



UniMiami

A forward-looking project, using AR glasses as a carrier, an integrated app designed specifically for international students at Miami University including wayfinding, making friends, and life convenience, to help students who are new to the campus and have not adapted to the campus and surrounding environment.

Phenomenon



Universities in the U.S. have long been renowned for their outstanding academic achievements, diversity, inclusivity, and vibrant campus life, attracting students from around the world.

Studying in the United States has become increasingly common, and as a Chinese international student studying at the Miami University, However, I often hear **complaints** from my newly arrived international friends in the United States.

"The public transportation in the small town wasn't very convenient, so I had to rely on classmates with cars to take me to the supermarket."

"When I first arrived, my English wasn't very good, and I had some difficulties in everyday communication when going out."

"The first time I came, I didn't even know if I could get a taxi from the airport to the school, and I waited at the airport for a long time."

"I'm usually very busy with my studies, but when I have free time, I feel a bit lonely."

Since arriving in the United States is a real challenge for international students, are there any **opportunities** to improve their user experience during the **onboarding process**?

Background

Current status of onboarding services for new international students

Orientation (only for student who enrolling in fall)

*IPOL takes students around the campus and introduces the basic buildings and functions of the campus



Welcome Gift

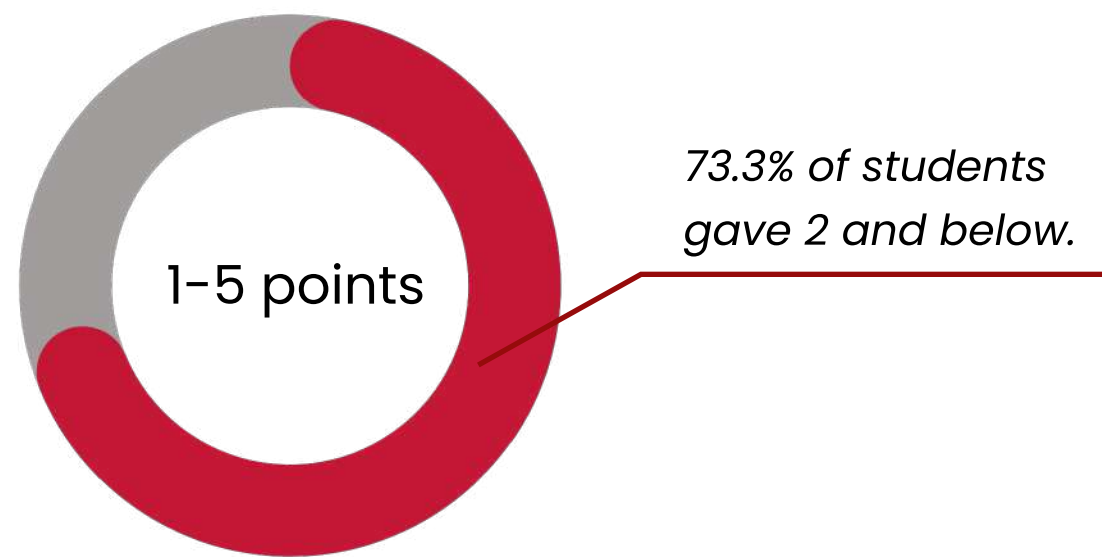
- a paper map
- a hat
- some campus brochures



User Research

I would like to have a deeper understanding of students' attitudes towards the onboarding services currently provided by the school.

Data of satisfaction

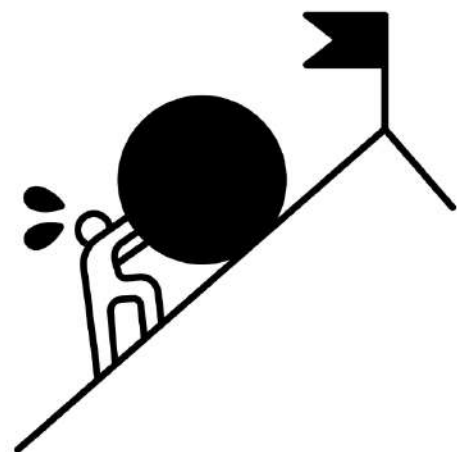


Why?

- The campus has **2,100 acres** and the buildings are **look similar**. It's impossible to remember everything in half day.
- Paper maps are relatively **small** and contain a lot of content, making it **difficult to tell** where you are.

Conclusion

The services provided by the school can actually help us because the **challenges we've encountered are far beyond what they offer.**



The current status of onboarding for international students at the Miami University

	Day 1	Day 2-3	Day 4-7	Day 8
Action	Arrived at the accommodation	Buy grocery & furniture	Getting familiar with the surrounding	Going to Campus for classes
Feeling	Exhausted, but saw an empty room without even any furniture.	Don't know where to buy it or how to get there.	Don't know where to go to eat or go shopping, and no friends go together.	Not familiar with the buildings and routes within the campus.
Possible Solution	Pre-decoration services 	Uber services in campus 	surrounding guidelines & making friends 	Smart Campus Map 

Main pain points during onboarding



Interview

I try to gain a better understanding of their expectations for the onboarding process.



Tommy - China

"The measurement units in the U.S. are different from other countries. When I first came here, the mattress I bought **didn't fit into the bed** frame. And I always **forget about oz, feet, and lb**, so I often need to google before shopping."

Barbra - South Africa

"When I first came to the school, because the academic buildings **all looked the same** and some buildings have entrances and exits on different floors, Different areas **require different stairs** or elevators to reach. It's really **confuse me**, I was even late for it several times."



