

VIRTUAL CAMPUS TOURS

(BETTER NAME TBD)

ADAM, EUGENE, MELISSA, YIWEI

DESCRIPTION

Mobile application

Provides GPS-tracked tours with a virtual tour guide speaking to you along the route

Special checkpoints along the way that provide extra features once you get there

- Video of Wonderful Wednesday
- Video of Dooley's Week Concert

Will replace the current self-guided tour

FEASIBILITY

Team

- Adam
 - Mockups/UI/UX
- Eugene
 - Database/Backend
- Melissa
 - Mockups/UI/UX
- Yiwei
 - Android



MARKET

Emory College	17,796
Oxford College	7,413
Total	25,209

Source: Emory University Office of Undergraduate Admission, *Fast Facts*

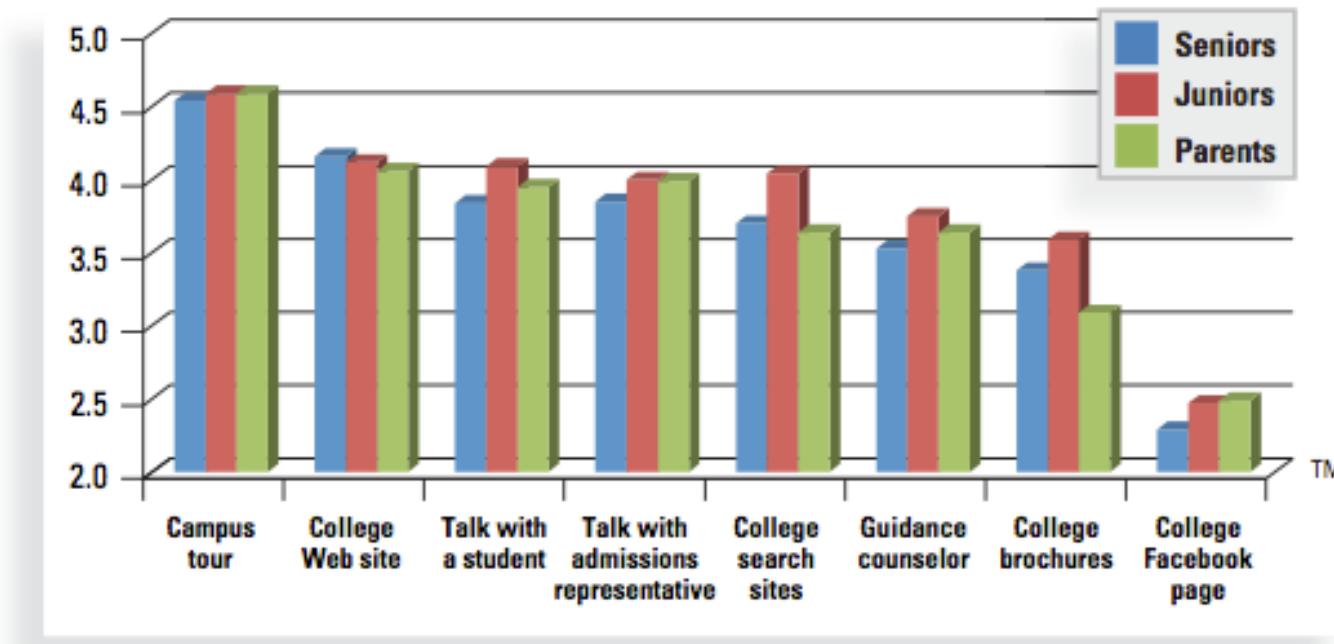
School (state)	Number of applications	U.S. News rank and category
University of California—Los Angeles	72,697	23, National Universities
University of California—Berkeley	61,731	20, National Universities
University of California—San Diego	60,805	39, National Universities
University of California—Irvine	56,508	49, National Universities
California State University—Long Beach	54,970	32, Regional Universities (West)
University of California—Santa Barbara	54,762	41, National Universities
St. John's University (NY)	51,634	152, National Universities
San Diego State University	51,364	152, National Universities
University of California—Davis	49,333	39, National Universities
Pennsylvania State University—University Park	47,552	37, National Universities

Total	561,356
Mean	56,136
Median	54,866

Source: U.S. News and World Report, *10 Universities That Receive the Most Applications*, July 15, 2014

