



The smarter way to navigate.



Objective

In the history of SVA, the school has generated a plethora of considerable artists, innovators and pioneers who have contributed not only to the institution but also to the world and the society. Along these years, students and faculty were provided a number of platforms which instigated connectivity and belongingness within our school's community. However, despite taking measures to initiate organization and complicity, students at SVA seemed to have an insufficient sense of accessibility around the campus. The utmost outcome of this situation leads to dispassion and disconnection towards the establishment.

SVANAV is a application which provides students and faculty a sense of independent exploration for both academical and recreational purposes. The objective behind this platform is to generate efficiency for both regular paths and edge case scenarios that occur in the daily lives of SVA's attenders. Its motive remains providing visual clarity to its users in such a manner that they can truly call SVA their home and a place where they belong.

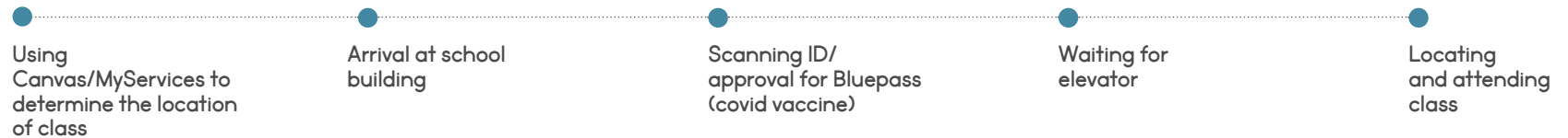
Process

To apprehend the situation in hand and to retrieve an appropriate solution, we collected three students from SVA with contrasting majors, schedules and motivations and ran a process of standardized interviews. The process of research consisted of their current journeys and obstacles as students which are later analyzed and accustomed to create an improved journey through the usage of the platform. A primary and a secondary path for both current and the developed journey are presented, one which is a uniform direction taken by majority of the students, and another which is more specific to our participant. The process flow is as follows:

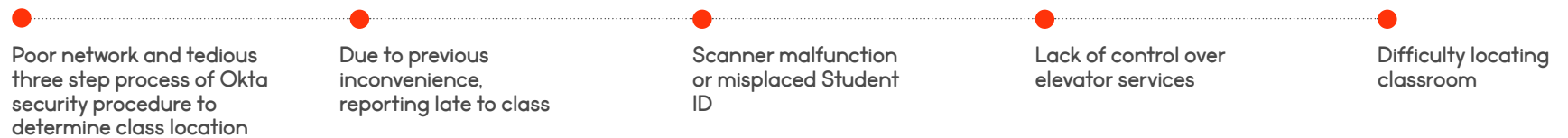
- Series of interviews with the volunteers.
- Analyzation of their current journey.
- Analyzation of their primary and secondary complications.
- Development of their new journey.
- Solutions for their primary and secondary complications.
- Presentation of their improved journeys in reference to our product.



Regular path for a SVA student



Possible inconveniences during the regular path





Edge Case Paths Specific to Volunteers

STUDENT 1:

BFA Film (Junior)

“I usually have trouble finding amenities around the building so most of my class breaks are basically exploration periods.”

- **Locating restrooms, vending machines and other building amenities without external assistance.**

STUDENT 2:

BFA Photography & Video (Sophomore)

“As a photo student, I often have to rent equipment from the hub and I’m never sure about their availability until I am there in person. It can be tedious for a commuter.”

- **Knowing the availability of equipments at the hub and the terms to rent them.**

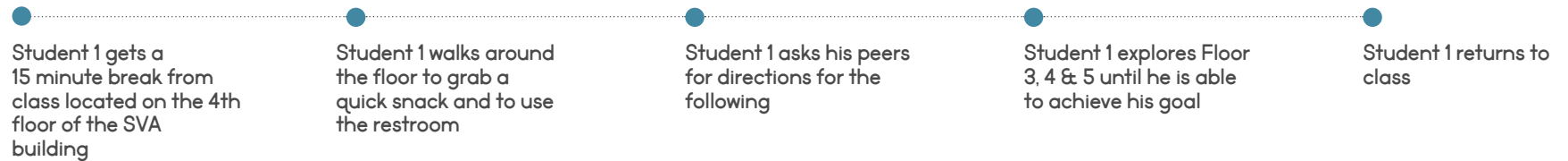
STUDENT 3:

BFA Design (Senior)