Catherine - Korean

"Once time in evening, I was studying alone in the library when I received an Amber Alert, which made me somewhat **afraid to go** home alone. I really **want someone go with me** at that time."

Matilda - China

"The food in the student center and cafeteria is quite repetitive, and the Asian food doesn't suit my taste. I want to **go to nearby restaurants with my friends** to have meals."



Persona



BIO

Grace is a new coming international student from China. This the first time that she came to U.S.. She is full of expectations for her new life, and gradually adapting to the culture shock and unfamiliar environment.

Grace Zhang
Year : Freshman

Introverted

Shy

poor sense of direction

Goals

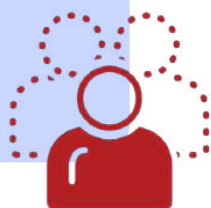
- Successfully **adapting to campus life and American culture.**
- **Making new friends**

Frustrations

- Feeling **loneliness** and **loss** due to no friends.
- Because of **unfamiliar with U.S. culture**, she always buy the wrong things.
- Spending too much time on finding Campus building and rooms.

Further Reserach - Unique Challenge

Few long-term residents, all freshmen are not familiar with the campus



Some businesses are invested in by students, the store will close after they graduation



The school likes to abbreviate course numbers, buildings, difficult for unfamiliar student



Key insight & Opportunity

1. Way finding

Difficult to quickly become familiar with the school and the surrounding living environment, resulting in the inability to quickly find the destination they want to reach.



- Building information recognition



- Map smart navigation

2. Life struggle

Students are at a loss when they first arrive in the United States and don't know what items to buy and whether they have missed anything.

Due to cultural differences, international students have various problems for their first time living, such as not knowing the size and type of furniture when buying furniture, finding food, having dietary gaps, and not understanding food culture.



- Guide to grocery and furniture



- Intelligent space measurement



- Intelligent restaurant search

3. Social Interaction

Hard to find social points and make friends quickly. It can lead to loneliness, loss, and even fear and anxiety when going out.



- Make friends smoothly & naturally

Brainstorming

How to solve these problem?

Information Recognition & Map Navigation

- Map App only for our school
- Way finding sign
- Add Information on Website

Measuring, recommendation & Finding

- AR Measurement
- Surrounding Guideline
- Service Introduction
- Uptown Activity Calendar
- Map

Gathering Friend

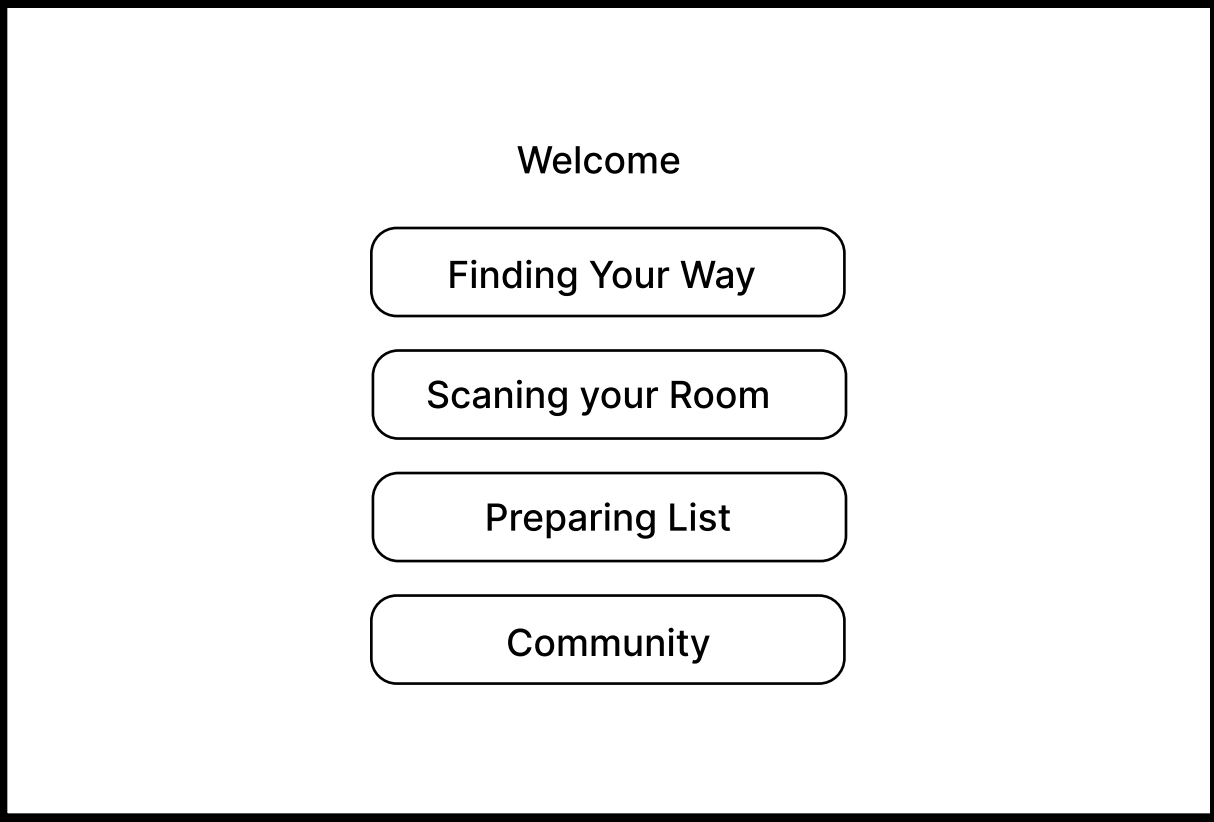
- Make a social platform or made some group chat
- ~~More activity during the orientation~~

