

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 accesibility 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 retreive an appropriate solution, we collected three students from SVA with contrasting majors, schedules and motivations and ran a procees 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

determine class location

Using Arrival at school Scanning ID/ Waiting for Locating Canvas/MyServices to building approval for Bluepass elevator and attending determine the location of class

Possible inconveniences during the regular path

Poor network and tedious
three step process of Okta
security procedure to

Due to previous
inconvenience,
or misplaced Student
ID

Scanner malfunction
or misplaced Student
elevator services
classroom
classroom



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

Student 1 gets a 15 minute break from class located on the 4th floor of the SVA building Student 1 walks around the floor to grab a quick snack and to use the restroom Student 1 asks his peers for directions for the following

Student 1 explores Floor 3, 4 & 5 until he is able to achieve his goal Student 1 returns to class

Possible inconveniences during the Edge Case Path

A 15 minute breaks may be a short period to for Student 1 to achieve his

desired goal

Student 1 is unaware about the exact location of the amenity

Student 1 spends a part of time in quick interaction which prevents him from achieving his goal on time Once the restroom is discovered, Student 1 loses a significant amount of time looking for snacks Student 1 is late to class. Due to the time constraint, Student 1 left his ID behind which causes a minor inconvenince while re-entering class



Edge Case Path for Student 2

Student 2 decides to use a specific equipment for her next class

Student 2 is a commuter, she waits until the day of her class to rent in Student 2 approaches the hub and asks for the equipment moments before class The hub informs her about the unavailbility of the equipment and gives her an expected date of arrival Student 2 is unable to use the equipment for class

Possible inconveniences during the Edge Case Path

Student 2 does not have a definite platform to know the availability of equipment

Student 2's commute is time consuming and she does not wish to travel to the SVA building without a decisive motive The hub has a manual and internal form of record management which does not show students any availibilities

Student 2 fails to receive equipment

Student 2 has to ammend her project idea due to this specific reason which affects her portfolio



Edge Case Path for Student 3

Student 3 has a class on the west side

Student 3 hopes to take the SVA Shuttle

Student 3 looks for signage in the SVA building which provides this information Student 3 hurries down for the Shuttle but does not find it Student 3 waits for an MTA bus to achieve her goal

Possible inconveniences during the Edge Case Path

Student 3 has a 20 minutes between classes to commute from east to west

Student 3 is unaware about the details of the SVA Shuttle service Student 3 finds a Shuttle signage which takes a part of her commute time

Student 3 misses the Shuttle while looking for that information Student 3 pays a fair to MTA for the same service and reaches class 20 minutes later



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.

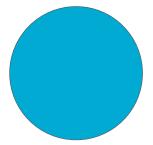


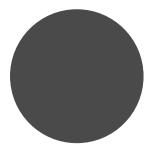


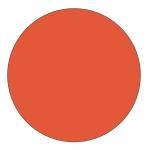
The Color Pallete

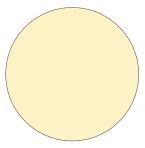
The colors used in the application are directly inspired by the SVA brand identity which includes its web and mobile interfaces. A similar pallete is observed around SVA's events, stores etc. The blue and the red brings out the distinction of SVA.

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.







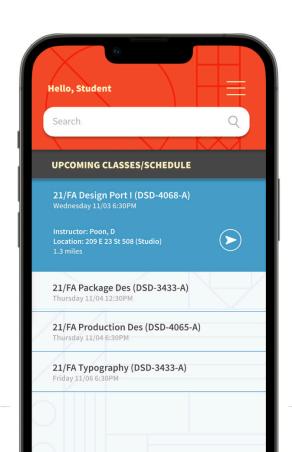




Improved path for a SVA student

Locating and joining class

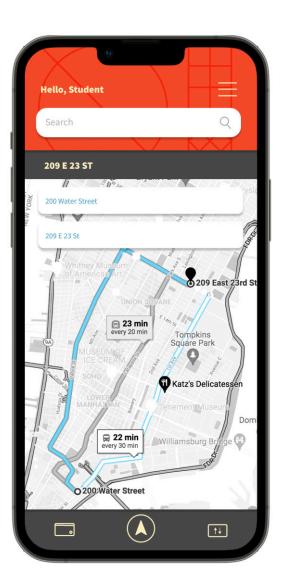
In order to achieve the goal of locating one's class and overcoming possible inconveniences through the path, the interfacial journey for a SVA student is presented.





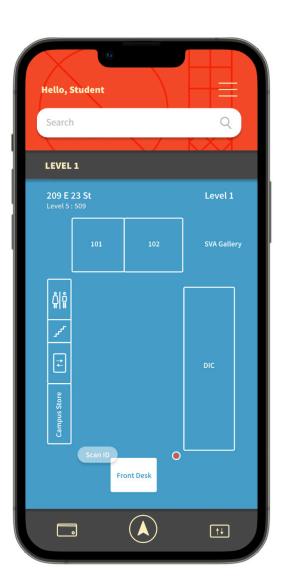
As the student begins their journey, the application allows them to navigate themselevs to an upcoming class, visualized by a navigational icon.

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.