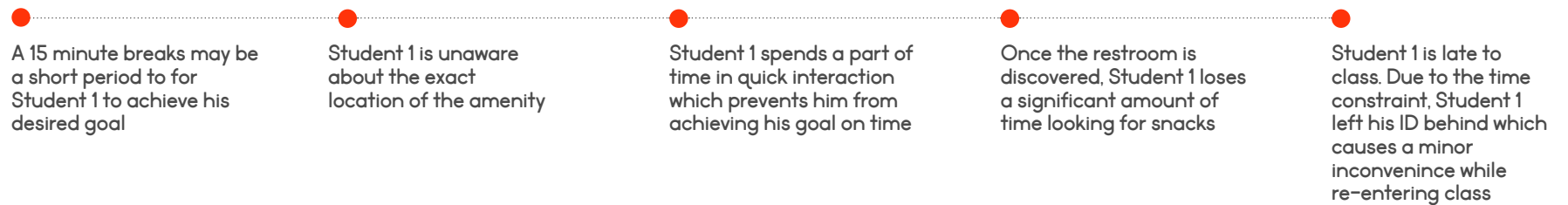
“I am never sure about the timings for the SVA bus and there isn’t an accessible way to learn about it.”

- **Searching transport information for commute from East to West and vice versa.**

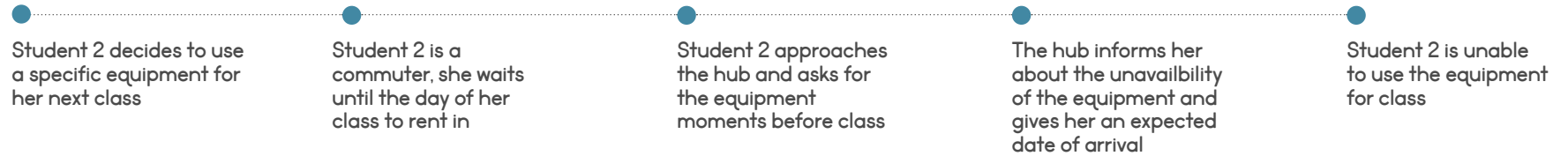
Edge Case Path for Student 1



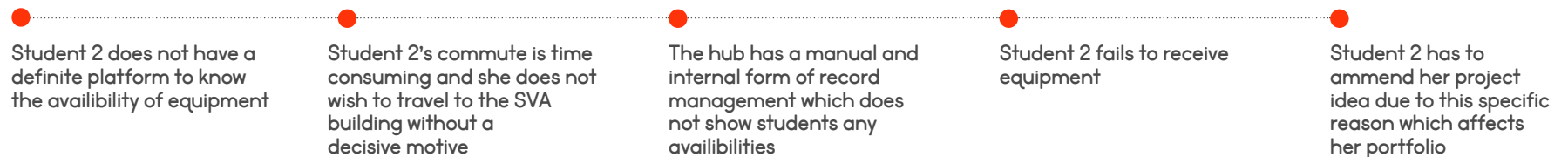
Possible inconveniences during the Edge Case Path



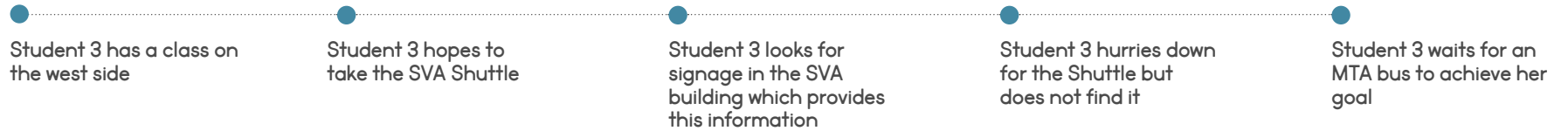
Edge Case Path for Student 2



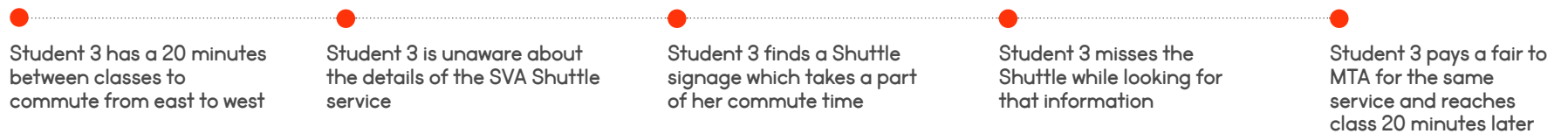
Possible inconveniences during the Edge Case Path



