LVC at Large Application: Final Copy

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**Introduction**

Newly enrolled students are often excited to begin their college careers at LVC, but just as often this feeling of excitement is met with a feeling of being “lost” in a new area. LVC’s campus isn’t particularly large, nor is the surrounding area of Annville, but to a student new to the area it can be quite challenging to locate things to do and find all of the cool places to see. This is where our new application “LVC at Large” comes into play, LVC at Large is a hybrid mobile application made for both Apple and Android smart devices and with it students will never feel lost around campus again. This application will provide students and staff with a large list of information about all of the exciting parts of campus and the surrounding area that they would normally search all over the internet for, but now it can all be found in one application. By implementing the use of this application across student and teacher owned smart devices, campus events will likely see larger turnouts, allowing the communities within the student body to grow and prosper at an accelerated rate. With this application our team hopes that students won’t feel as lost around campus as they will have information about everything going on at campus in the palm of their hand.

**Features**

The LVC at Large application has many consistent features throughout all of its pages, to keep the user oriented and aware of the paths they are able take to reach their goals. Through this consistency the application itself leads its users to pages with other features that are page-exclusive, like the LVC live map, or Redbook page. This section of the proposal covers all of these features, both consistent and page-exclusive, and why said features are being utilized.
**Consistent Features**

When navigating through the LVC at Large application, many design and color elements repeat themselves in all pages, to ensure proper user orientation and familiarity on each page. The most prominent consistent element is the “LVC at Large” logo, oriented to the top left of the page. This logo links users back to the homepage. Directly to the left of the logo the “login/signup” link is displayed, and links users to a page where they are able to enter information and create their own account. Once a user has an account, the “login/signup” link changes to the “My Account” link. This new link navigates users to their account page. The colors of the application architecture will remain LVC white and blue, to further consistency and user familiarity.

**Home Page**

When first opening the applications, users are brought to the homepage. The homepage is comprised of the consistent features as well as a listing of all the main pages/features the application has to offer. Beginning the list is the “Live Map” tab, which allows users to navigate directly to an overhead map of LVC campus and the surrounding area with event locations shown as small, interactive LVC logos. The next on the homepage list is the “Event Listings” tab, which navigates users to the events listings page. Following the “Event Listings” tab is the “Redbook” tab, which unsurprisingly leads users to the LVC Redbook page. Next is the “Clubs” tab, which brings users to a listing of all available LVC student clubs and their events. The next tab is the “Random Event” tab, which links users who press it to a random event on the live map page. This tab is oriented towards users who want to do something, but don’t necessarily have any specific ideas. Finally is the “Help & Feedback” tab, which takes users to a page where they can learn about how to properly use the application as well as contact the development team if any problems are encountered.
**My Account Page**

This page is where users can oversee their own personal accounts within the application. This page consists of 4 tabs; Help & Feedback, Preferences, Event Feed, and Notifications. Help & Preferences is explained elsewhere, but is important to show on this page, as users with questions and concerns have an easy way to navigate to it. Preferences allow users to tweak the application to their personal liking so it becomes easier for them to use. For instance, within this tab users can change the overall font size used in the app, as well as change touch sensitivity and enable/disable certain finger commands (pinch to zoom in, spread fingers to zoom out, etc.). The Event Feed tab allows users to change what events show up in their personal feed, so users can simply uncheck sports events if they wish not to see any, and do the opposite for event types they want on their personal feeds. The Notifications tab lets users set what type of event happenings they will receive notifications for. This page works just like the Event Feed page, where users can simply check what type of events they want their phone to alert them of, and un-check event types they don’t want notifications for.

**Live Map Page**

This page consists of a customized Google-map of LVC and the surrounding area. This map allows users to swipe in any direction they wish, so they can quickly navigate to the event of their choosing. Any event on the map is marked with a small LVC logo. Once clicked on, a small window appears next to the logo, displaying the event’s title, date, time, and a brief description. This small window can be clicked, to navigate the user to the event’s information page. By simply clicking the logo again, users close the small window and are free to continue browsing the live map.
Event Listings Page

This page consists of a menu of events that users can potentially attend. The menu will be scrollable by swiping the screen up or down. To indicate this to the user, a scroll bar has been added. Each clickable event tab has some limited information on it. Each tab reads the name of the event, followed by the event’s date, time and location. There is also a brief description of the event. Once a tab is clicked on, users are re-located to the corresponding event’s information page.

