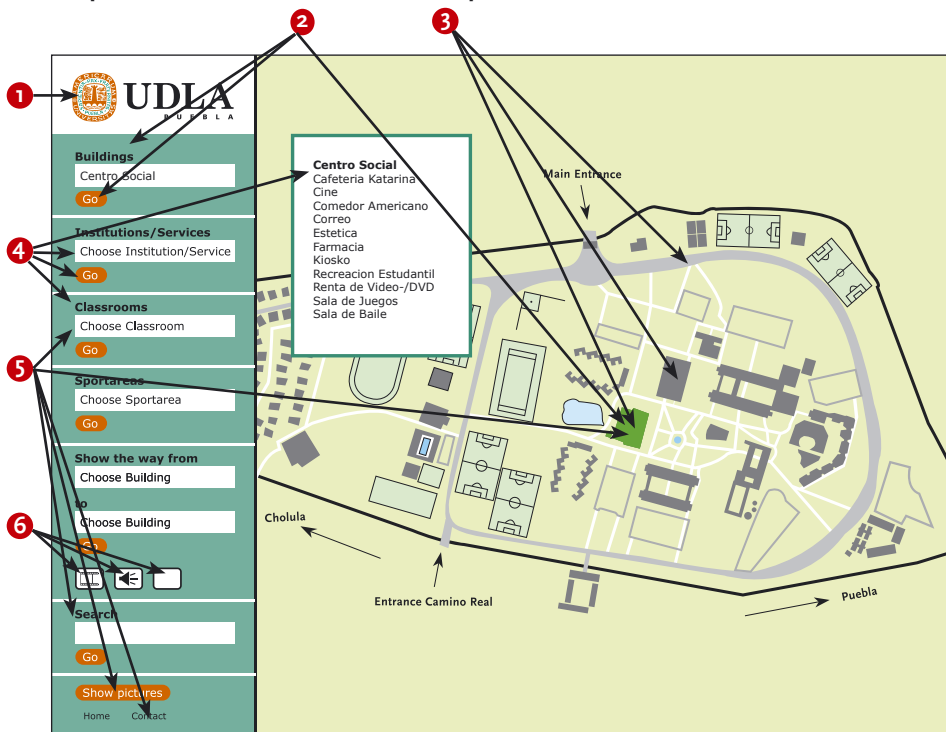


### Proposal for an interactive UDLA-map



- 1 On the upper left corner you will find the UDLA-Logotype.

#### Use of colours

The colours mainly used on the page are oranges and greens, which are the corporate identity colours of the UDLA. Black is used for text. For the active

- 2 items on the map I chose the following colours, because from my point of view, their qualities can be associated with these areas:

#### Administration area: Yellow

Yellow is a very bright colour and calls the user's attention.

#### Academic area: Cyan

This lighter blue resembles the qualities of the blue colour but is more active, which, from my point of view, matches well with this area, which is more active than the administration units.

#### Service units: Red

Red colour stands, amongst other things, for dynamics, vitality, passion, excitement, strength, volume, noise, luck and impulsivity

#### Student houses: Orange

Orange colour stands, amongst other things, for closeness, gregariousness, enjoyment, cheerfulness, delight, energy, activity, excitement and warmth.

#### Sport area: Green

Green colour stands, amongst other things, for naturality, vividness, hope, freshness, recreation, it seems to be reassuring and pleasant.

### 3 Contrasts

To support the perception and make it less exhausting for the eyes, in my opinion, a soft-coloured background would be good. I chose a light green, to resemble the green campus. The sport fields are coloured in a slightly different shade to make a difference of the green of the grass. Streets, parking lots and buildings are coloured in different shades of grey, so it is possible for the user to see the difference but will not be disturbed in the concentration on one object. The ways you can walk on the campus are coloured white. An activated element is coloured in a strong colour, to make it conspicuous. The contrast between an active element and the rest of the map is strong enough to see the difference but with the mainly light colours in the background which are non-disturbing for the eye.

### 4 Use of typefaces

Only in the logotype in the upper left corner the original UDLA typeface is chosen. The remaining text is written in the Verdana (replaceable with Trebuchet or Arial), a system typeface which is available on Macintosh (System OS 9.X and OS X) and PC (System Windows 98, Windows 2000 and Windows XP). By choosing a system typeface which is available on both computer systems for the text, you save time because the typeface does not have to be downloaded. And by using system typefaces you know more or less how it will look from the user's point of view.

Grotesk typefaces (without serifs) are better to read on the screen, because their geometric structure and straight lines match better with the pixel-raster of the screen. Typefaces without serifs produce a smoother typeface.

### 5 Navigation

The navigation takes place mostly in the menu on the left side of the site. It is divided in parts to make it clear what navigation choices the user has. To put all the necessary subjects on the site, I decided for pull-down menus in alphabetic order for each section. In the menu the user can look for buildings, institutions, classrooms, sport areas and can let the site show a way from one building to the other. In this part of the menu he also has the possibility to see a Quick-Movie of the way, to get a verbal explanation of how to get there or can print the description.

The user can look for something with help of the search option. And he finds utility links to the UDLA homepage and for contact on the bottom of the page.

And finally he can see pictures of the campus. By clicking on this button, little red points will appear on the map, by clicking on a point, a window will open, showing the picture of this location.