MARKET

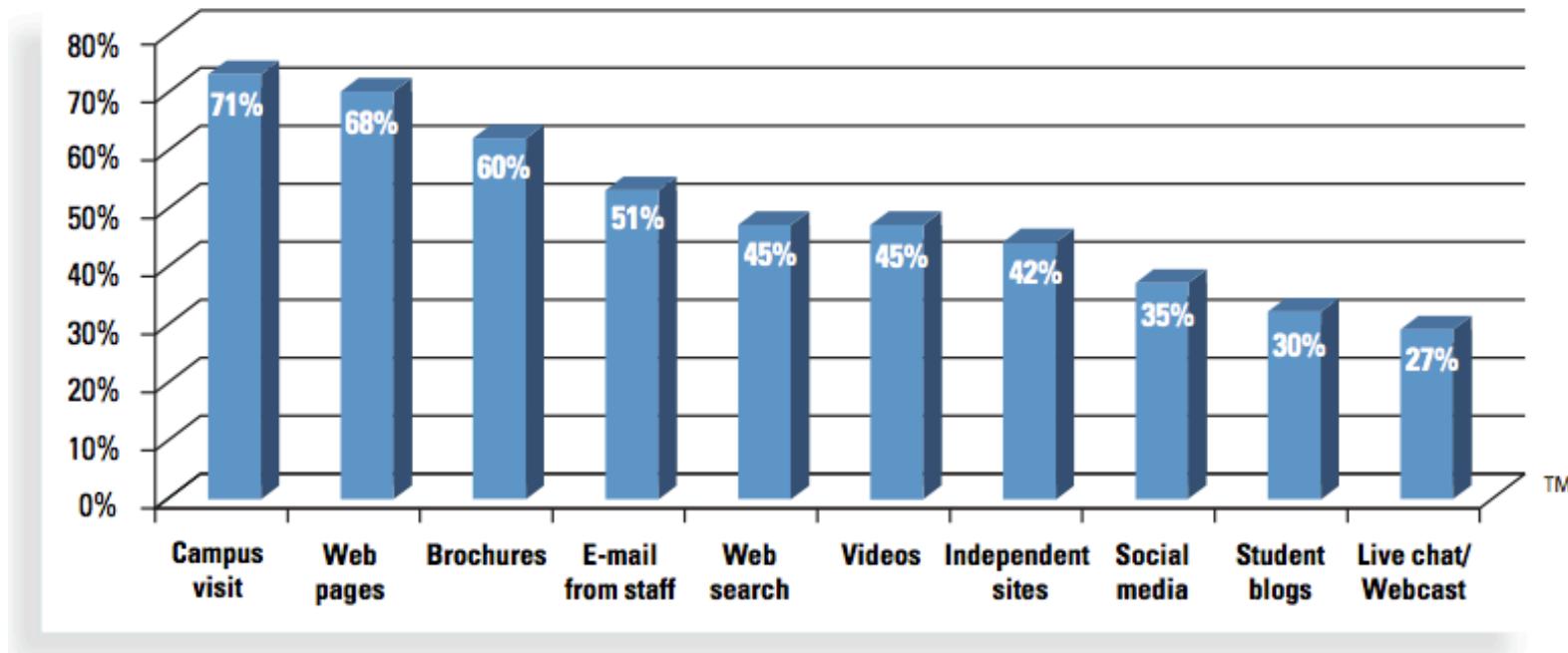
When choosing schools to which you will apply, how influential are the following?
(Responses: 1=not influential, 5=very influential)



Source: © 2012 Noel-Levitz, Inc. • An E-Expectations Trend Report: The Communication Expectations of College-Bound High School Students
(1307 respondents, 58% seniors, 14% juniors, 27% parents/guardians, 1% unknown)

MARKET

What are the best ways to learn about the campus location and community?



Source: © 2012 Noel-Levitz, Inc. • 2012 E-Expectations Report: The Online Expectations of College-Bound Juniors and Seniors (2,000 respondents, 51% seniors, 49% juniors)

MARKET

Figure 5: How many have regular access to a mobile device?