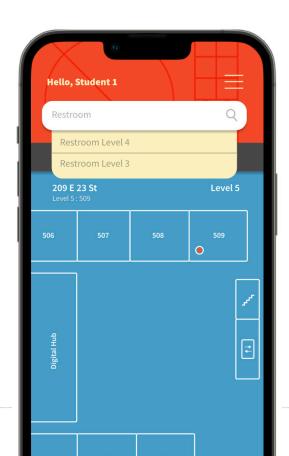
The student's accurate location is presented on the layout throughout their journey. Their class of choice is highlighted for maximum convenience/



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.





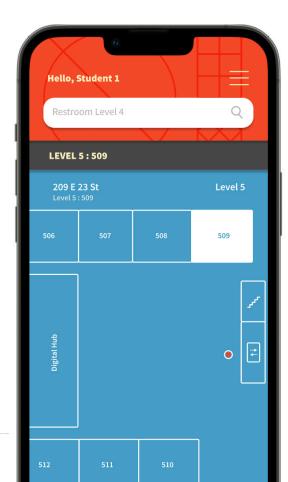




A similar search process for locating the nearest Vending Machine takes place which helps Student 1 get snacks during his break.



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.



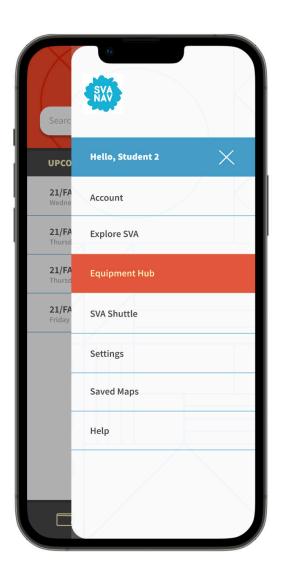


Improved path for Student 2

Reserving equipment without having to commute

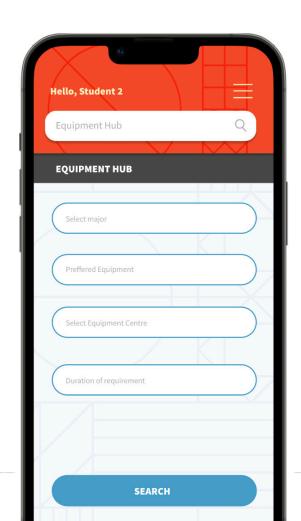
SVANAV's hamburger menu consists of various possibilties of exploration and accesibility. Student 2 being a commuter, wishes to reserve an equipment without having to make any physical effort.

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



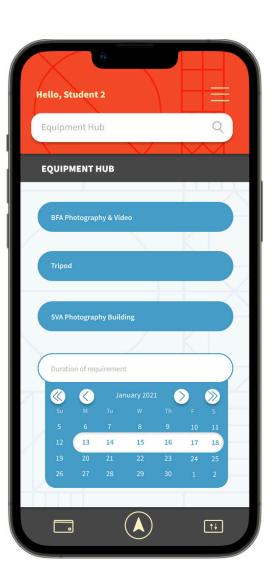


Student 2 uses the Equipment Hub service to put in her filters.



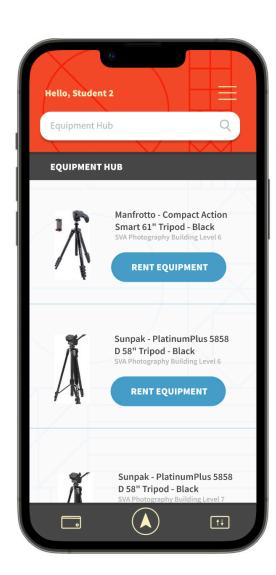


She mentions her choice of product and the duration of requirement for more specificity,

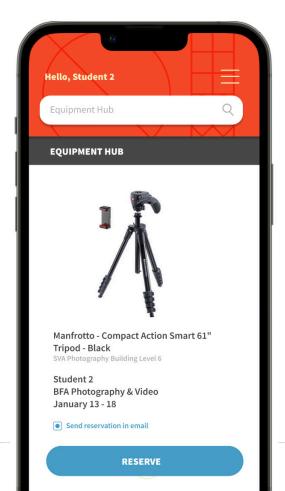




A wide range of available equipments are provided to Student 2. The hub location of product is also specified for the student for more clarity.



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.

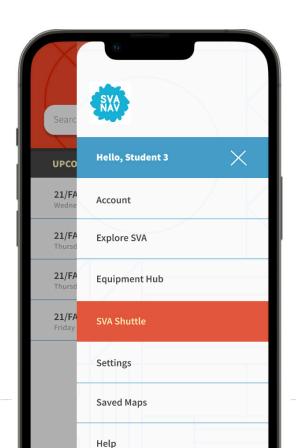




Improved path for a Student 3

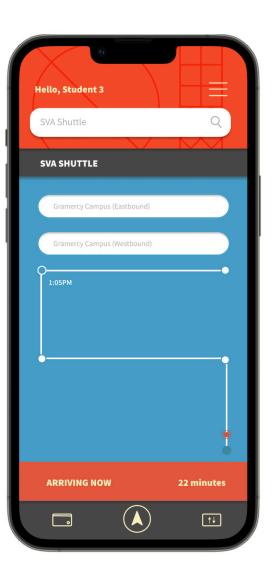
Taking the SVA Shuttle from East to West

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 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 the her class.





Join the community.