*Apple Vision Pro just released

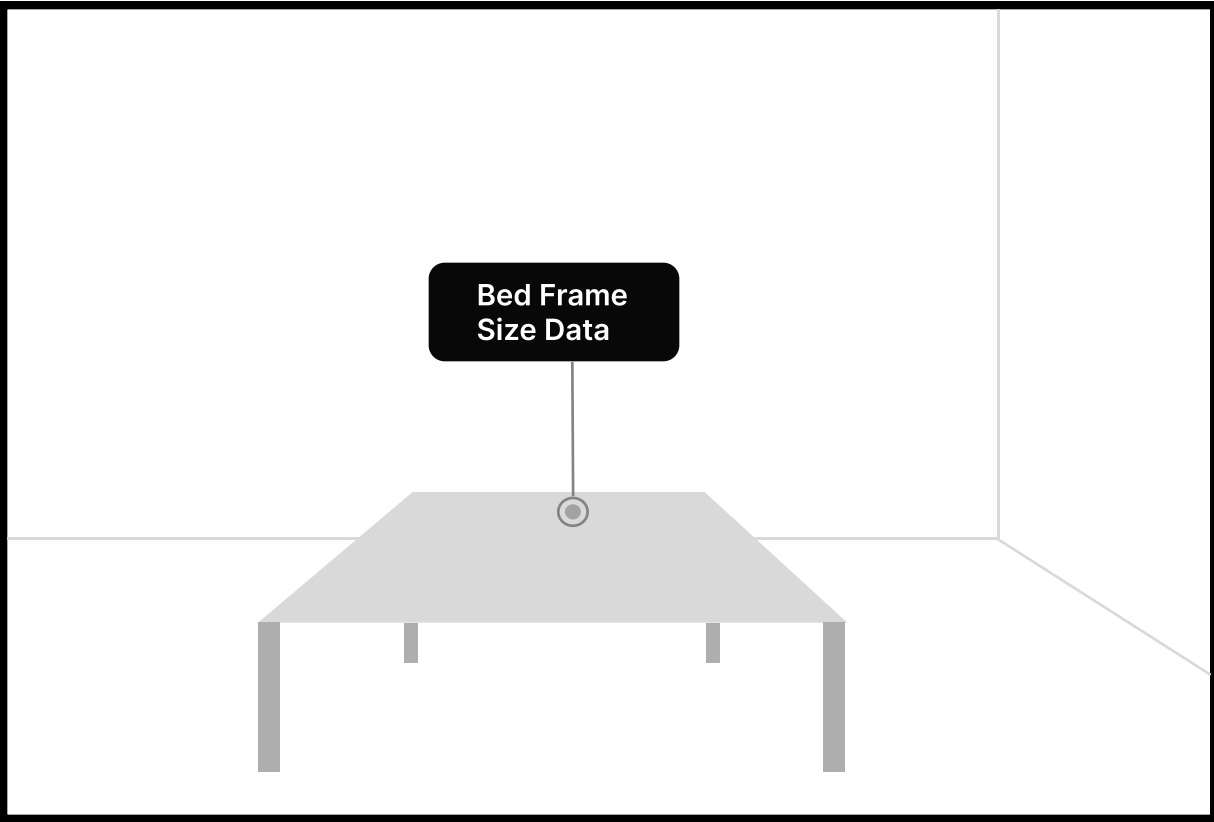
Virtual/Augmented reality make some important functions such as navigation, recognition, measurement, and others more intuitive.