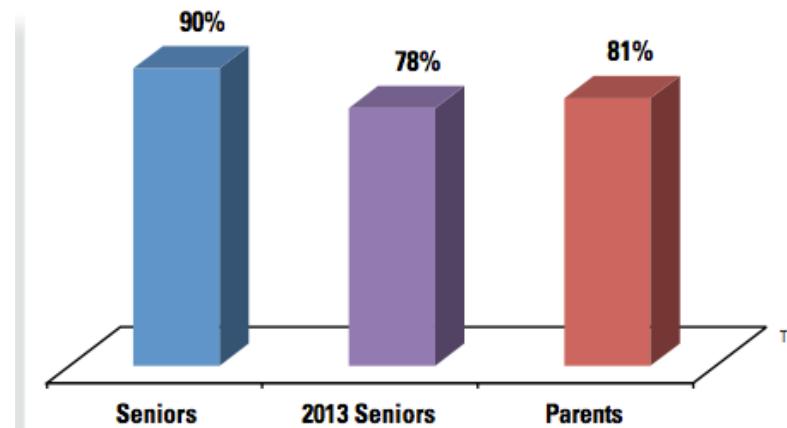
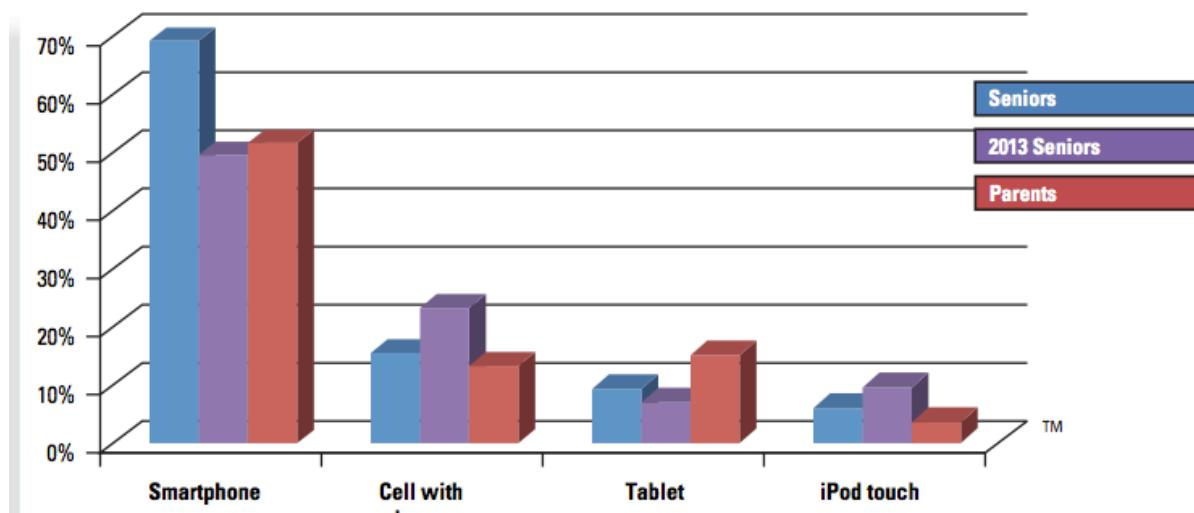
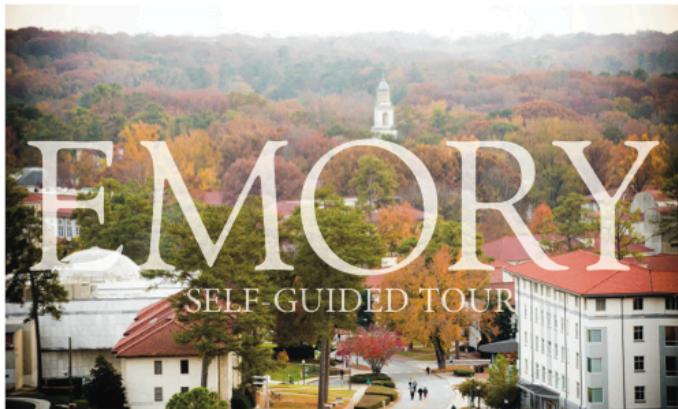


Figure 6: What type of mobile device do they use?



COMPETITORS



The Office of Undergraduate Admission welcomes you to Emory University. Emory's campus is nearly 700 acres and includes the undergraduate campus, seven graduate and professional schools, numerous research facilities, hospitals and clinics, and Lullwater Park, a nature preserve in the heart of the city. This tour encompasses the main sites of the undergraduate campus, and we hope it provides a glimpse into the engaging academic opportunities available at Emory University. Let us know about your interest at apply.emory.edu/join. Thank you for your visit, and enjoy your tour!



**EMORY
COLLEGE
OF ARTS AND
SCIENCES**

Contact Us!
Emory College Office of Undergraduate Admission
404.727.6036
apply.emory.edu
admission@emory.edu

facebook.com/admission.emory
youtube.com/EmoryUniversity
[@EmoryAdmission](#)
[#TourEmory](#) #iamemory

A second gift in 1979, fueled Emory's rise among American universities. Brothers George and Robert Woodruff donated \$105 million in Coca-Cola Company stock to Emory. The University has wisely used its resources to attract talented faculty and students, creating an institution that is more than your typical liberal arts setting. Students can participate in hands-on research with leaders in their fields, customize academic programs to match their interests, or study abroad for a summer, semester, or more. Emory graduates possess broad knowledge and exceptional abilities to reason and communicate across disciplines. They are prepared and in demand, whether moving on to graduate school or a career, ready to make a positive impact on their world.

mummies, one of which was unidentified. Using the medical resources on campus, Emory was able to identify the mummy as Pharaoh Ramesses I.

7. Henry L. Bowden Hall This building was named after the chairman of the Board of Trustees, an attorney who defended Emory's right to integrate against the state of Georgia's wishes. Bowden Hall houses the Departments of History and Philosophy.

8. Loula Walker and Ely Reeves Callaway Sr. Memorial Center Named after the prominent Emory alumnus of Callaway Golf fame, the Callaway Center provides office and classroom space for numerous majors including English, Literature, Creative Writing, Spanish, French, Italian, Middle Eastern and South Asian Studies, and Religion. The Callaway Center also houses the Writing Center, available to all Emory students and one of the most-used resources on campus. This center has both undergraduate and graduate writing tutors to help students do everything from creating an idea map to editing a final paper.

9. Candler Library Built in 1926, the building was named for Asa Candler. The library holds a large reading room for students as well as offices for Emory College. Take special note of the plaster frieze in the reading room, titled "The Triumph of Alexander," which was rediscovered during the building's 2002 renovation. The Matheson Reading Room is one of the quietest places on campus to study. This room resembles a set from Harry Potter, with low-hanging lights and long dark brown wooden tables. Access to the reading room is available through the Woodruff Library.

Natasha Trethewey, former two-time United States poet laureate, is the Robert W. Woodruff Professor of English and Creative Writing at Emory and directs our Creative Writing Program. Emory is ranked as the #1 school for aspiring writers in USA Today.

