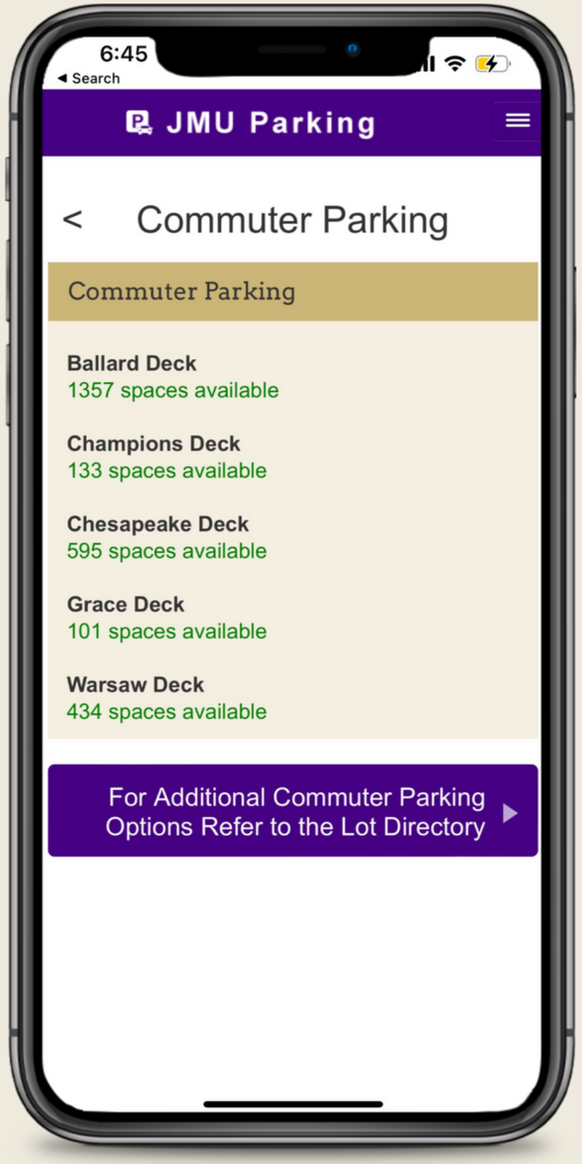
Original



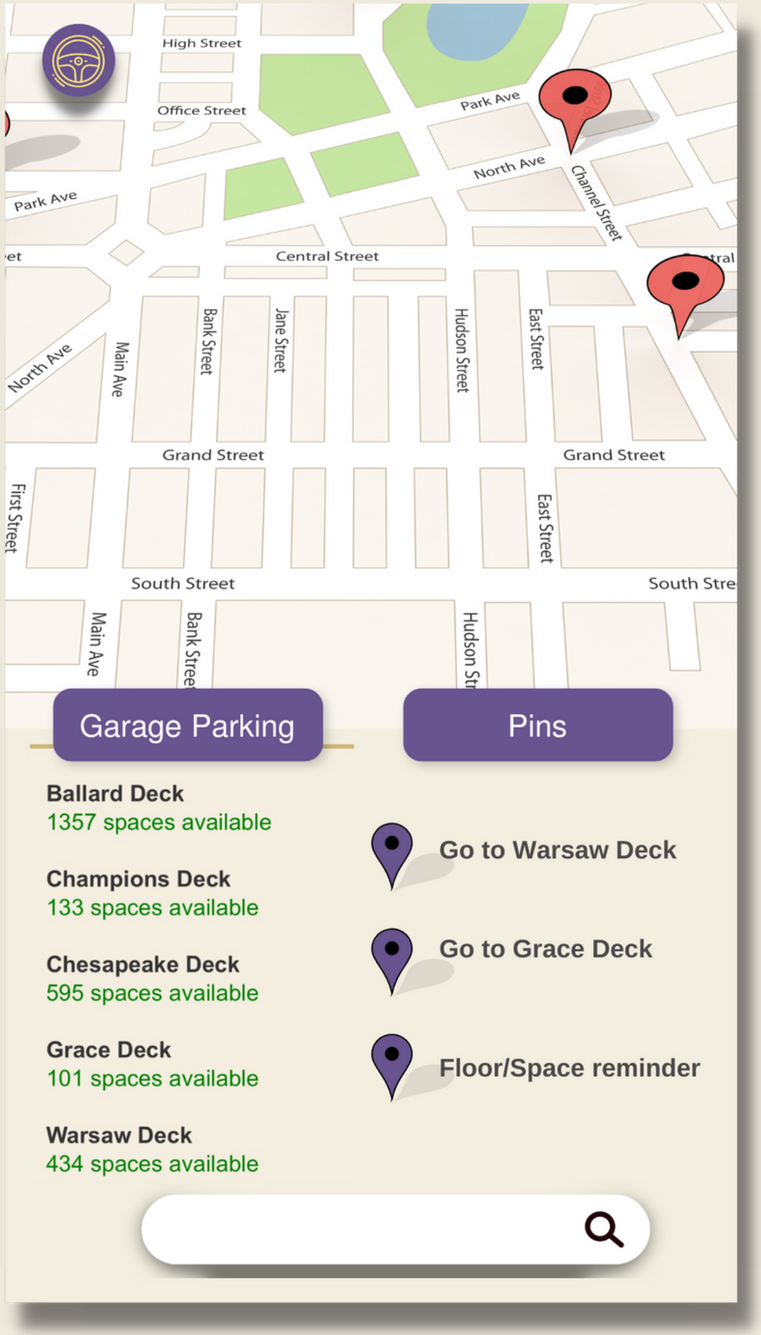
Redesign



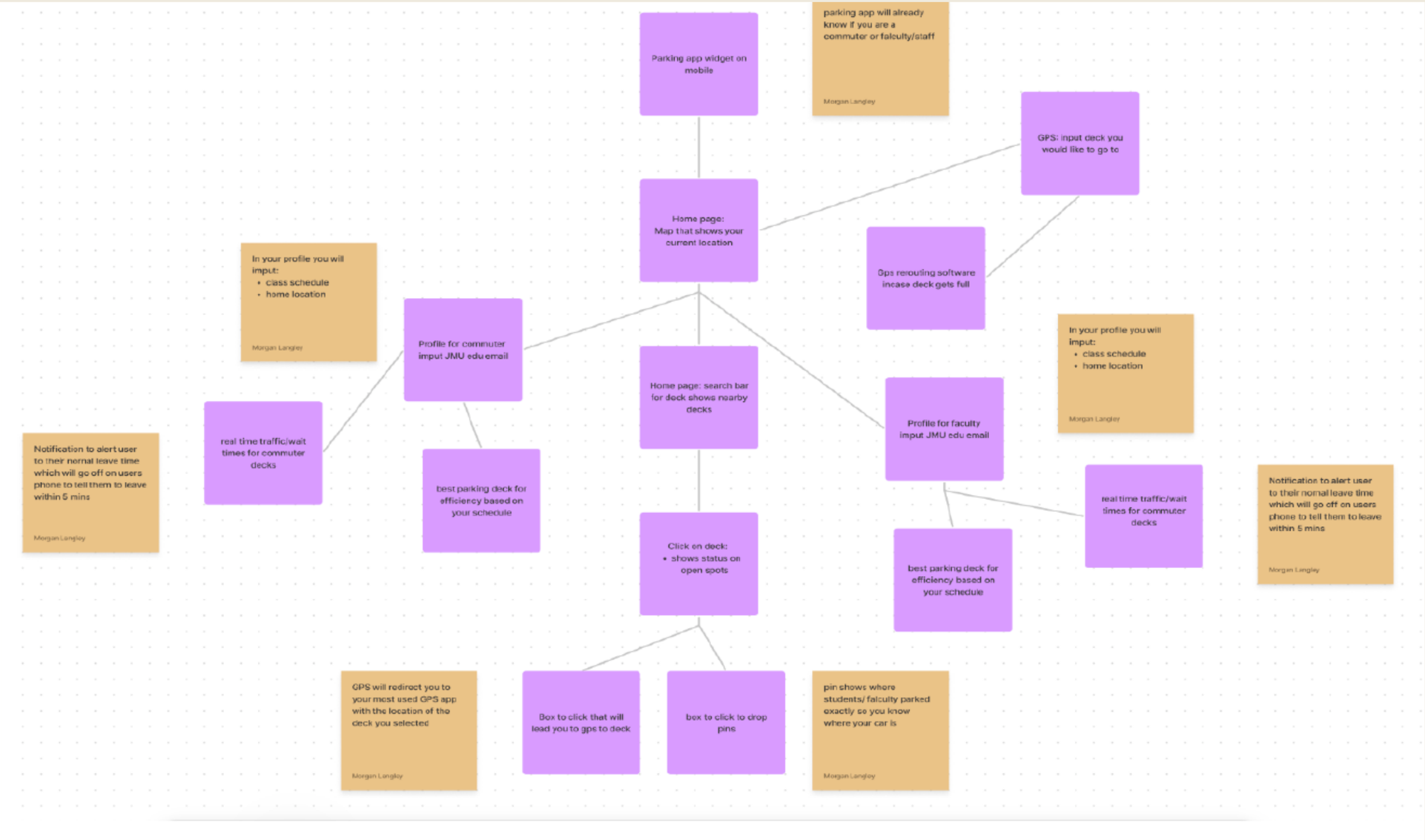
Original


6:45
Search
JMU Parking
Commuter Parking
Commuter Parking
Ballard Deck
1357 spaces available
Champions Deck
133 spaces available
Chesapeake Deck
595 spaces available
Grace Deck
101 spaces available
Warsaw Deck
434 spaces available
For Additional Commuter Parking Options Refer to the Lot Directory

Updated landing page and logo



Updated Wireframe



User Research

Research questions

- Who parks at JMU vs who is using the JMU parking app?
- How have you been affected by the JMU parking app?
- What can JMU do to improve this app?
- Are you aware of the JMU parking app?
- What would you like to see from JMU in terms of parking data to help accommodate students' needs?

User Research

Summary

JMU is a wonderful school with a great community of kind supportive students but parking before class shows the ugly side of the JMU community. Parking on campus has continuously been a stressor for myself and my friends whilst being students at JMU. Changing