*/ A lot of students think the ice breaker games are awkward

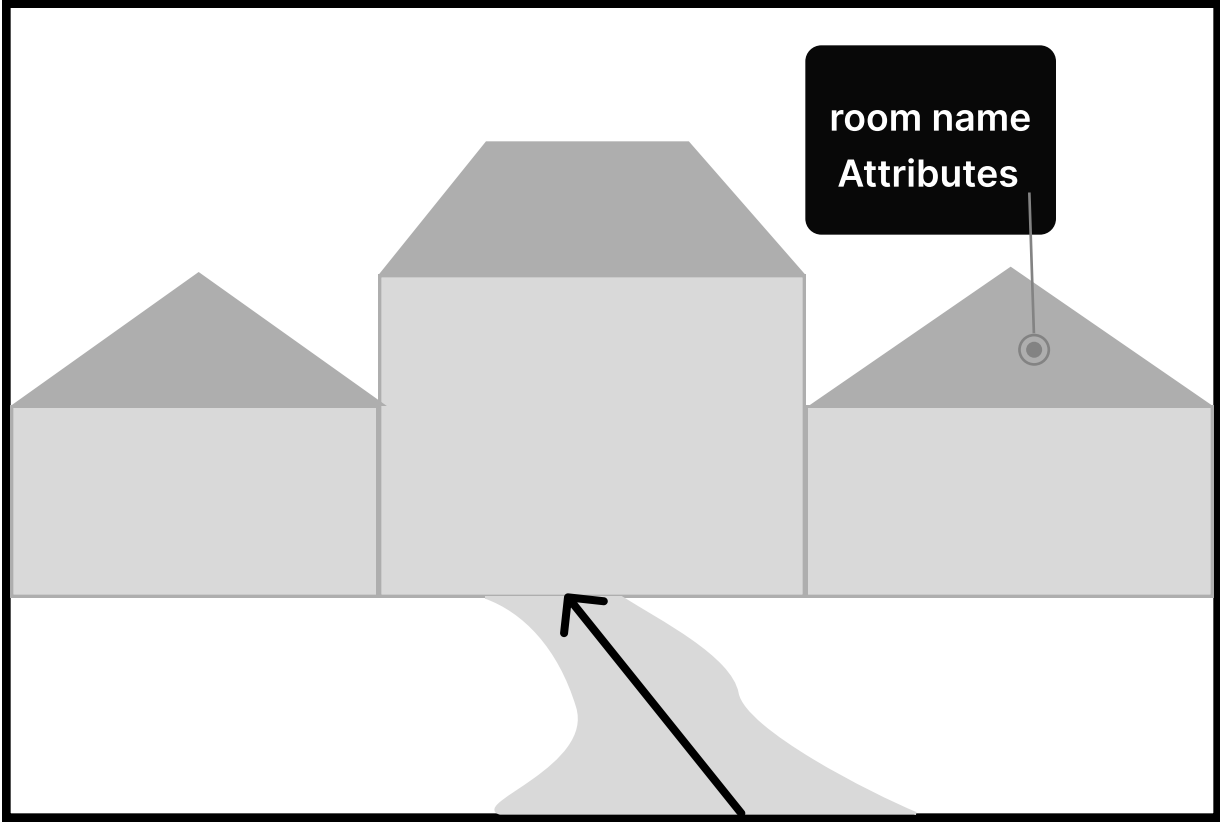
Design development



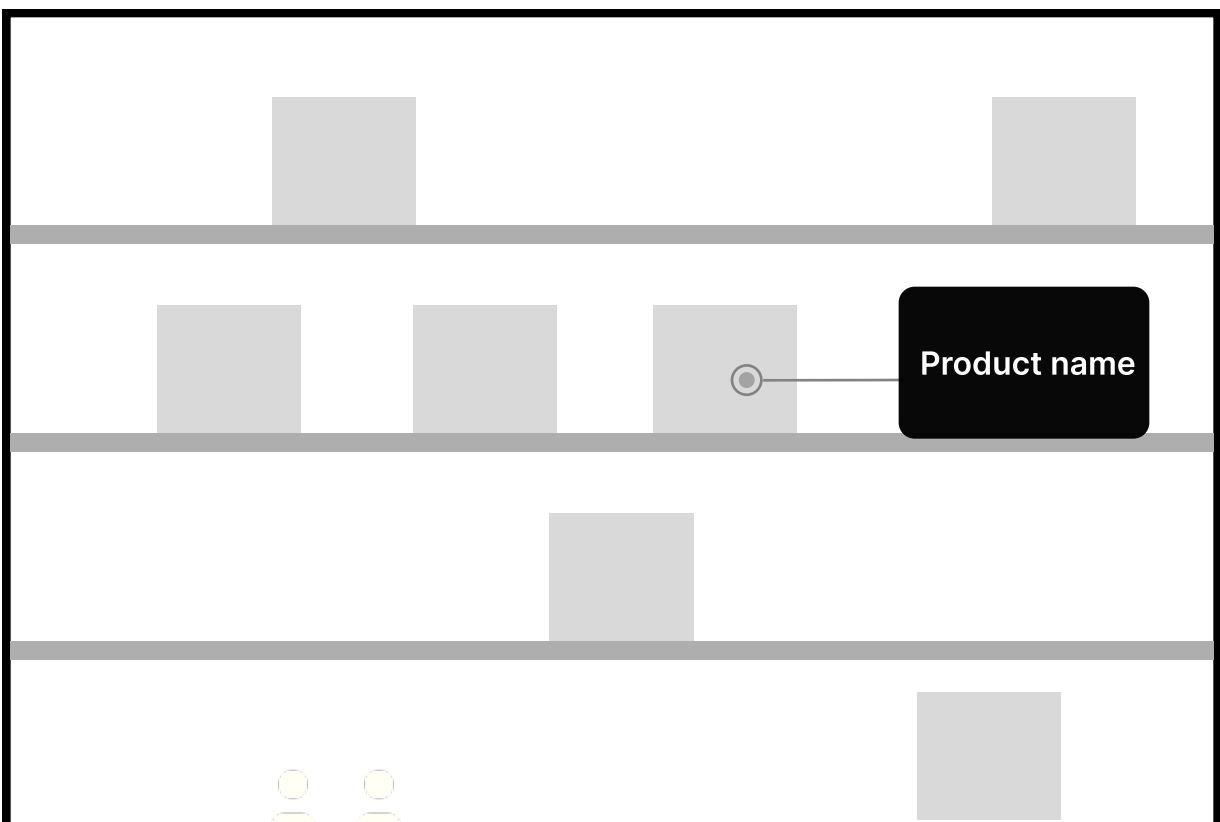
Homepage



Room Scanning

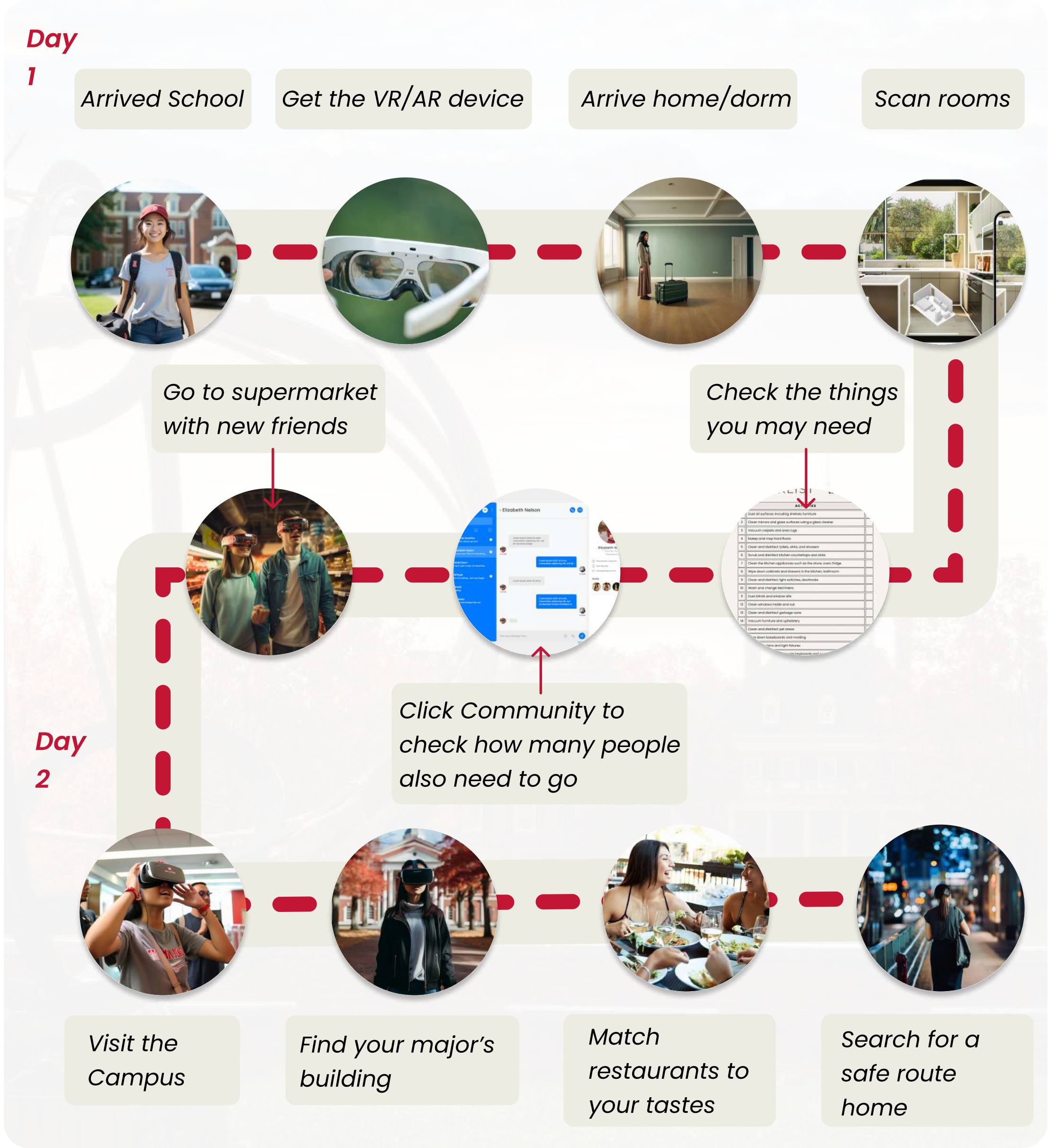


Wayfinding



Product Identify

User Flow



User Test



Measurement

This student wanted to buy a couch, but he didn't know if it would fit down, so he chose to measure the size of his living room first.

Wayfinding

“The school only provided me with the course number and the abbreviated building name, which can only be found on this app specifically designed for Miami.”