On the map he has the opportunity to get to know what building an object is, and what he will find inside. By pointing with the cursor on the object, a pop up window will appear on the screen naming the building and showing a list in alphabetic order of the institutions located inside of the building.



After clicking the button »Show pictures« little red points appear on the map and by clicking on this point you can see a picture of this location in a new window.

## 6 Features

When the user lets the page show him the way from one building to another, he is having the possibility to see a Quick-Movie of the way, to get a verbal explanation of how to get there or can print the description by activating one of the buttons in this section of the menu.

On this map the user has different options of getting information about the UDLA's campus. He will get an idea of the campus size, and will get to know what the UDLA is offering (for example the renting of digital cameras, fitness studio or computer rooms). The user can get an impression of the campus by watching the pictures and using the map for orientation and finding the way to his destination.

It uses an easy way of navigation, understandable for everybody who is used to the internet, which is a capability students and employees have.

Resulting from my questioning on campus, I think the option of showing a way with help of a Quick Movie or by giving a verbal explanation is useful for the Mexican students who had problems in reading a map.

You can see the prototype of this site on the internet: [www.kaiwolff.de/udla](http://www.kaiwolff.de/udla)


I am still testing the map's usability, by questioning students and employees of the UDLA. The responses I have got so far have been very positive. All people who answered until now thought the map is easy to understand and clear.

The results of the usability test showed that the proposed interactive map would be a welcome aid for orientation on campus. Most of the tested persons have not had problems in understanding and using the interactive map and would use it, if it would be online.

The investigation showed that the UDLA homepage would be a good place to locate the map, because all participants visit this page frequently.

The map could remain mainly as it is now designed in the prototype, just a few modifications could facilitate its usability and make it easier for people to find what they are looking for:


- i. The map should be replenished by an introductory page that explains the map's functions in a simple way and which search options the user has. This helps persons who have not visited an interactive map before.




## Welcome on the interactive UDLA-map

This map should help to get to know the UDLA-campus and to find what you are looking for.


**You have the following search options:**




1. **All objects on the map are active.** If you touch an object with your mouse, the object changes its colour and a window pops up, showing a list of all you can find inside of this building. By clicking on a building a ground map of this building opens.




2. The **pull-down menus** on the left, where you find in alphabetic order all buildings, institutions, services, classrooms and sportareas. The chosen object will be marked in the map.



3. "Show the way from ... to..."  
This option is marking the way from one building to another. You can watch a quick movie of the way, listen to a verbal explanation or print a description of the way, by using the buttons in this part of the menu.



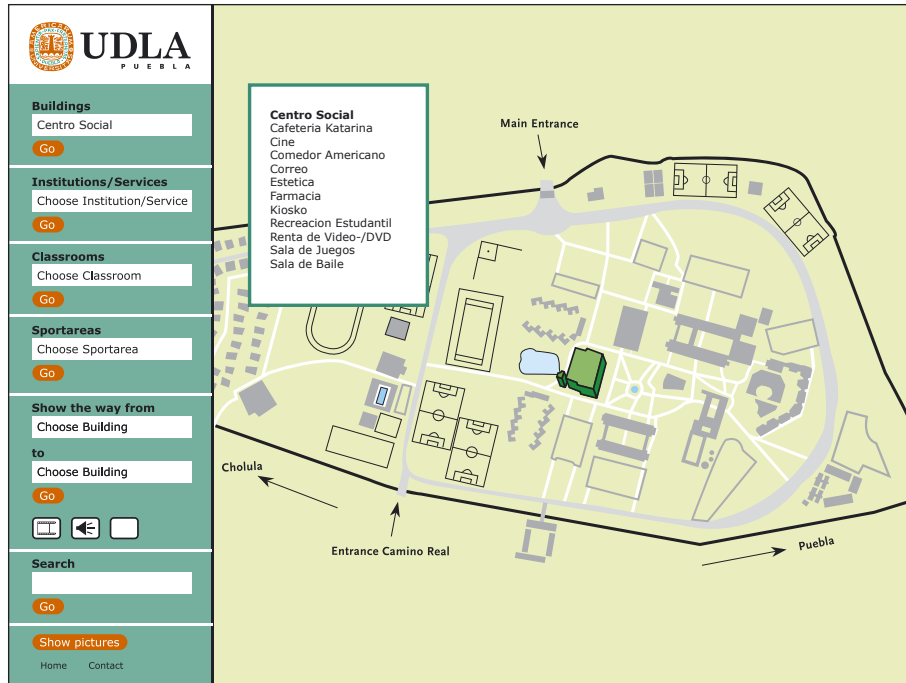
4. "Search"  
Type in what you are looking for and the searched object will be marked on the map.



5. "Show pictures"  
After clicking the "Show pictures" button, little red spots appear on the map. Click on a red spot to see a photo of this location on the campus.

Go to map

2. Active objects should be made more obvious; a simple change of the element's colour is not sufficient. Therefore it would be good if an active building would appear three-dimensionally. The change of form, colour and perspective makes its activity more obvious.



3. The option “Show pictures” is appreciated by all persons questioned. The only problem has been that a lot of people did not know at first what to do with the red spots, which appeared after clicking the button. These kinds of clickable objects have to be more obvious, therefore a shadow gives three-dimensionality to the spot and lets it appear more as a button. Additionally a sentence will appear, saying “Click on the red spots to see the picture of that location”.