the way we utilize the JMU parking app is how we can keep JMU students friendly. Using data analytics to show busy times, give updates on when to leave, and show more than just the large parking decks can help cut back on parking stress and bring a brighter JMU.

User Research

Interview Highlights

I sent out a survey using google forms to gain data from JMU students. 11 people took this survey, 10 out of the 11 being off-campus students who commute and must find parking on campus daily. These questions were easy to answer, ranging from where these students parked to their usage of the JMU parking app.

User Research

Interview Highlights

The data shows that the students surveyed had all been affected by the scarcity of parking at JMU. Over 80% of students who took the survey are currently using the JMU parking app but those same students encompass the 100% of students that have been late due to scarce parking. This data proves that no matter where students are parking there are not enough resources within the parking app to help students get to class on time.

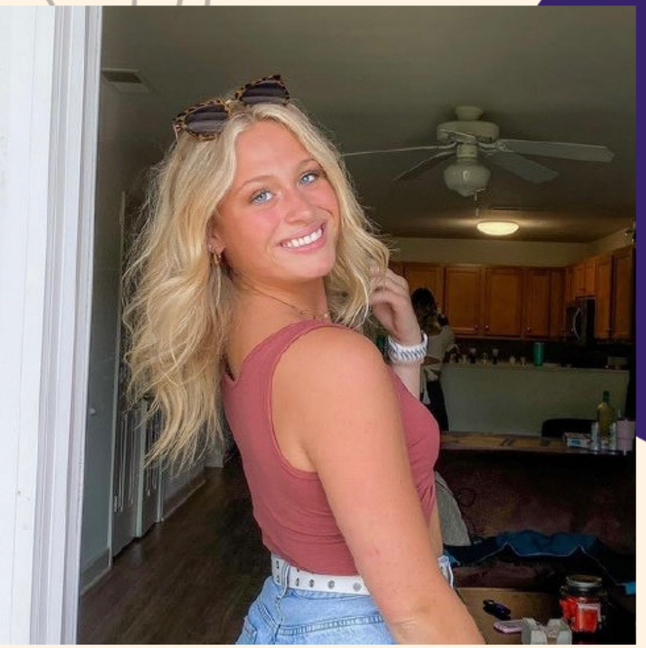
User Research

Interview Highlights

What could be changed to help accommodate students' needs?

- A hands-free way to know where to park when decks are full
- Data that shows the best times to leave once you input your class time
- Alerts letting you know that a certain deck is getting full and you should leave now
- Data showing how many spots are available in lots such as C4

User Personas



ELLA

“ I am tired of having to leave an hour before class just to maybe get a parking spot”

Laidback, smart, nice

GOALS JOIN MORE CLUBS, BALANCE SCHOOL, AND FRIENDS, MAKE DEANS LIST

Ella Scooter is a Political Science major at JMU. She is involved in organizations for the snowboarding club and an organization for her major. She likes to study on campus and tries to stay on campus as much as she can. While studying on campus helps with her grades, the stress from either not being able to find parking on campus or staying past when buses are available causes more unnecessary stress. She wished there were better options on parking to insure she is getting her money's worth from a parking pass.