10. Robert W. Woodruff Library Access to the library is restricted to students, faculty, and staff. When you enter, please inform the attendant that you are a prospective student and would like to look around. Woodruff is undergoing renovations and is the largest of Emory's nine libraries, serving the research needs of Emory College. The library is named for Robert W. Woodruff, renowned for his lifetime leadership of The Coca-Cola Company and as Emory's greatest benefactor. In total, Emory's libraries contain more than 3.5 million volumes. The ground floor is home to Peet's Coffee as well as group study areas. It is also the busiest and loudest floor of the library. The fourth floor houses the Music & Media Library. Floors five through eight house the stacks as well as personal study cubicles. These floors are completely silent, and each has a different furniture theme.

Take a picture with Robert W. Woodruff himself. We would not be the university we are today without his financial generosity.

11. Schwartz Center for Performing Arts Opened in 2002, the Schwartz Center provides a central space for Emory's music, theater, and dance programs and includes a world-class, 825-seat concert hall, a theater lab, a dance studio, a rehearsal hall, and a classroom. Each of these spaces is designed to encourage student learning as well as to inspire professional performance. Each year the Schwartz Center offers an extensive list of performances and showcases.

Emory is in the top ten in diversity, ranking 11th in the Association. As of June 2014, Emory has been awarded 92 NCAA Postgraduate Scholarships, and 75 since 2000, second only to Stanford.

16. George W. Woodruff Physical Education Center (referred to by the abbreviation WoodPEC, and pronounced "woodpecker") Access to the building is limited to students, faculty, and staff. When you enter, please inform the attendant that you are a prospective student and would like to look around. Emory's sports motto, "Athletics for All," notes the involvement of almost 80 percent of Emory students in varsity, club, or intramural sports. The WoodPEC includes basketball, tennis, and racquetball courts, a dance studio, a cardio theater, an indoor track, rock-climbing walls, an Olympic-size swimming pool, weight machines, and free weights. A soccer field, an additional track, and tennis courts are located outside. The WoodPEC is open from 6:30 a.m.-11:00 p.m. on weekdays.

Take a picture in front of Dobbins Hall, one of the oldest residential halls on campus.

17. Asbury Circle For many years, Emory College held no classes on Wednesdays, and while that's no longer true, the day is still special to the campus community. Today Wonderful Wednesdays encourage school spirit as the Emory community gathers at Asbury Circle for events, games, or food sponsored by a different campus organization each week. Wonderful Wednesday may feature anything from a petting zoo to a volunteer drive, a bungee castle or an ice cream tasting. No matter the focus, Wednesdays are always wonderful at Emory!

Take a picture with Dooley, the "Lord of Misrule," and Emory's unofficial mascot. Acting through students selected to don the mantle, he maintains a mischievous presence on campus. His shenanigans peak during a week honoring him each spring.

18. Tull Plaza Tull Plaza is a combination of three academic buildings: Tarbutton Hall, the Anthropology Building, and the Modern Languages Building. Tarbutton Hall houses the Departments of Political Science and Sociology. The Department of Anthropology is in the Anthropology Building, and the Modern Languages Building houses the Departments of Linguistics, German, Russian, and East Asian Languages and Cultures. Tull Plaza is an area of campus where students like to meet before and after class due to its open space and benches.

19. Cannon Chapel Designed by Paul Rudolph, Cannon Chapel is the site of regular religious services. Emory has been affiliated with the Methodist Church since the school's founding in 1836. Today, the university has more than 30 student religious organizations. Cannon Chapel holds weekly interdenominational services, and it also contains meeting and classroom space.

20. Goodrich C. White Hall White Hall is home to Emory's lecture-style lecture halls. Although the average class size at Emory is 25, classes may range from a one-on-one independent study to a lecture course with 100 students. Large lecture classes usually divide into smaller discussion groups and labs. Ninety-two percent of Emory's faculty hold the highest degree in their respective fields.

Seventy-nine percent of Emory's classes have fewer than 30 students.

The following locations are not included on the walking tour but are a part of the undergraduate experience.

Health Sciences Quad Across the bridge over Eagle Row, known as the "biology bridge" to students, you will enter the Health Sciences Quad. The buildings in this area are home to the studies of biology, human health, and public health. This quad comprises two of Emory University's schools, the Nell Hodgson Woodruff School of Nursing and Rollins School of Public Health, as well as research buildings, a library, and classroom space. The Department of Biology is open from 6:30 a.m.-11:00 p.m. on weekdays.

Emory's Rollins School of Public Health is a ranked No. 6 in the public health school rankings by U.S. News and World Report.

Eagle Row Greek organization housing is on Eagle Row. This area of campus gives members of Greek chapters a chance to live with their fraternity brothers or sorority sisters. There are 11 fraternity houses and eight sorority lodges on "the Row." Fraternity houses between 11 and 40 men. The sorority lodges are all the same size and hold 24 women each. Approximately one-third of the student body is a part of a Greek organization, but many Greek events and service opportunities are open to the entire campus community.