Edge Case Path for Student 3



Possible inconveniences during the Edge Case Path





Introducing

The SVANAV application which provides our students

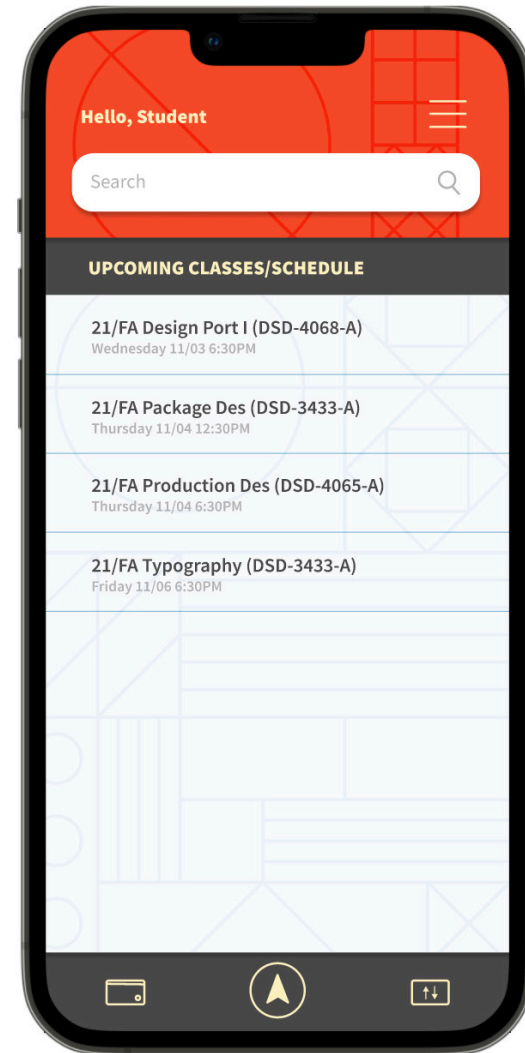
- Clarity
- Control
- Information



The Landing Page

The landing page, consisting of the most necessary elements required for the majority of SVA student to begin their journey in terms of their regular path,

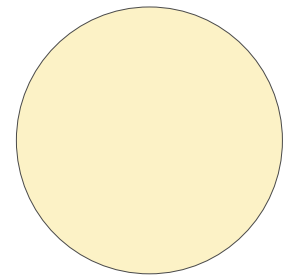
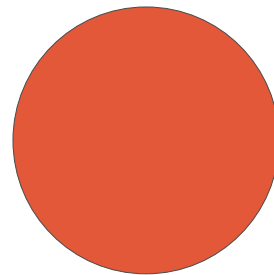
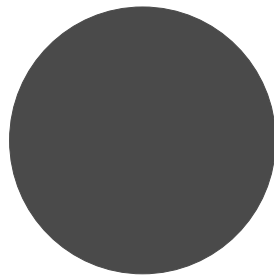
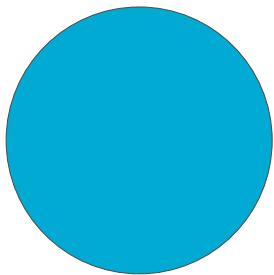
- A Search Path to direct them to their desired journey
- A class schedule to provide a sense of clarity for the coming week
- A navigational bar consisting of a SVA Wallet, Elevator Controls and Building Navigation.



The Color Palette

The colors used in the application are directly inspired by the SVA brand identity which includes its web and mobile interfaces. A similar palette is observed around SVA's events, stores etc. The blue and the red brings out the distinction of SVA.

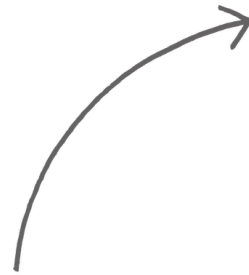
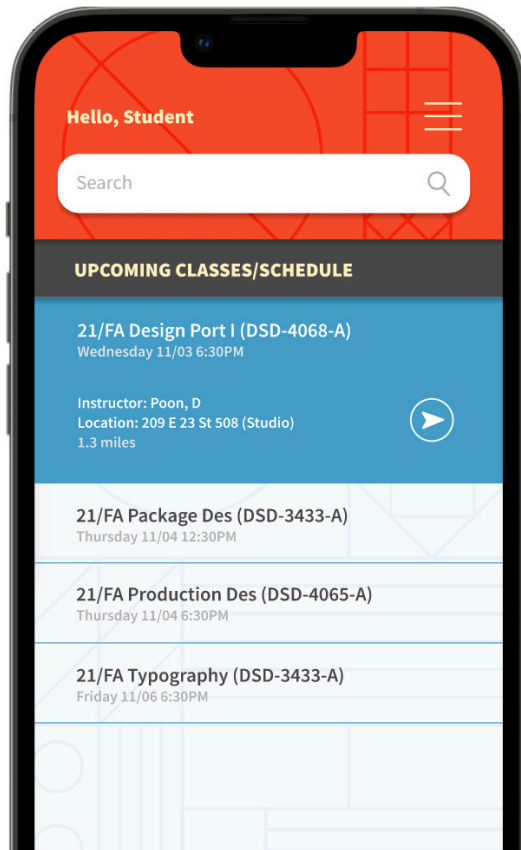
The usage of these primary and secondary colors is to reflect a sense of singularity and uniqueness. This quality of recognition through colors allows the user to commit to a memory, in this case, the memory being SVA.