KATHRYN

"Parking on campus constantly makes me late to class!"

Active, social, funny

GOALS: WORK OUT AT UREC EVERY MORNING, NOT SKIP CLASSES, BE INVOLVED IN SORORITY EVENTS

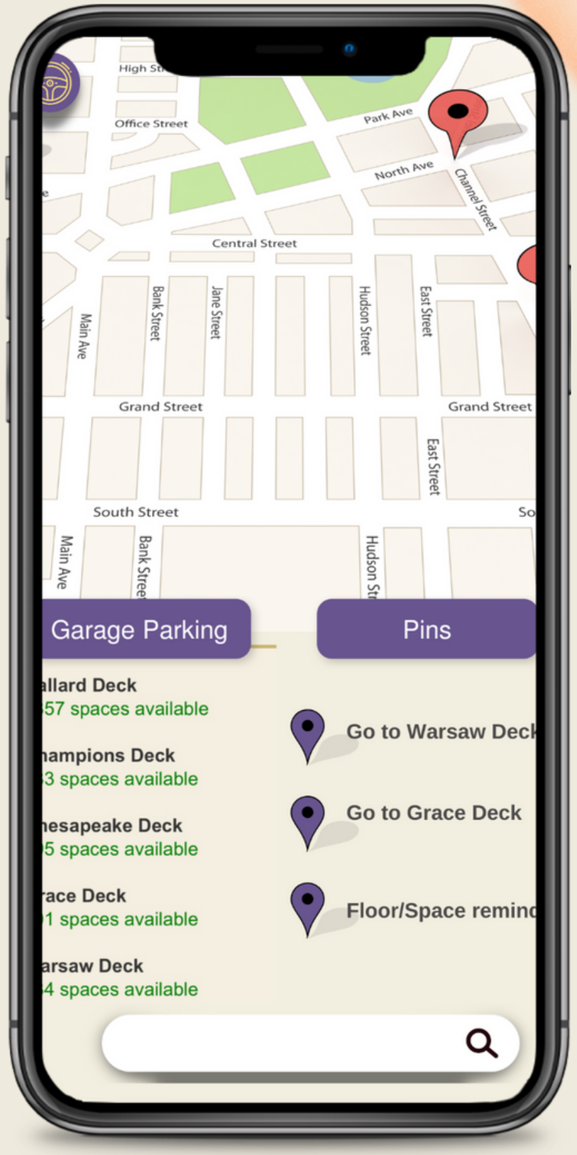
Kathryn has been at JMU for 3 years now. She is a Public Relations major and is heavily involved in Greek Life. Kathryn loves working out, going to Greek life social events, and watching Netflix. Due to Kathryn being at JMU for 3 years she knows about the parking app and uses it accordingly. However, she still has trouble knowing where to park when all the garages are full.

Hypothesis

Promoting and better utilizing the JMU parking app through data analytics can improve student morale. Easier parking in the morning before classes will better serve students and improve daily life. With improved parking statistics, wait times, and leave now notifications students will be better prepared to lead to a better in-class experience for all of JMU.

Redesign

- Promotion of the JMU parking app through deliverables around campus
- This app will have busy parking times
- This app will include parking information for other lots other than parking garages
- This app will include leave now alerts after giving your approximate location to campus and what time your class starts
- This app will include the best place to park after giving your class schedule information
- This app will give leave now alerts including what time you should leave in order to get to class on time
- This app will monitor traffic patterns in order to give a better understanding of what you can do prior to heading to class



JMU XLabs:
XR: Creating New Realities

This semester I am gaining hands-on experience working in collaborative teams within my AR/VR class at JMU. We will be using the latest AR & VR equipment (HTC Vive, Oculus Rift, Microsoft HoloLens) and computers, along with 360° cameras, 3D scanners, and UAVs (drones). I will work in student teams as a UX designer/frontend developer to deliver meaningful AR/VR/360° applications and experiences to client partners for both PC & mobile devices.

Contact Information

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Thank you for taking the time to look over my portfolio !