

DAC 309

November 24th, 2025

EduGuide

Final Prototype Presentation

Presented by

**Ava Schmalz, Mary Ella Sehl, Ashley Abbott**

University of Waterloo

# Agenda

01 What is EduGuide?

02 Persona

03 App Welcome Page

04 Profile Set up

05 Profile

06 Explore Page

07 Review Page

08 Home Page

09 Review of Changes

10 Conclusion / What We Learned

11 Q&A

# What is EduGuide?



## Purpose of EduGuide

- Navigation app for University of Waterloo students and visitors
- Helps users find efficient and accurate routes on campus
- Supports planning trips to buildings, classrooms, and key spaces

## User-Centred Features

- Customizable routes based on accessibility needs
- Option to choose indoor pathways during poor weather
- Designed to reduce confusion and make campus navigation easier

# Persona



## Megan Johnson

**Age:** 22 years old

**Location:** Currently living off campus

### Motivations

- Wants to have a navigation app that allows trying new food venues and study spots
- Wants to use all resources made available to utilize her time

### Needs

- Pathways to accommodate her time crunches, avoiding bad weather, and her interest in exploring parts of her campus

### Goals

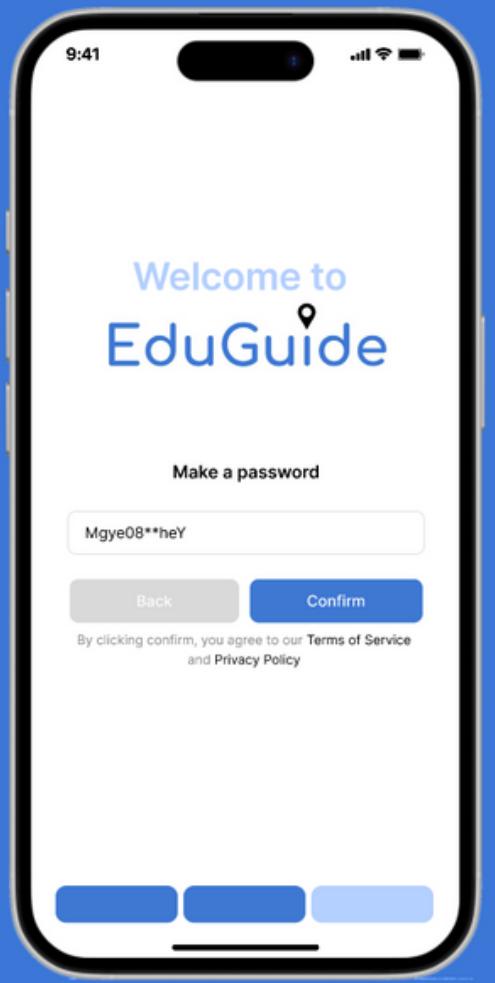
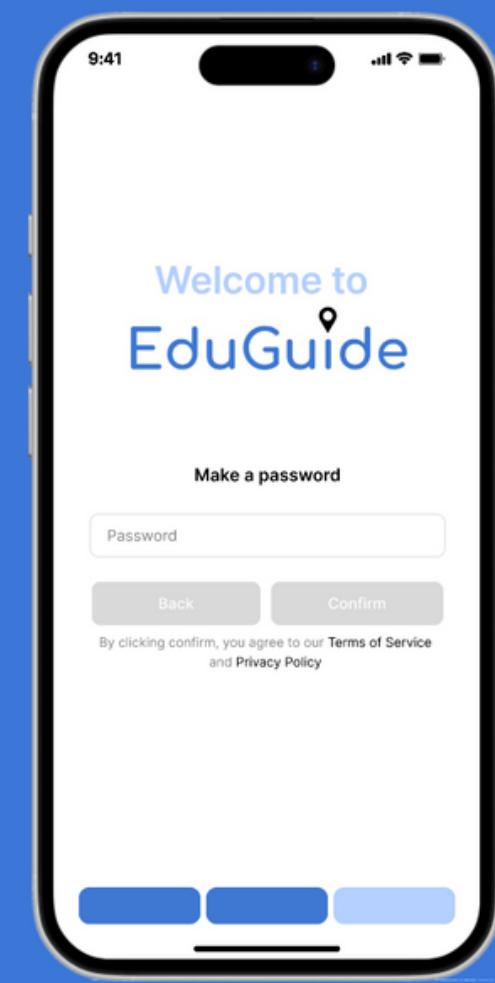
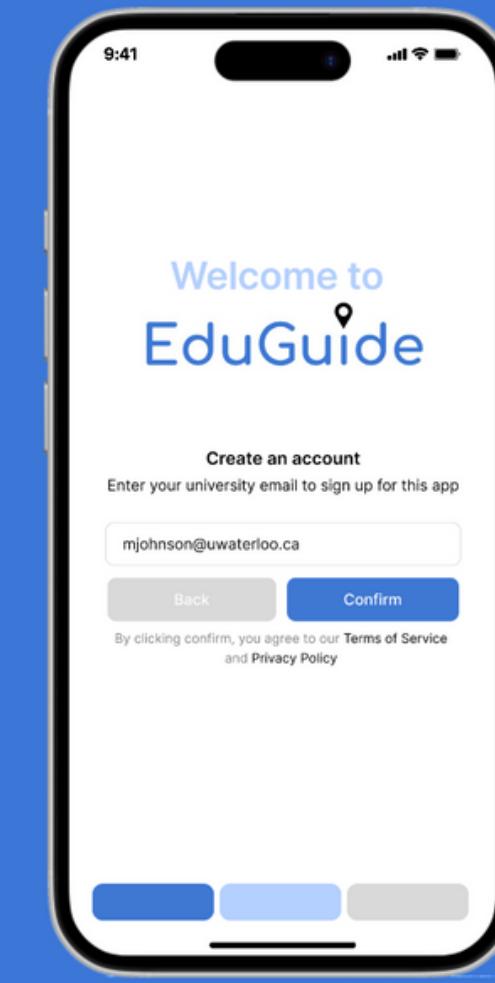
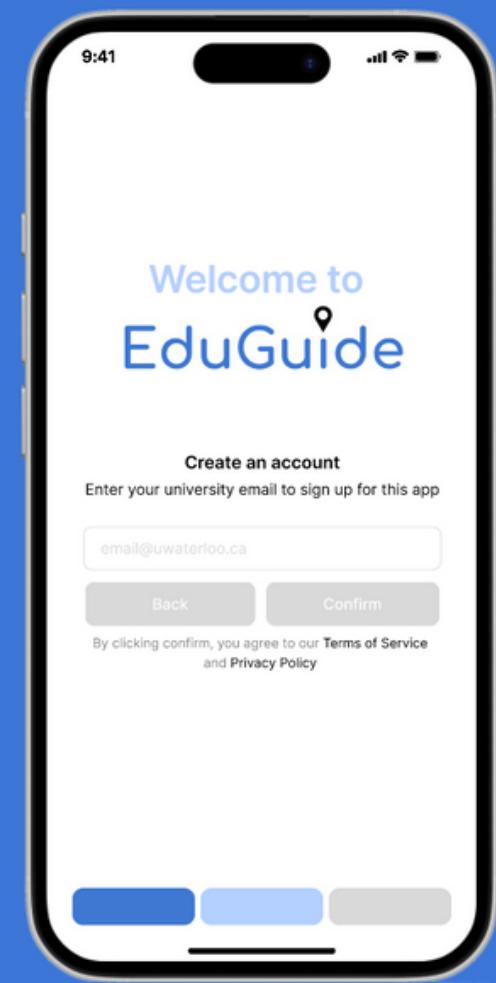
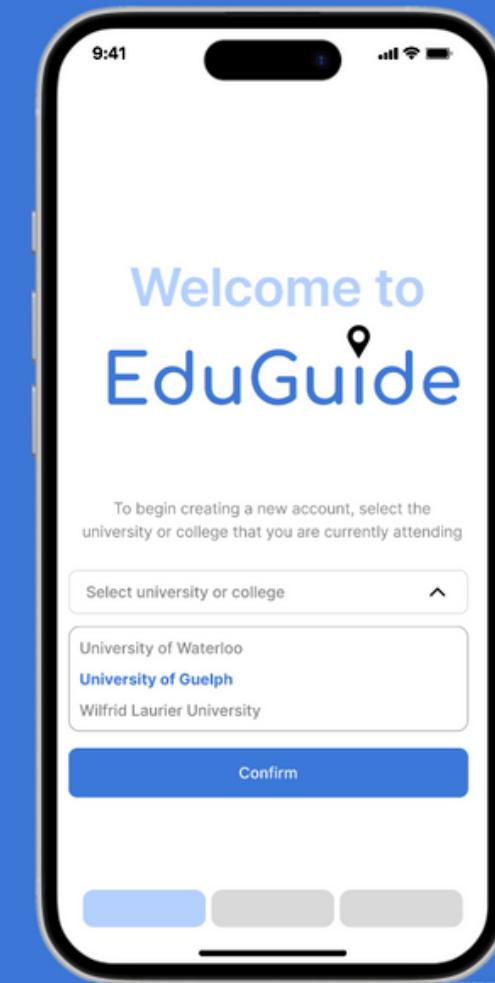
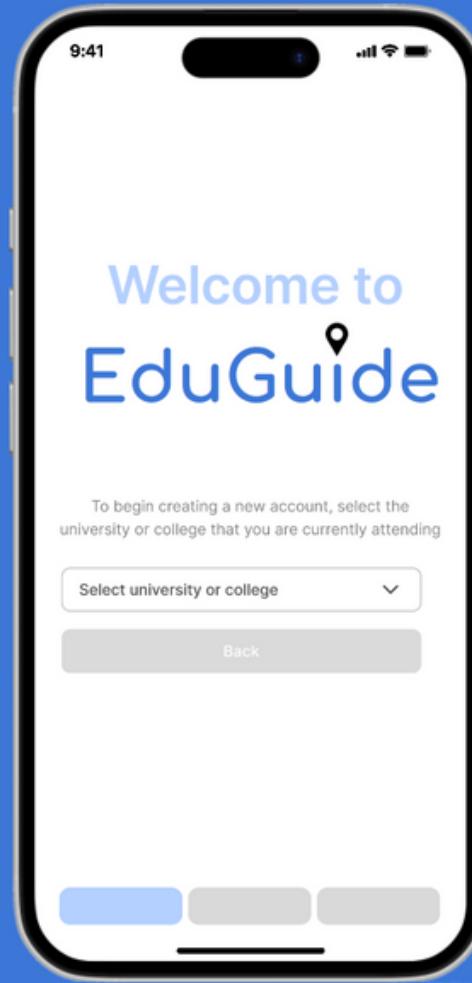
She wants to navigate campus efficiently and confidently to reduce daily stress and avoid being late to class or school events. She wants options and to discover campus.