Improved path for a SVA student

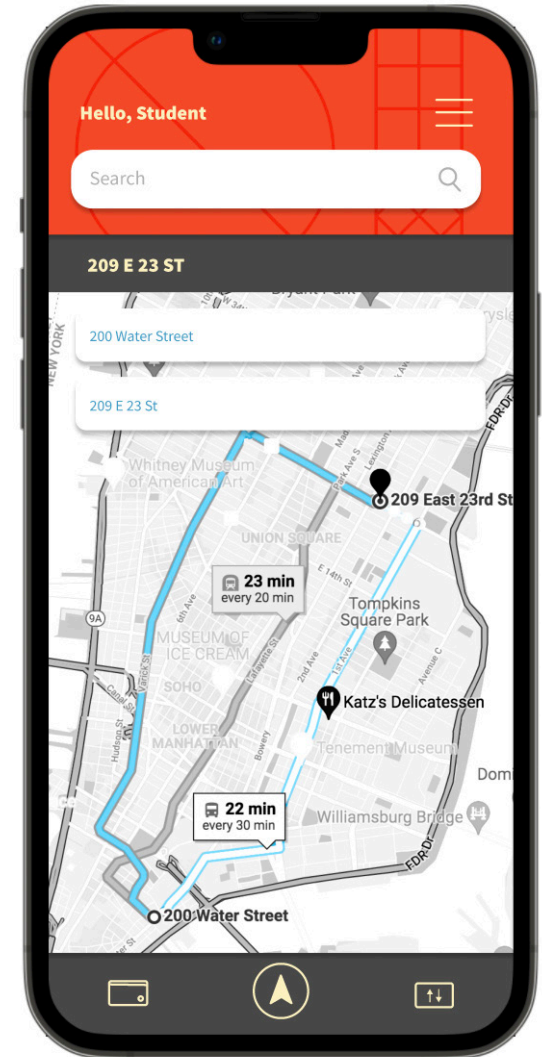
Locating and joining class

In order to achieve the goal of locating one's class and overcoming possible inconveniences through the path, the interfacial journey for a SVA student is presented.

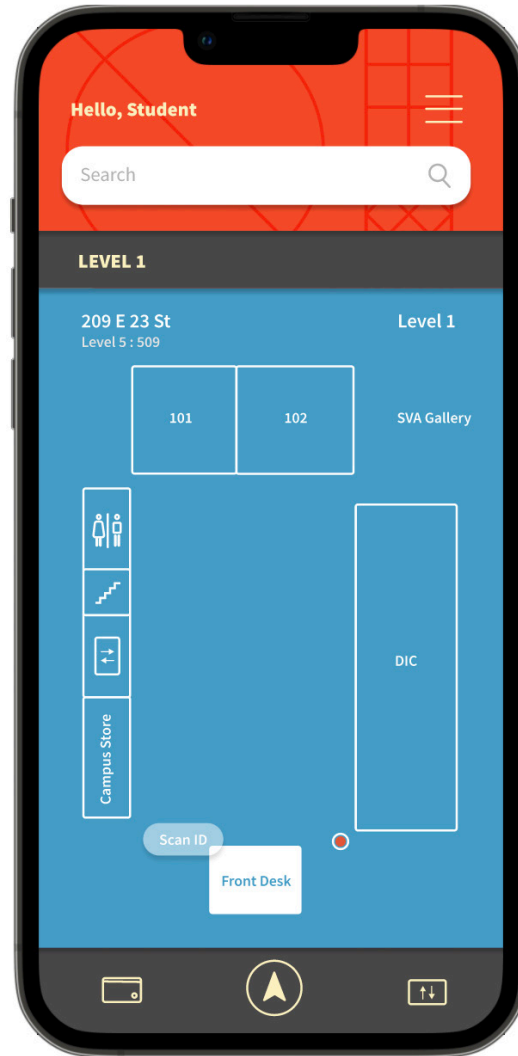


As the student begins their journey, the application allows them to navigate themselves to an upcoming class, visualized by a navigational icon.