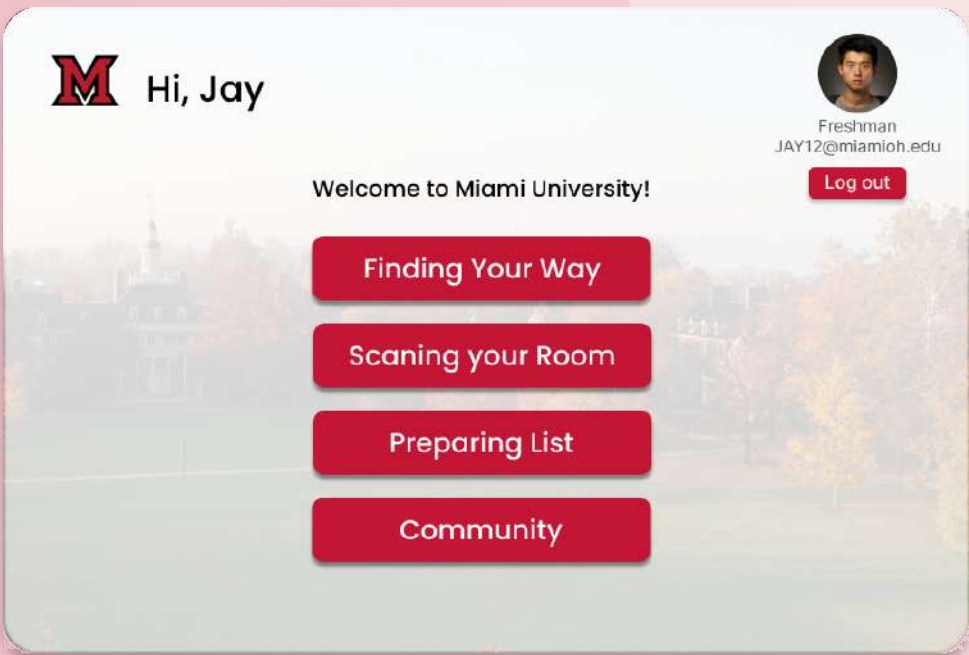


Social Interaction

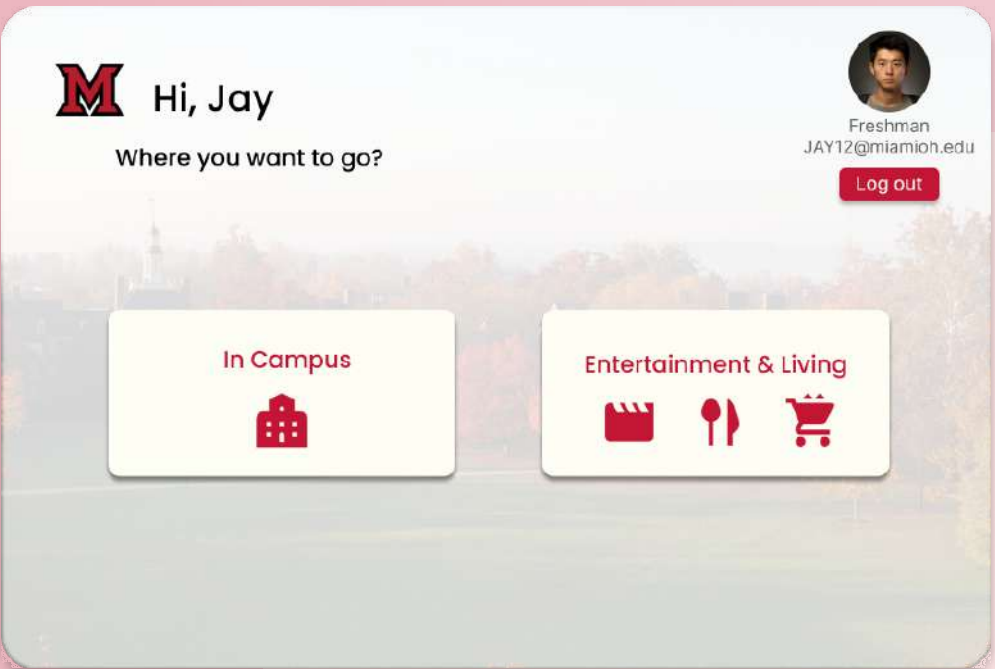


“They can be called good guides, but it may not be efficient enough if just new students help each other. In addition, the campus is very large, even if many people already graduated, they still don't know a lot about the campus.”