# App Welcome Page

- **First Interaction:** Welcome page is the first screen users see.
- **Student Verification:** Login or create an account using a university email to ensure only students access the app.
- **Interactive Design:** Buttons change colour to show user choices.



# Profile Set Up



## Selecting university/college

Users create their account with the university or college they currently attend

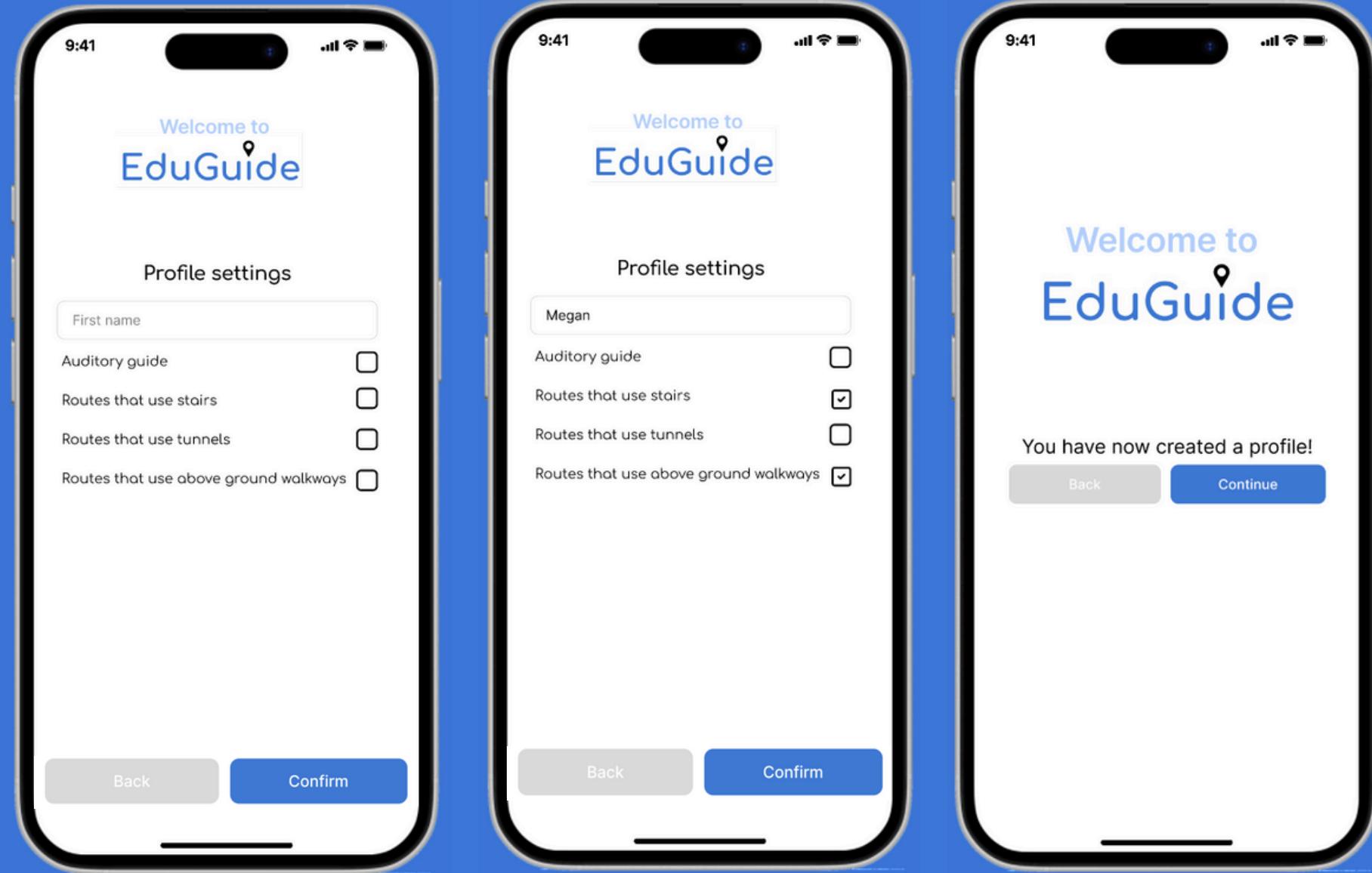
## Confirming university/college email

Users will confirm their email that is associated with their profile (this will be used to reset passwords and identify users)

## Create password

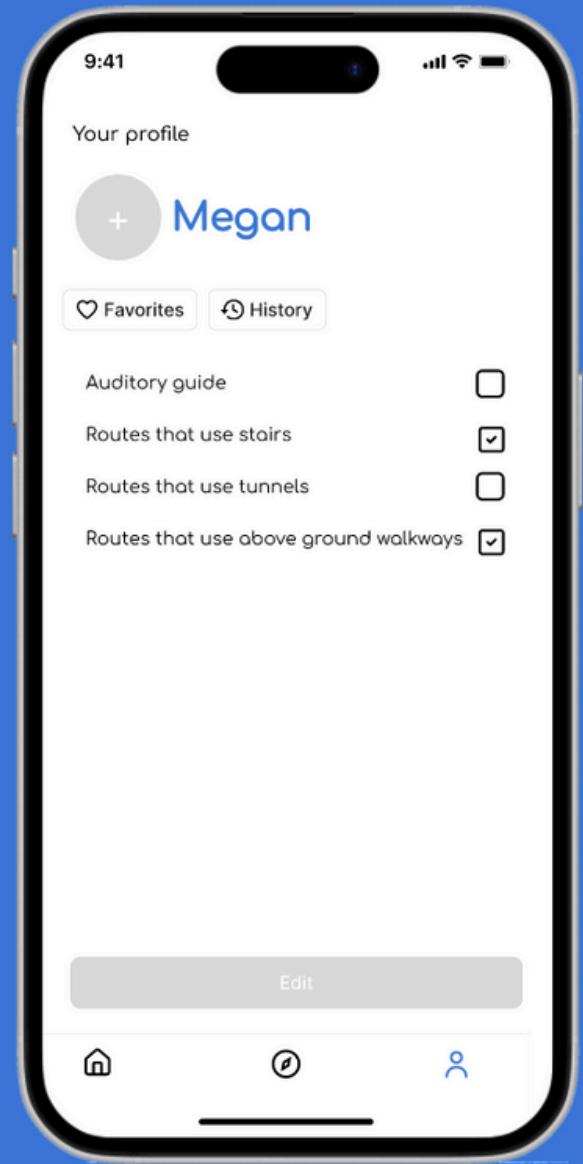
Users will then create a password for their profile (which can be reset when they sign in)