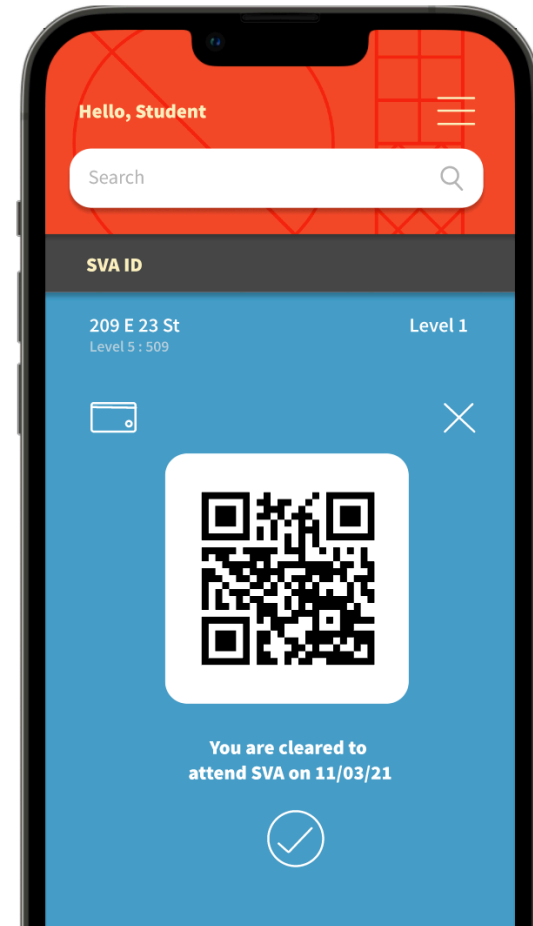
The student is then given a precise direction from their current location to their class of selection.



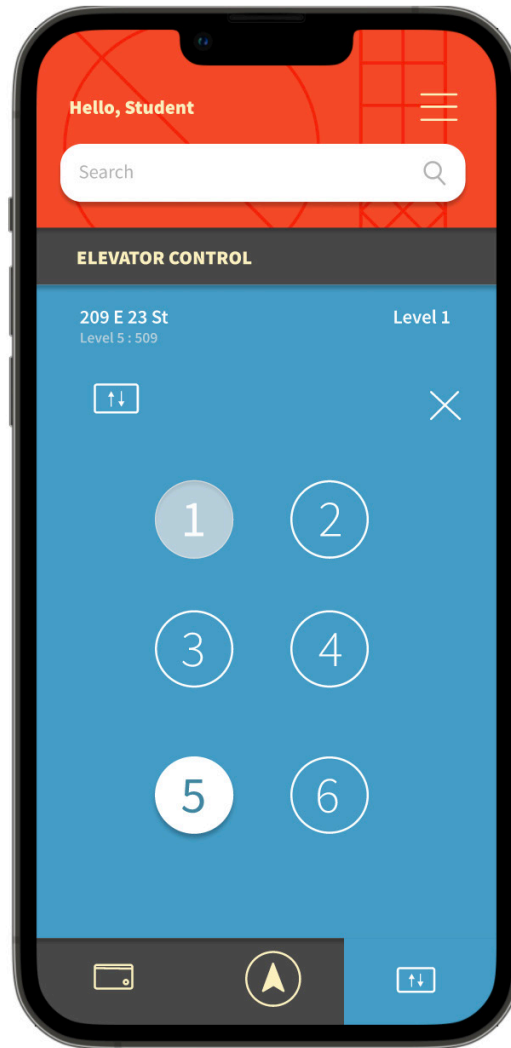
In the process, the student arrives at the selected building where they are presented a detailed layout of the floor and a reference to the front desk where the Student ID is to be scanned.



The Student ID is easily accessible for quick use as a navigational icon. It provides the QR code which is necessary to identify a student's vaccination status and ID code.



Using the Elevator Controls, the student can minimize wait time in the elevator while the application directs their to their required floor.

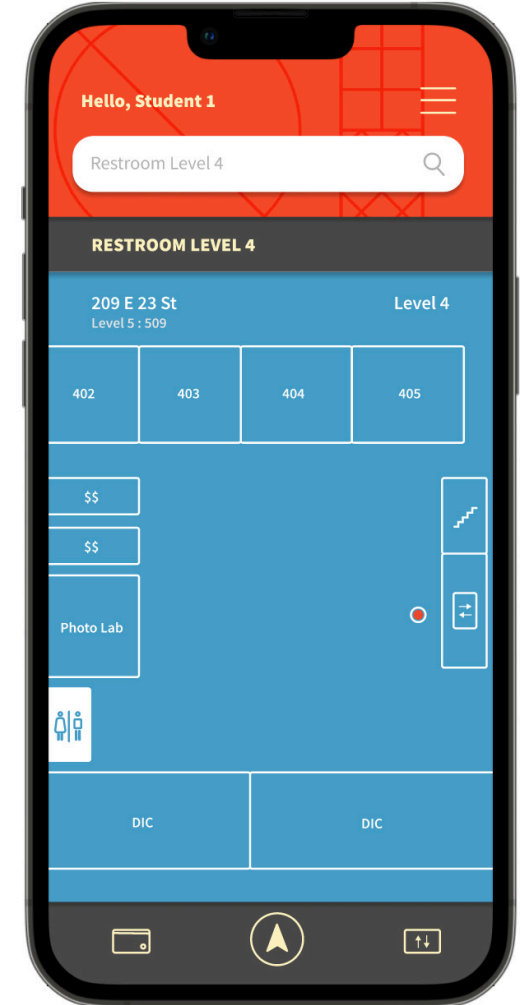


The student's accurate location is presented on the layout throughout their journey. Their class of choice is highlighted for maximum convenience/

