Digital Campus Directories

Navigating around a college campus is difficult. We want to help change that by installing multiple digital directories to offer maps/routes to class, info about campus activities, and all events regarding Arizona State University.

ASU is #1 in innovation for the 7th year in a row, yet there is not an innovative way to efficiently navigate around such a large campus. This can be due to the interactive map that is offered containing addresses that are not specific and lead to the wrong location when entered into a mobile map application. This results in an absence and inconvenience that could have been easily avoided.

Digital directories have been utilized in many large locations such shopping malls, cruise ships, stadiums, and even other colleges. The goal of our digital directory is to make new and even current students more comfortable when navigating to their new building and classrooms along with condensing all ASU related events into one platform for easy access.

51.1% of respondents reported a poor experience when utilizing ASU's digital interactive map online.

96.6% of ASU students answered "yes" when asked if they would use a digital campus directory.