# Profile



## Confirming profile setting

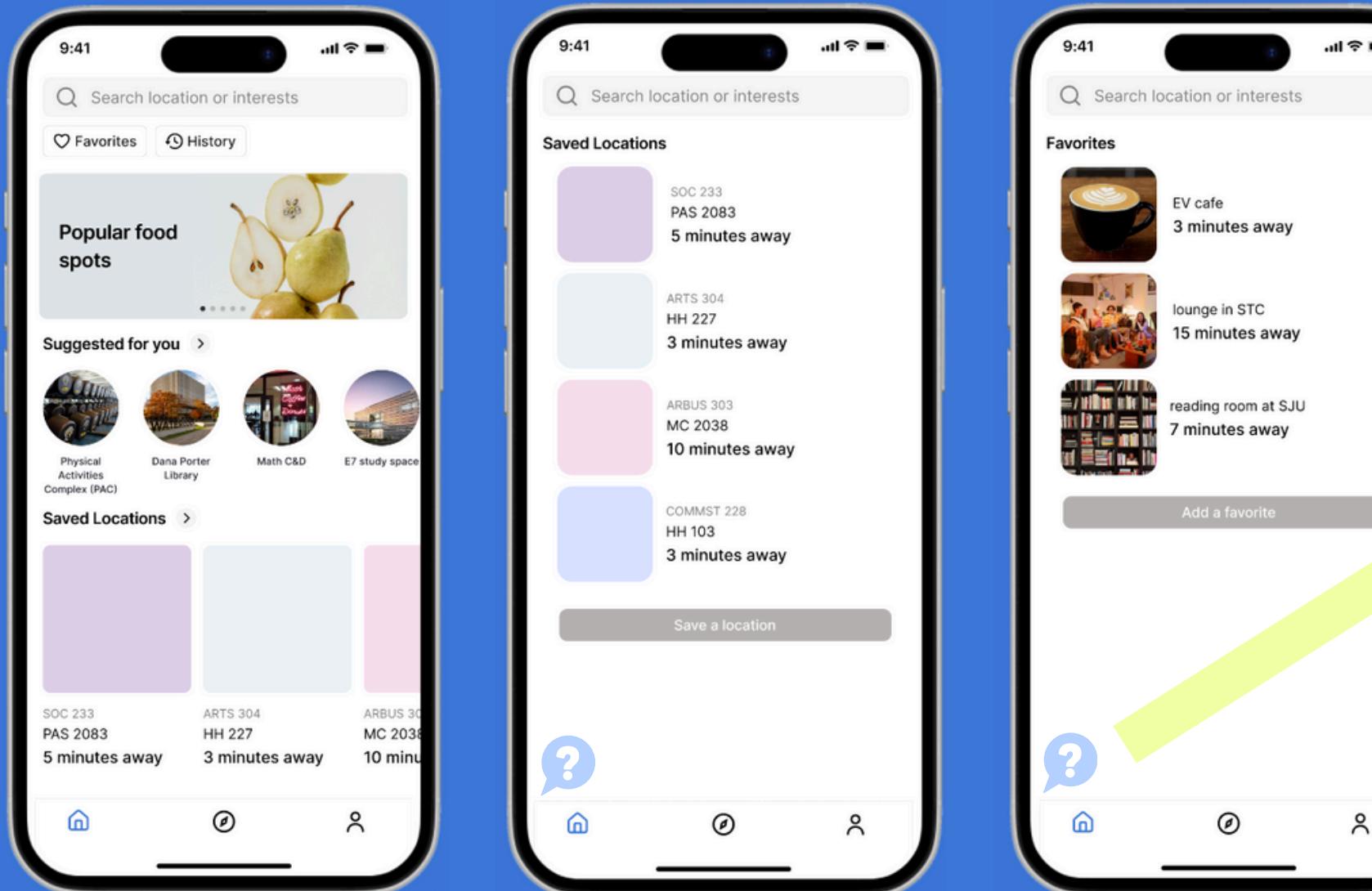
After users confirm their email and passwords, they are then prompted to fill out the profile settings- they have then completed the process for making a profile