COMPETITORS

The screenshot shows the homepage of CampusTours.com. At the top is a large circular logo featuring a stylized tree against a blue background, with the words "CAMPUS TOURS" around the base. Below the logo is a navigation bar with links for "Company", "Productions", "Maps", "Press Room", and "Contact". A banner headline reads "Your Definitive Source for Campus Tours". The main content area features a large image of a 3D campus map for George Washington University, highlighting Foggy Bottom, Mount Vernon, Washington DC, and Virginia (VTC). A circular badge on the map proclaims "WEBBY AWARD WINNER 2014 PEOPLE'S VOICE WINNER". Below the map is a news blurb: "The George Washington University Virtual Tour Wins 2014 School/University Webby Award!" with a navigation menu below it. To the right is a search sidebar with fields for "College Search", "Search by School Name", "Search by State/Province" (Alabama), and "Search by Country" (USA). Below the sidebar is a section titled "CampusTours New HTML5 AnyMap" showing a map of Hampden-Sydney College. At the bottom left is a section for "Video Tour & Interactive Map Production" featuring logos for CMU, Hood College, Villa Nova University, Radford University, and The George Washington University. On the right is a section for "4 Star Tour of the Month" featuring the Culinary Institute of America.

THE GEORGE WASHINGTON UNIVERSITY WASHINGTON, DC

VIRTUAL TOUR

SCHEDULE A VISIT | APPLY ONLINE | WWW.GWU.EDU

LAYERS ▾ A-Z LIST ▾

FOGGY BOTTOM MOUNT VERNON WASHINGTON DC VIRGINIA (VTC)

2014 WEBBY AWARD WINNER
PEOPLE'S VOICE WINNER

The George Washington University Virtual Tour Wins 2014 School/University Webby Award!

SCHOOLS & COLLEGES Green Living City Life Landmarks

1 2 3 4 5

College Search Advanced Search >

Search by School Name

Search by State/Province Alabama

Search by Country USA

CampusTours New HTML5 AnyMap

HAMPDEN-SYDNEY COLLEGE

CMU CENTRAL MICHIGAN UNIVERSITY

HOOD COLLEGE

VILLA NOVA UNIVERSITY

RADFORD UNIVERSITY

THE GEORGE

4 Star Tour of the Month

FEBRUARY: The Culinary Institute of America

NEW YORK CAMPUS

On the Web

Source: <http://www.campustours.com/>

COMPETITORS

The screenshot shows the homepage of Campustours.com. At the top is a large blue circular logo featuring a tree and the words "CAMPUS TOURS". Below the logo is a navigation bar with links for Company, Productions, Maps, Press Room, and Contact. The main content area features a search bar with the placeholder "College Search" and a link to "Advanced Search >>". There are three search dropdowns: "Search by School Name" set to "Emory University", "Search by State/Province" set to "Alabama", and "Search by Country" set to "USA". The main content area displays information about Emory University, including its address (408 Administration Building 201 Dowman Drive, Atlanta, Georgia USA 30322), phone number ((404) 727-6036), and a "Go Back to Results" button. It also lists "Hotels Near This Campus". A "General Info" section contains a table with various details about the university, such as Tour Links, Degrees Offered, Type of School, Region, Setting, Men/Women ratios, Religious Affiliation, and Calendar System. Below this is a section for "2013-2014 Tuition" showing In State Tuition at \$44,008. A banner at the bottom right reads "Campus Maps are First Impressions" and "CAMPUSMAPS.COM".

Your Definitive Source for Campus Tours

Company Productions Maps Press Room Contact

Emory University

408 Administration Building 201 Dowman Drive
Atlanta, Georgia USA 30322
(404) 727-6036

<< Go Back to Results

Hotels Near This Campus

General Info

Tour Links	Tour Website Map Video VR/Pics Apply Online
Degrees Offered	Associate's Bachelor's Master's Doctoral
Type of School	Private
Region	Southeast
Setting	Suburb
Men	44%
Women	56%
Religious Affiliation	United Methodist
Calendar System	Semester

2013-2014 Tuition

In State Tuition	\$44,008
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Campus Maps are First Impressions

CAMPUSMAPS.COM

Source: <http://www.campustours.com/>

COMPETITORS

www.ecampustours.com/tour-home-page.aspx?UnitID=139658 — Emory University – eCampusTours Reader

[Campus Map](#) [Financial Aid Office](#)
[Save to profile](#) [Admissions Office](#)
[School Website](#) [School Website](#)

virtual tours

-  [Freshman Residence Housing](#)
view tour » 1
-  [Dobbs University Center](#)
view tour » 2
-  [Academic Quad](#)
view tour » 3
-  [Michael C. Carlos Museum](#)
view tour » 4
-  [Woodruff Library](#)
view tour » 5
-  [Cox Hall](#)
view tour » 6
-  [Woodruff Physical Education Center](#)
view tour » 7
-  [Cox Hall Food Court](#)
view tour » 8

Freshman Residence Housing



For optimum viewing results: Please ensure that you are running the most current version of Java and QuickTime.
Instructions: Drag your cursor around the image for a 360° view. Use the shift key to zoom in. Use the control key to zoom out.

school information

[school info](#) [admissions](#) [student body](#) [programs](#) [other](#) [cost](#)

Source: <http://www.ecampustours.com/>

COMPETITORS

www.ecampustours.com/tour-home-page.aspx?UnitID=139658 — Emory University – eCampusTours Reader

virtual tours

-  1 Campus Map
Save to profile
School Website
-  2 Financial Aid Office
Admissions Office
School Website
-  3 view tour >
-  4 view tour >
-  5 view tour >
-  6 view tour >
-  7 view tour >
-  8 view tour >

Cox Hall Food Court



For optimum viewing results: Please ensure that you are running the most current version of Java and QuickTime.