Final Design

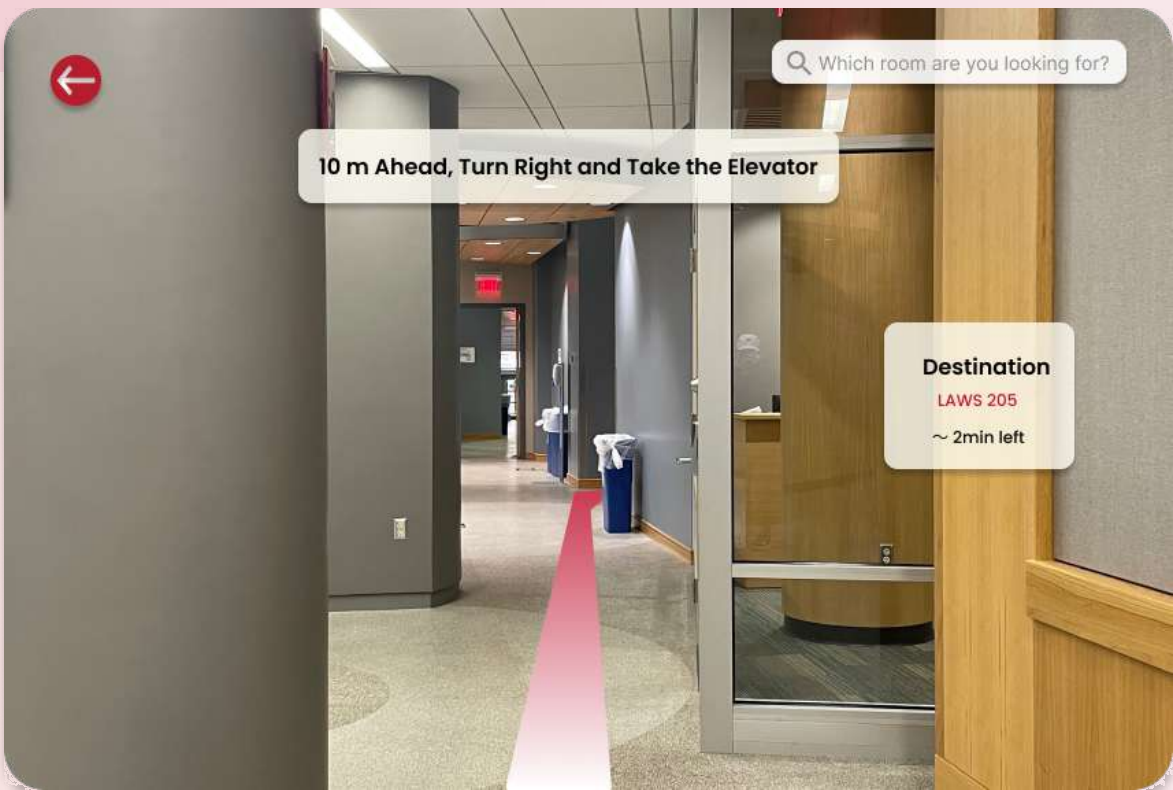


Homepage

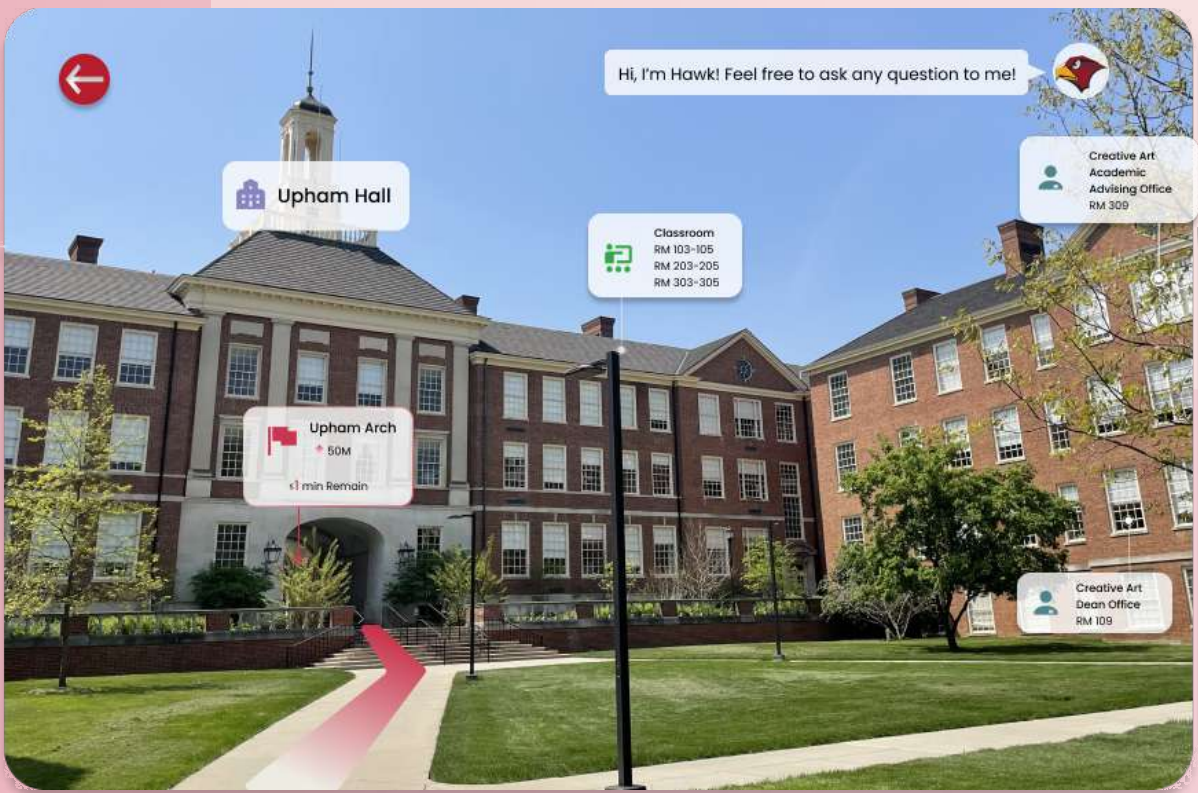


Wayfinding

In campus wayfinding or need outside



Wayfinding for specific room inside the hall, Detailed guidance and time estimate

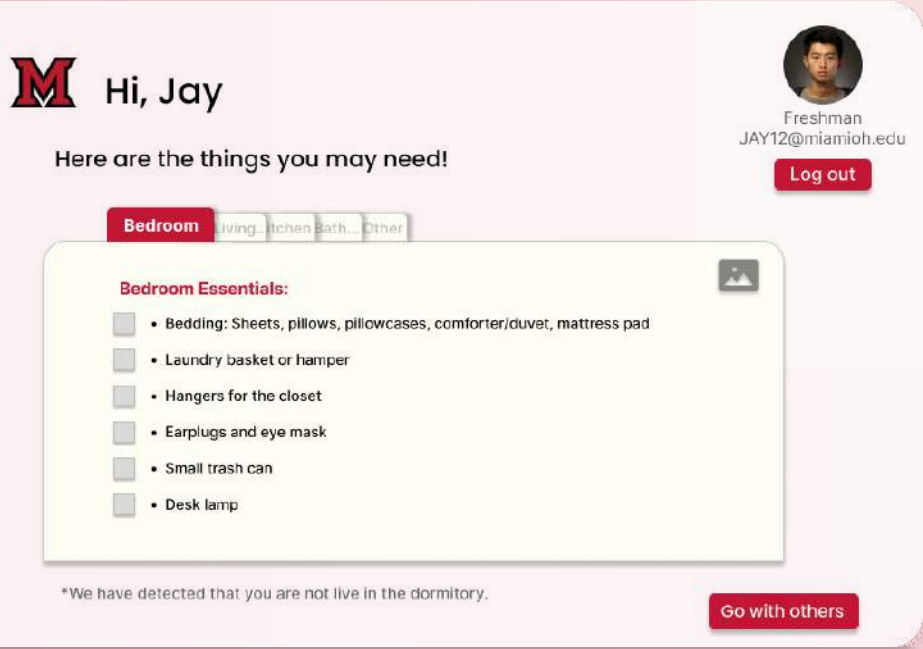


Wayfinding for the whole building, and a brief view of all the functions in it.