Event Information Pages

These pages can be reached when the user either clicks an event’s LVC logo on the live map page, or by pressing on an event’s tab via the event listing page, the club page, or any other page where an event listing is clickable. Each event has its own event information page. These pages contain only information pertaining to specific events. At the top of these pages are the event titles, followed by a tab that reads, “View on Map”. Once pressed, the view on map tab re-locates users to the live map page, where they are automatically navigated to their chosen event’s location. Below the view on map tab, is a basic description of the event itself. Descriptions begin with date/time/and location, and then more specific information on the event is shown. If enough information is present, users are able to scroll up and down to view the entirety of the description.

Redbook Link

While not actually being a page within the application itself, once pressed on the homepage, users are re-located to LVC’s Redbook page, where they can sign up for events they wish to attend that require RSVP.
Random Event Link

One of the main tabs found on the homepage, once pressed, this tab re-locates users to the live map page. Once there, the live map page will automatically navigate users to a random event. This function is intended for users who don’t have any specific ideas on what they want to do, but want to do something all the same.

Help & Feedback Page

This page allows users to learn how to properly use/navigate the application, while also creating a way for users to contact the development team with comments, criticisms, concerns, etc. Once on this page, users are able to type out any questions or concerns they have pertaining to the application and its use. There is a blinking cursor to indicate where users can type, and once this area is clicked, the user’s phone’s native keyboard appears, and allows for typing. Once a user is satisfied with their question/comment, they simply click the “send it” button, and their question/comment is sent to the development team for evaluation.

WireFrames

The following wireframes illustrate the proposed application’s final designs, and how they incorporate user centered design. The home page, live map page, my account page, help & feedback page, event listing page, and event information page are each to be considered the most important application pages/features. These pages and their layouts, features, and how each connects to one another are explained in detail.
LVC at Large: Home Page

- **Login/Sign up**: Links users to login page/account page, users with accounts can set preferences, customize event feed, post events to social media.
- **Live Map**: Links users to interactive overhead map, displays events w/times, events are clickable.
- **Event Listings**: Listing of events. List can be sorted in various ways based on user preference.
- **Redbook**: Listing of all available clubs and their events w/times and locations. Once a club event is selected, app links to map page and shows club event location.
- **Clubs**: For users who don’t know what to do but want to do something, links to map page, automatically navigates to random event.
- **Random Event**: Links to help and feedback options page. Users can submit comments and find useful info on the app here.
- **Help & Feedback**: Will remain consistent on all app pages, links to homepage.
LVC at Large: My Account Page
(Users link to this page by clicking "login/sign up" and creating an account.
After an account has been created, users can click "My Account" to locate
here at any time.)

LVC Living Logo
Will remain consistent on all app pages,
links to homepage.

Preferences allow
users to tweak the
app to their own
liking. Anything from
font size to basic ac-
count settings can be
changed here.

Help & Feedback

Preferences

Event Feed

Notifications

Allows users to tailor
their event feed for
more personalized
listings. For instance,
users can choose to
not get sports events
on their feed, and
add more club
events.

Allows users to iden-
tify which types of
events they will get
notifications for on
their phone. Also
allows for notifica-
tions to be turned
off/on at will.
LVC at Large: Help & Feedback

(Users link to this page by clicking either the help & feedback tab on the home page, or by clicking the tab of the same name on their My Account page.)

LVC Living Logo
Will remain consistent on all app pages, links to homepage.

Blinking text cursor to indicate to users that they may type their messages here. Once clicked, users type message using their phones native keyboard.

Send it button, indicates to users that this is where one should press when satisfied with their message and wish to send it to the development team.

SEND IT!
LVC At Large: Live Map Page

(Users link to this page by pressing either “Live Map” or “Random Event” tab on the homepage, or by clicking an event on the “Event Listing” page)

LVC Living Logo
Will remain consistent on all app pages, links to homepage.