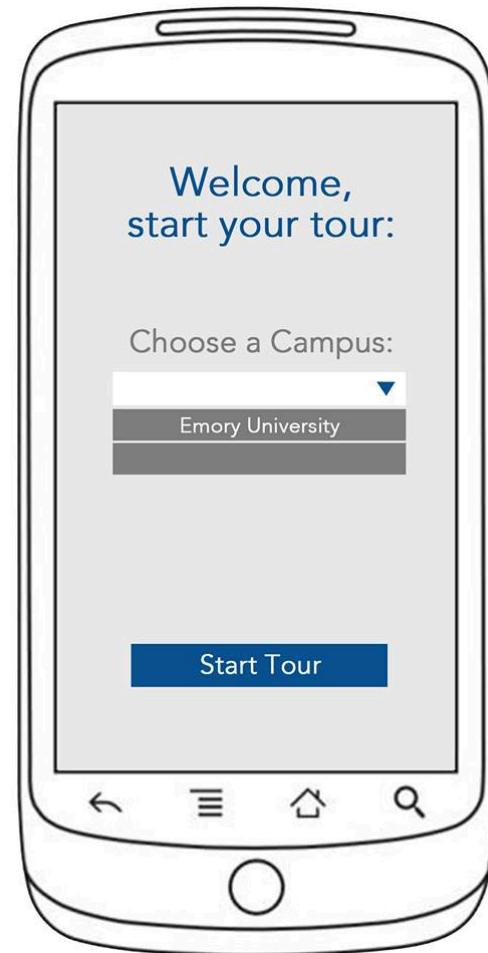
Instructions: Drag your cursor around the image for a 360° view. Use the shift key to zoom in. Use the control key to zoom out.

school information

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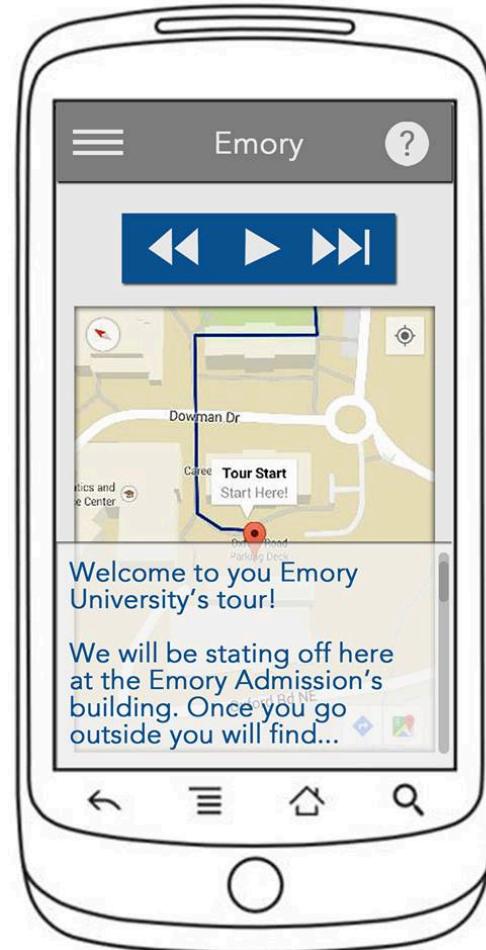
Source: <http://www.ecampustours.com/>