## Editing these settings on the “Your profile” page

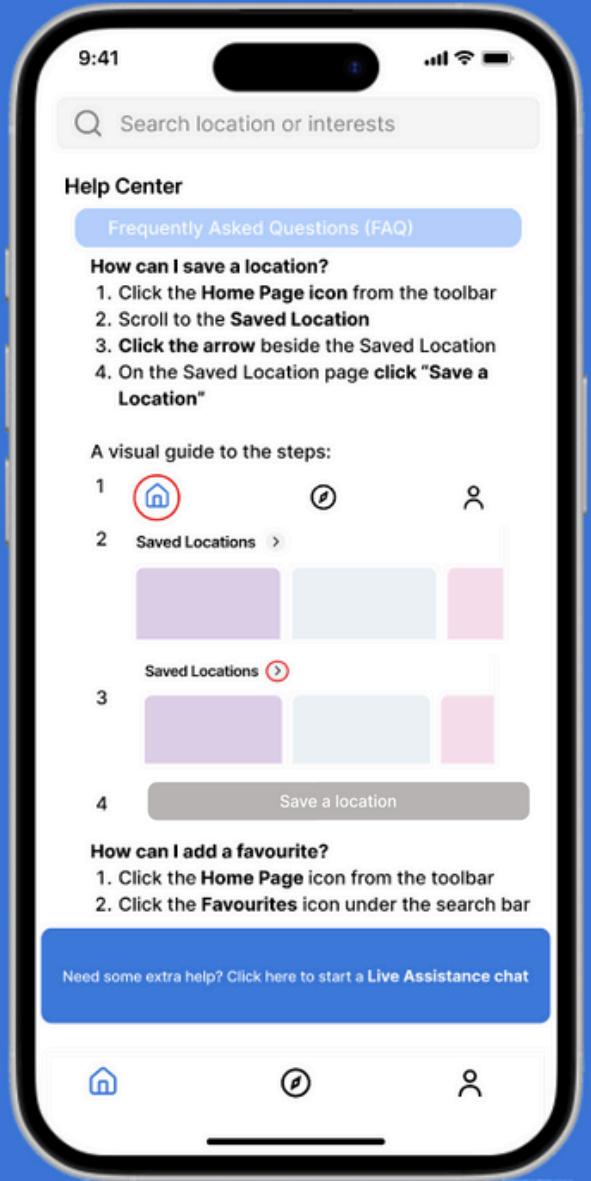
Users can select the profile icon from the toolbar to view these settings and adjust by clicking the “Edit” button

# Home Page



## Home Page

This page acts as a central navigation point. From this page, users can access the Saved Locations, Favourites, History, and see some suggested locations to visit (based on history).