Final Design

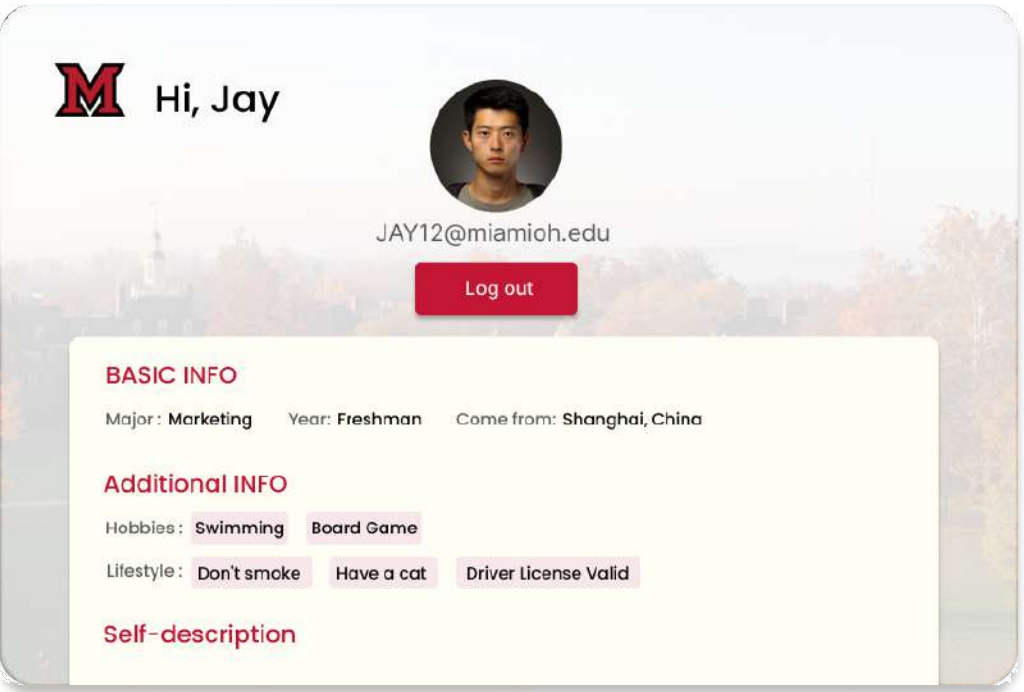
Recommendation

Inform students who are living overseas for the first time about the daily necessities that they may need and help them identify them.



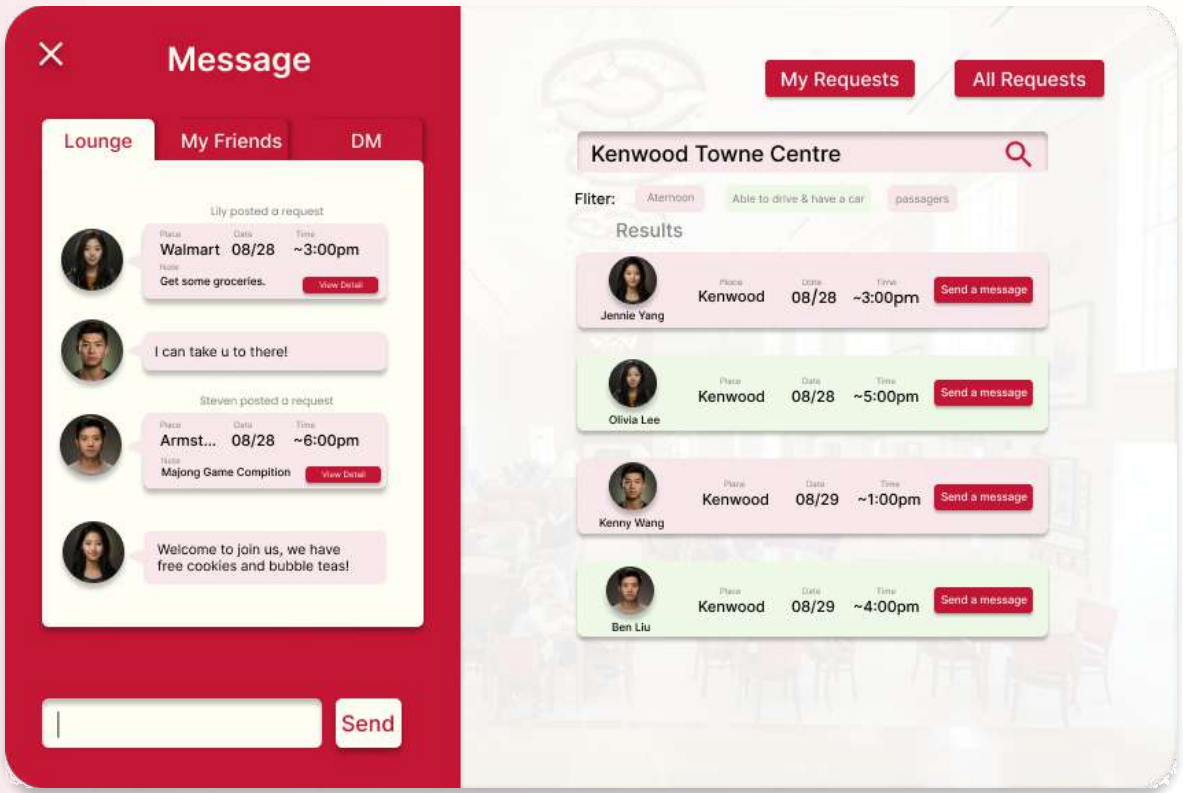
Profile

Help students get to know each other before meeting in person



Social Interaction

A community that helps each other and hangs out together



Smart Scan

Room size, identification and size of existing items, unit switching