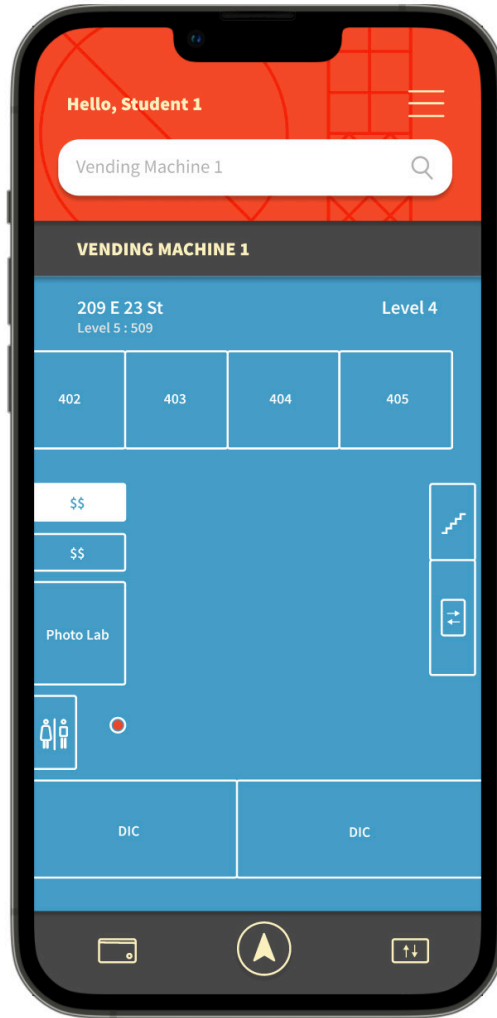
Improved path for a Student 1

Locating the restroom and getting snacks during break

As Student 1 searches for restroom options, he is directed to the nearest result.



A similar search process for locating the nearest Vending Machine takes place which helps Student 1 get snacks during his break.



By selecting the Redirect Navigation option on the nav bar, Student 1 is directed back to his class where he uses the app's ID to enter class and manages to get to class just on time.