Allows users to sort event listings in a number of different ways. (chronological, event type, etc.).

Window that appears when event marker is clicked. Window can be clicked to re-navigate to event information page

“Event Marker”
Show the location of an event. When tapped by user, window appears and explains event
LVC at Large: Event Listing Page
(Users link to this page by pressing the “Event Listing” tab on the homepage)

LVC Living Logo
Will remain consistent on all app pages, links to homepage.

Event Listing
Once clicked on will link to event information page, giving an in-depth look at event itself

Event Listing
Sort Events By...

Event Title #1
Event Date/Event Time/Event Location
Short description of event here

Event Title #2
Event Date/Event Time/Event Location
Short description of event here

Event Title #3
Event Date/Event Time/Event Location
Short description of event here

Scroll Bar, communicates to the user page orientation, how to navigate within the page correctly.
LVC at Large: Event Info. Page
(Users link to these pages by clicking any event listing found in the app)

LVC Living Logo
Will remain consistent on all app pages, links to homepage.

View on Map button, re-locates users to the live map, automatically navigates to event location on map.

Event Title
View on Map
Event Date/Time/Location

On this part of the page is where users would find general info about the event.

Scrollbar, communicates to the user page orientation, how to navigate within the page correctly.
Integration

Two of the many features of the LVC at Large application will be the integration of Redbook events and a customized version of Google Maps. In order to integrate the Redbook events into the application we would work with LVC’s Jason Gamble who currently updates and maintains the system. In order to fully integrate Redbook we would take the script used by LVC on the MyLVC website in order to display the information that’s already been entered onto the application. We would then connect the application to LVC’s SQL server that is the database that hosts all of the Redbook information for LVC. Through this system LVC students would be able to view and sign up for Redbook events through the application itself.

In addition to integrating Redbook features LVC at Large will also feature a customized Google Map function. In order to accomplish this we will download the Google Maps software development kit for both Android and Apple operating systems. From there we will edit the map to create a 10 mile radius from the center of college and add custom markers to label all interesting and important landmarks and building in the area. In addition through the Google Maps SDK we will also integrate a street view function into the map so that users will be able to see the outside of the buildings they are trying to find, which will allow them to recognize said buildings easier. In order to compile the initial information to create the map I will go through the areas within 10 miles of campus and search for businesses and stores that we feel students or teachers would be interested in visiting. Once compiled all of the data will be entered into the Google Maps SDK as a layer over top of the current map with location markers and a description.

Once the initial map is created businesses and stores will be able to contact LVC in order to have their businesses and stores added to the map as long as they are within a 10 mile radius of campus. Once the data is entered into the application all data will be considered property of the Lebanon Valley
College Marketing Department. After the application is handed over to the LVC Marketing Staff a page will be created on the LVC website where local businesses and companies can fill out a form if they wish to have their information added to the application. From there this information will be reviewed to see if it would make sense to add this location to the applications map.

**Budget Analysis**

The application Lebanon Valley College at Large, or LVC at large for short, will be funded by two separate sources, a budget provided by Lebanon Valley College and some sort of Kickstarter fund to raise additional money for the application. To create an application such as this using only LVC assets to cover the costs of design, data collecting and integration, testing of the application would need at least 15,000-20,000 dollars. However, that does not account for the integration and customization of Google maps, which will be included into our final application. To create and develop this application our team will be provided with a budget of 23,000 dollars. This budget will be used to cover the costs of creating the app with prices being allocated roughly like this with the name of the group member who would accomplish each task:

- Creating Code: $4000 (Dakota)
- Designing the App: $3000 (Dakota)
- Gathering Information: $2500 (Ben)
- Testing: $3000 (Ben and Ashley)
- Marketing the App: $3000 (Ashley and Katelyn)
- Integration: $5000 (Katelyn)
- Putting app on the app stores: $125 (Ashley)
- Costs reserved for mid-project changes: $2500 (Used by whichever group member needs them)
Some of the features the budget will fund are the development of an efficient user interface, the creation of a practical yet pleasing graphic design and the gathering and integration of data for the application.