UI



Credit: Melissa Mendoza

UI



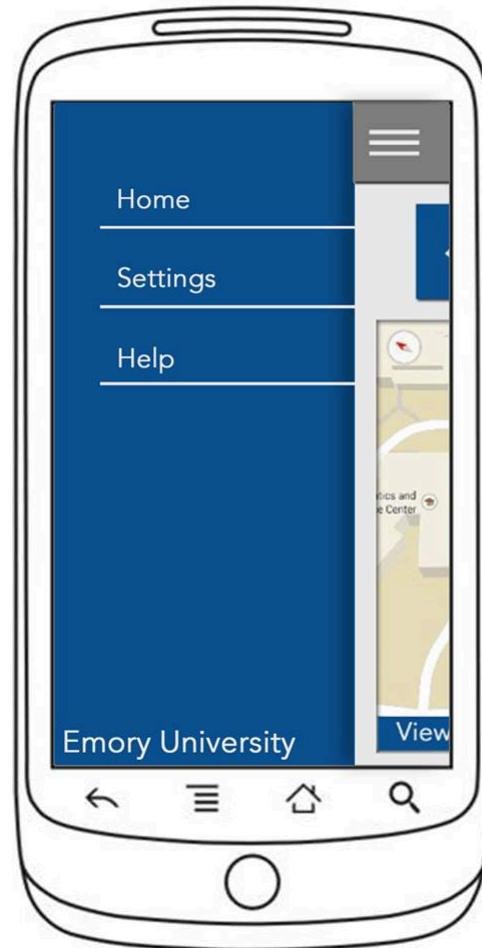
Credit: Melissa Mendoza

UI



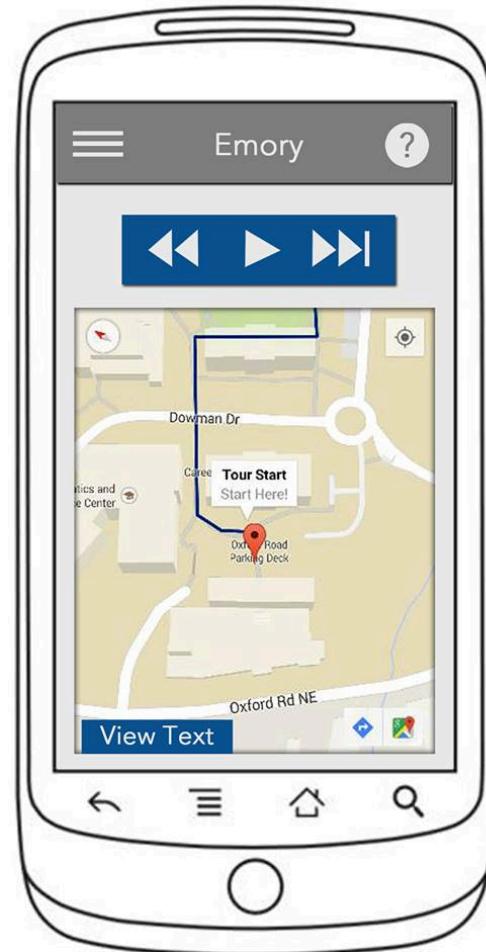
Credit: Melissa Mendoza

UI

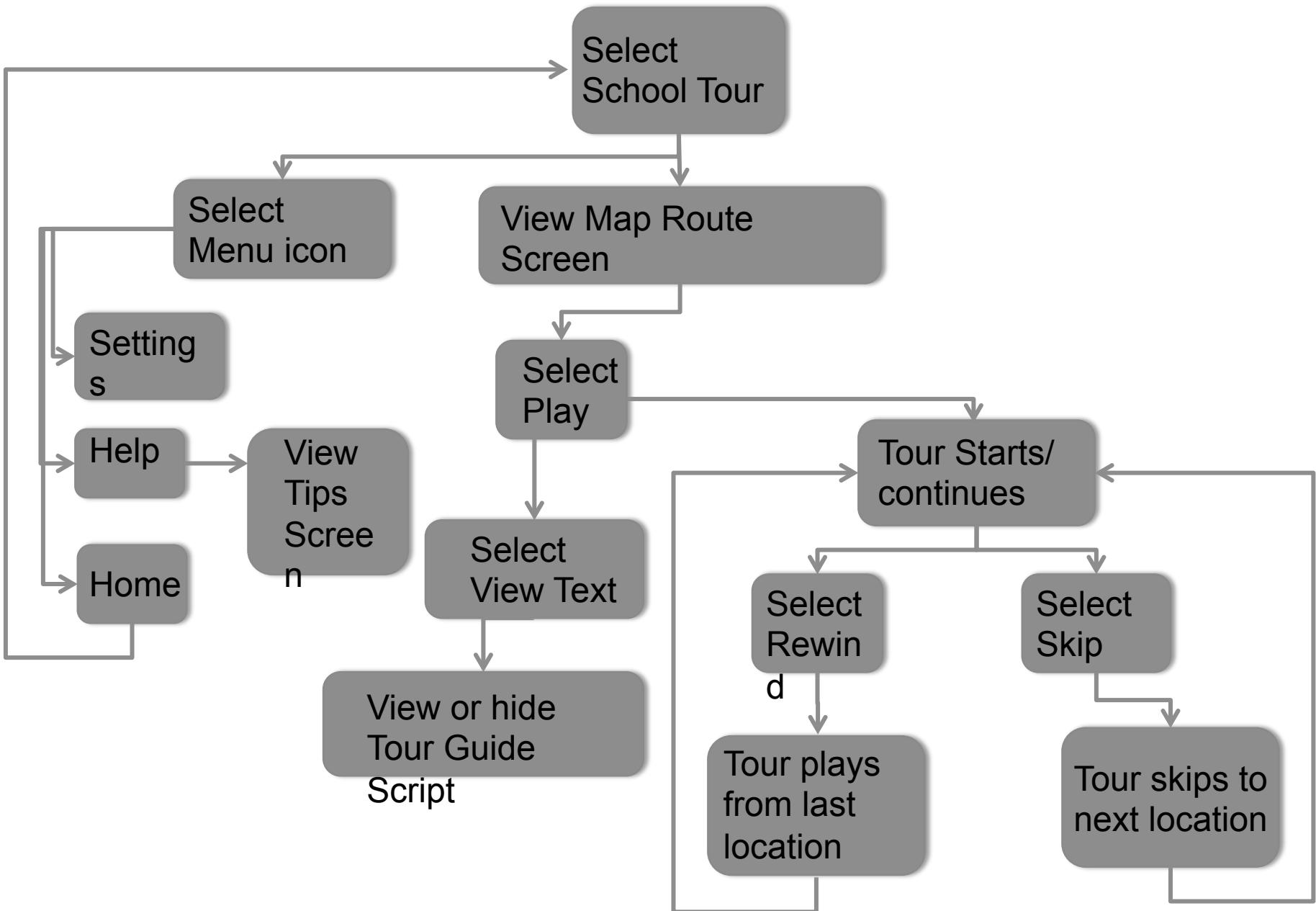


Credit: Melissa Mendoza

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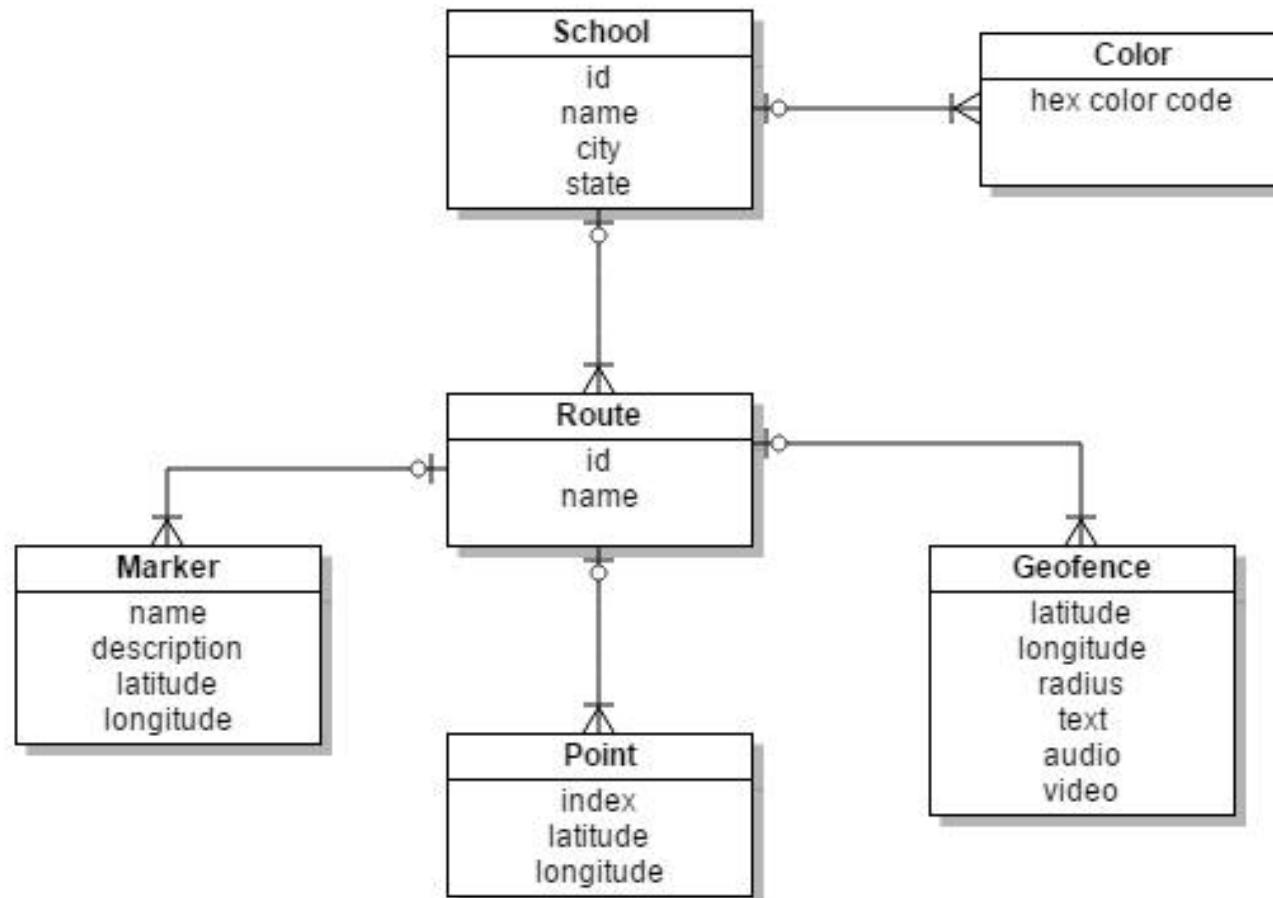


Credit: Melissa Mendoza



Credit: Melissa Mendoza

DATA MODEL



Credit: Eugene Luebker

USER STORIES

Students can take a tour of campus without a physical tour guide.

Students can pause, rewind, or skip part of the tour.

Tour progress can be tracked via GPS.

Tour progress can be tracked via QR/numerical codes at each checkpoint.

The tour route can be customized to include/exclude certain areas of campus.

At certain landmarks, tourists can view a video of an event happening from the exact spot they are standing (WW, concert, etc.)

SO FAR

App can display a map with your current location.

Route can be drawn.

MySQL database is set up.