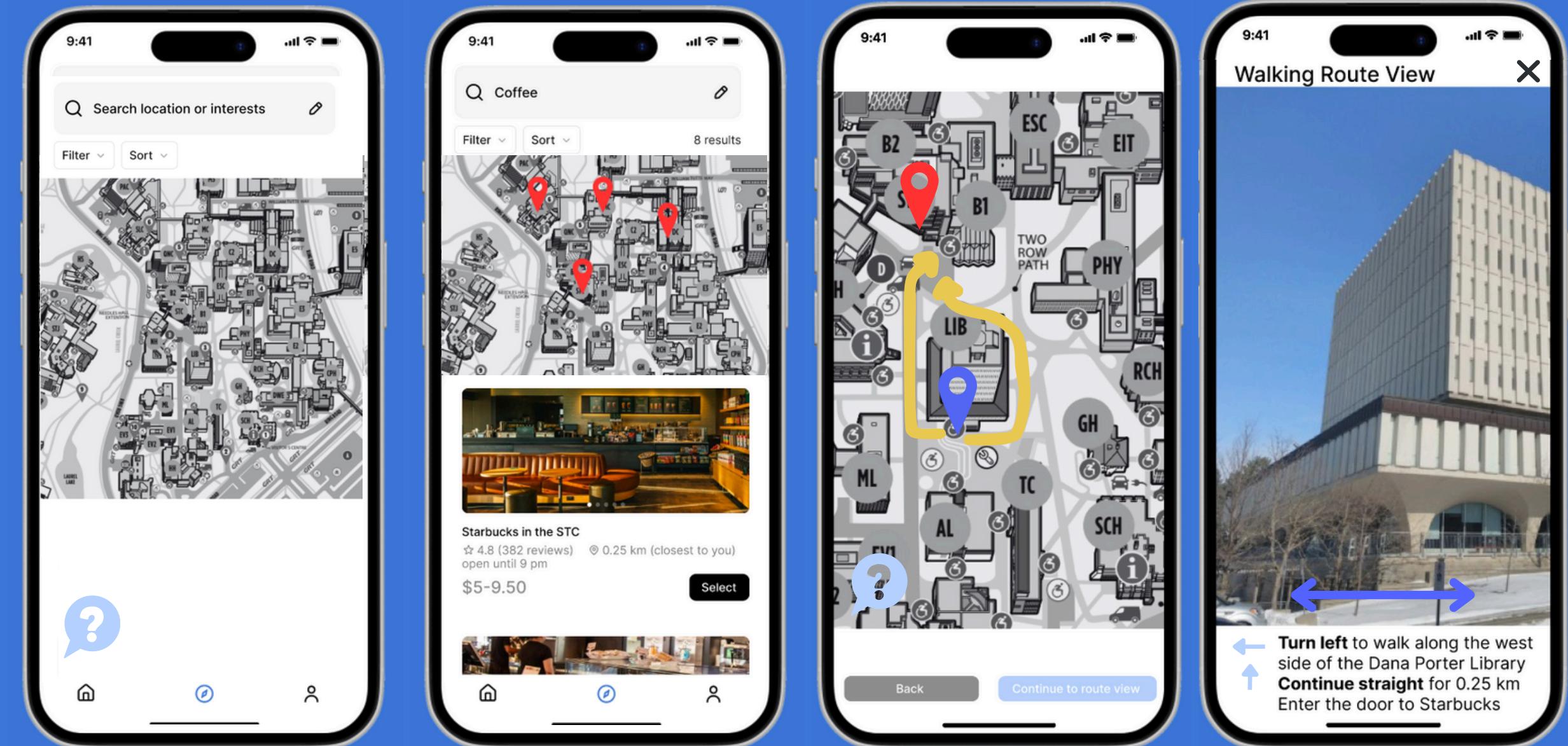
## Help Center

This page helps users by providing instructions, visual guides to match the instructions, and an option to use the Live Assistance Chat feature.

# Explore Page

## Exploring the navigation

Users search for their desired location to see either all nearby locations or their desired location. Users tap a location to start their route and have multiple navigation preferences to choose from.



# Review Page

## Leaving a review

After completing a route, users are then prompted to leave a rank. Users can access these ranks by selecting the History page from the bottom of the Home page.



# Review of Changes

Back

Confirm



## Pain Points



### Add Back, Cancel, and Return Buttons

Users could not go back to cancel actions, which limited control. We added back, continue, and confirm buttons to improve navigation and flexibility to guide users away from making mistakes.



### Add Progress Bar

The app initially gave no indication that actions were processing. We added a progress bar to keep users informed and improve responsiveness.



### Add Help Resources

The prototype lacked resources, which could confuse new or less technical users. We added a help button on the Explore and Profile pages to guide users and make navigation easier.

## Heuristic Updated

### Heuristic #3 (User Control & Freedom)

### Heuristic #1 (Visibility of System Status)

### Heuristic #10 (Help and Documentation)

# Conclusion / What We Learned

## User needs drive design

Persona research helped identify student pain points and essential features.

## Insights from evaluation

Features we initially assumed were intuitive or user friendly sometimes were not. Feedback and heuristic evaluation revealed what truly works.



Thank you for listening!

# Q&A