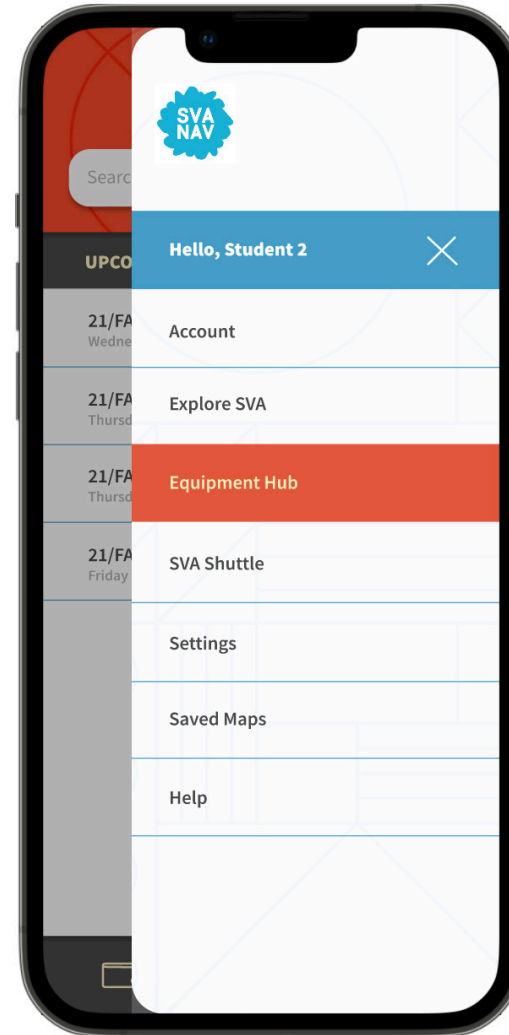


Improved path for Student 2

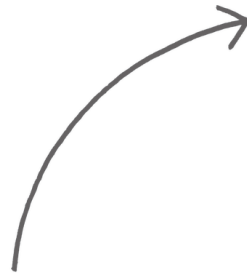
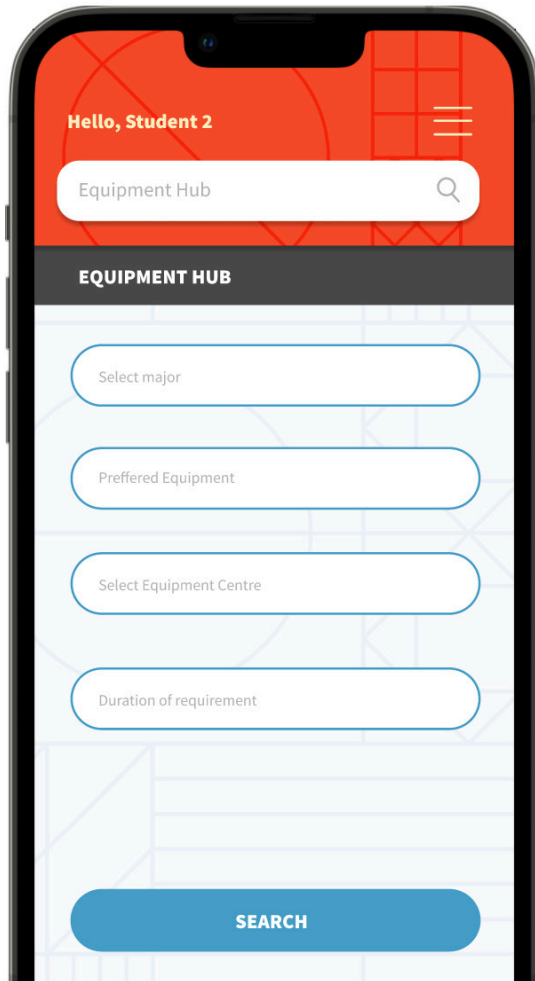
Reserving equipment without having to commute

SVANAV's hamburger menu consists of various possibilities of exploration and accesibility. Student 2 being a commuter, wishes to reserve an equipment without having to make any physical effort.

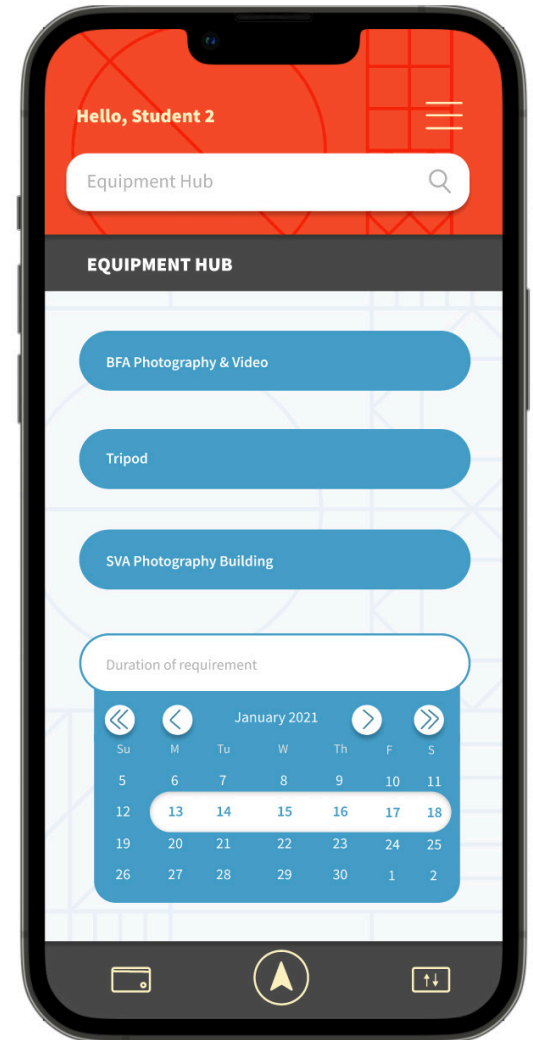
The application solves this problem with its in built Equipment Hub which shows you the available products based on your choice of filters.



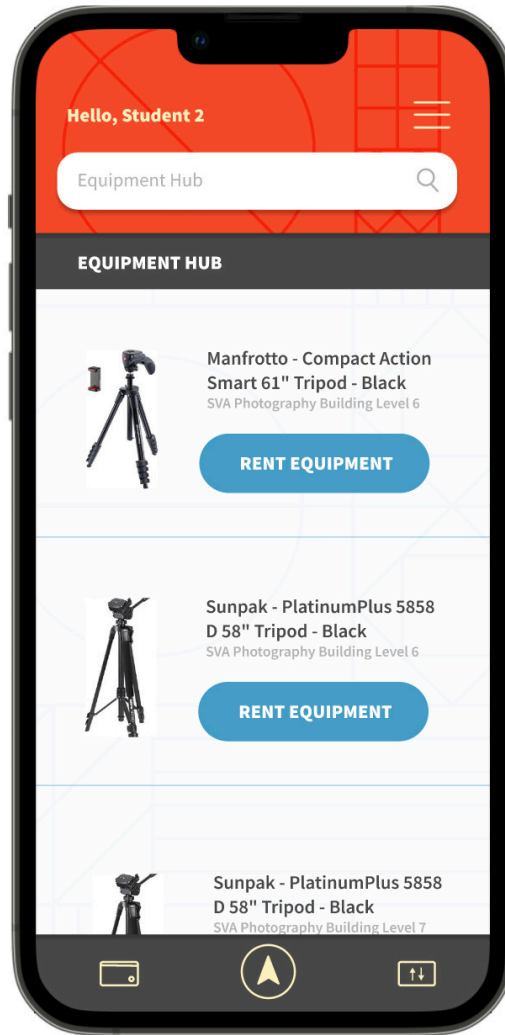
Student 2 uses the Equipment Hub service to put in her filters.