As stated earlier there will also be a Kickstarter fund created by us and advertised with the help of LVC to help gain extra revenue for the project. This will be a Kickstarter that will be hosted on the LVC website and not an outside source such as Kickstarter.com. On the LVC homepage there will be a banner on their slideshow advertising the existence of the Kickstarter as well as providing a link to the website for the Kickstarter fund. In addition emails will be sent out to LVC alumni asking for donations while explaining the purpose of the application and how it will enhance the experience for current and future LVC students. An email about the Kickstarter fund will also be sent to current LVC students and their families encouraging them to donate money if they can spare some as the app will be of great use to both current and prospective students. We are hoping that prospective donators, such as alumni and family of students will see the value the application could have to enhancing current students, teachers and alumni’s experiences at the school. Lastly, the Kickstarter fund will have certain goals for donations and if they are reached more features will be added to the application. The goals of the Kickstarter fund will be:

- $800: Increasing the current radius of effect on the application from 10 miles from the college to 20 miles from the college.
- $1200: The making of an actual LVC at Large website that can be accessed from any mobile browser that functions with HTML 5.
- $2300: The porting of the applications to Windows Phones in addition to Android and Apple smartphones.
**Audience Analysis**

Our primary audience will be freshmen and transfer students who are unfamiliar with the college, what clubs there are, upcoming events and the surroundings of the school. They will be able to use this application to find this type of information and will hopefully use it to socialize and experience events they would not have seen otherwise. First year and transfer students will also be able to use this application to find stores and markets in the area so that they may pick up supplies and items that they may need throughout their semester at LVC. The app will hopefully bring new students closer together by allowing them to form groups to attend such events and see certain locations.

The secondary audience will be sophomores, juniors, and seniors, who are a bit more familiar with the events on and off campus. The app will help them keep track of club meetings and events on campus that they are planning to attend. The app will also help them keep track of any new locations that have popped up recently as they will be added to the live map. The live list of events will allow them to check what events are happening on the go and allow them to find information about them. Both students and professors will also be able to use this application to sign up for Redbook events, this function will reduce the kinematic load they need to sign up for the event, as normally they would have to go onto a computer and navigate all the way to Redbook. This will allow professors and upperclassmen to be informed about special events and allow them to encourage others to attend.

Our tertiary audience is returning students and alumni. As they know most of the locations near and around campus as well as knowing most of the clubs and teams on campus, their main purpose for using the app would be for looking up upcoming events around campus. In addition returning students will also be able to use the app to find new locations that have popped up since they graduated from LVC. Alumni, however, will not be able to sign up for Redbook events as they are no longer members of the school and their LVC emails will have been deactivated.
**Delivery and Maintenance**

In addition to receiving a defined budget of $23,000 from Lebanon Valley College to develop and design our application, our team will also advertise our idea to the student body, professors, and alumni and ask for donations to help provide more revenue for us to work with. This would effectively allow us to make the application more efficient. We also want to create a Kickstarter campaign for our application to let potential users of the application read about it online and allow them to donate to the idea if they wish to. Our team will also post flyers around campus, this will hopefully cause both students and teachers alike to share the idea on social media platforms and allow our app to gain a network effect. After the application is finished and created we will present it to the LVC Marketing Department and explain all of its functions and how they operate, along with showing them how to maintain and update the application once it is turned over. The application will be updated daily by the LVC Marketing Department once turned over. After releasing the application to the public, our team will give the LVC Marketing Department pre-made posters advertising the release of the application so that the student body will know it has been released. Once released on the app stores there will also be a banner ad posted on the front of the LVC website to inform both students and teachers about the app’s release. The final piece of advertising that the LVC Marketing Department will do for the application will be to send out an email to all students and teachers announcing the release of LVC at Large. The LVC Marketing Department will also be the office that third parties trying to participate in the app will have to contact to have one of their events or locations added to the application. After being released an internship will be offered to three students each academic year who would be given the job of updating and maintaining underneath the supervision of the LVC Marketing Staff.