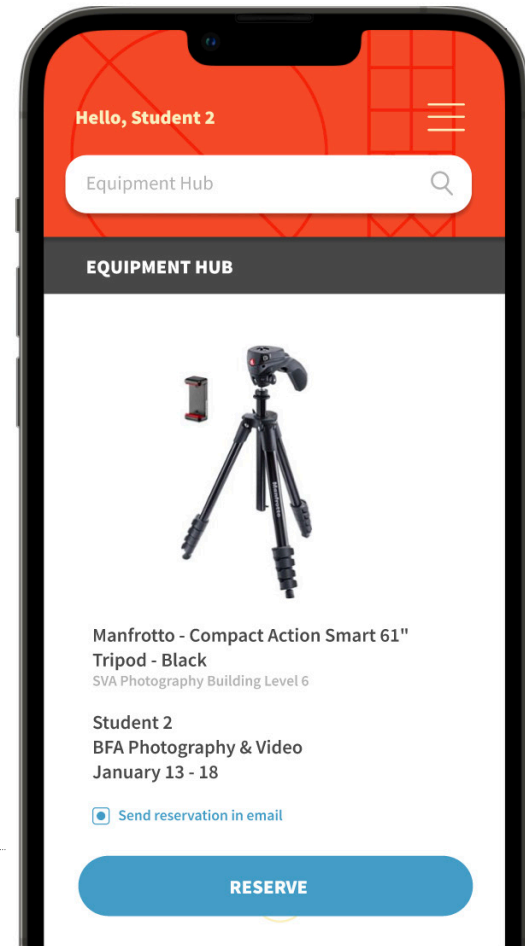
She mentions her choice of product and the duration of requirement for more specificity,



A wide range of available equipments are provided to Student 2. The hub location of product is also specified for the student for more clarity.



Student 2 reserves her choice of equipment and receives her reservation in an email. She can now pick up the equipment right before her class and avoid the uncertainty.

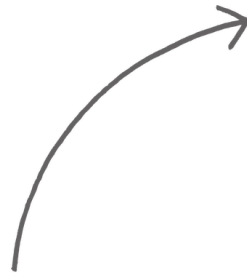
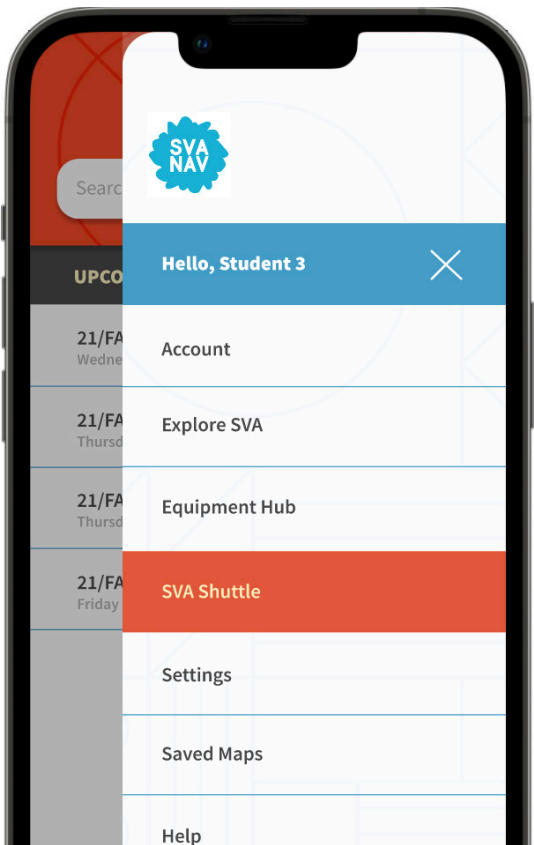




Improved path for a Student 3

Taking the SVA Shuttle from East to West

Student 3 can now easily enquire about the shuttle service with the SVANAV application.



Since the current location is automatically displayed, Student 3 selects the westbound stop on the map. An updated estimate of the time to destination and the accurate location of the shuttle is demonstrated on the screen for a guided operation. Student 3 can now easily commute to her class.





Join the community.