

# THE iINFO BAY

## REAL TIME UPDATES AROUND CMU

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### THE CMU POPULATION IS NOT INFORMED ABOUT EVENTS AND ACTIVITIES IN AN EFFECTIVE WAY



68% STUDENTS DON'T FEEL INFORMED AROUND CAMPUS

**THE iINFO BAY**  
IS THE  
**ONE-STOP SOURCE**  
FOR  
**RELIABLE  
ACCURATE  
REAL-TIME  
CMU INFORMATION**  
ABOUT  
**RESEARCH  
CONSTRUCTION  
FOOD  
ARTS  
ACTIVITIES**

### METHODS OF INFORMATION



111 STUDENTS ASKED

IS THE RESNIK GRILL FIXED YET?

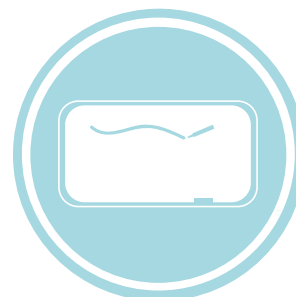
WHEN'S THE NEXT HOME FOOTBALL GAME?

IS THE EXHIBIT AT THE MILLER GALLERY STILL OPEN?

### RESEARCH METHODS & FINDINGS

#### GUERRILLA INTERVIEWING ONLINE SURVEYS WHITEBOARD RESPONSES

The bathroom whiteboards were easily messed with so we went towards other methods of research. Guerilla questioning was a stronger approach because we added a personal feel to the students. Our participants honestly expressed how they felt about the availability of information around campus and gave us suggestions for better ways of communication. The results concluded that most of the students received their information through social media, email, or word of mouth, none a CMU resource.



LACK OF REAL-TIME UPDATES

MISSED OPPORTUNITIES

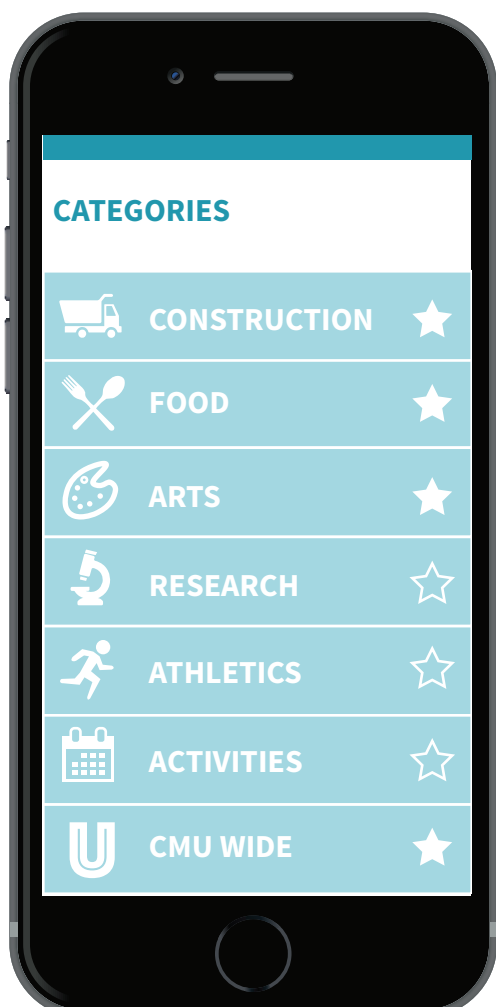
UNHAPPY STUDENTS

*"I wish I was automatically updated about stuff going on."*

*"It's difficult to keep track of everything when I have 7 different things going on at once."*

*"How is CMU not offering an effective way of notifying me when I pay \$65K a year for the best tech school?"*

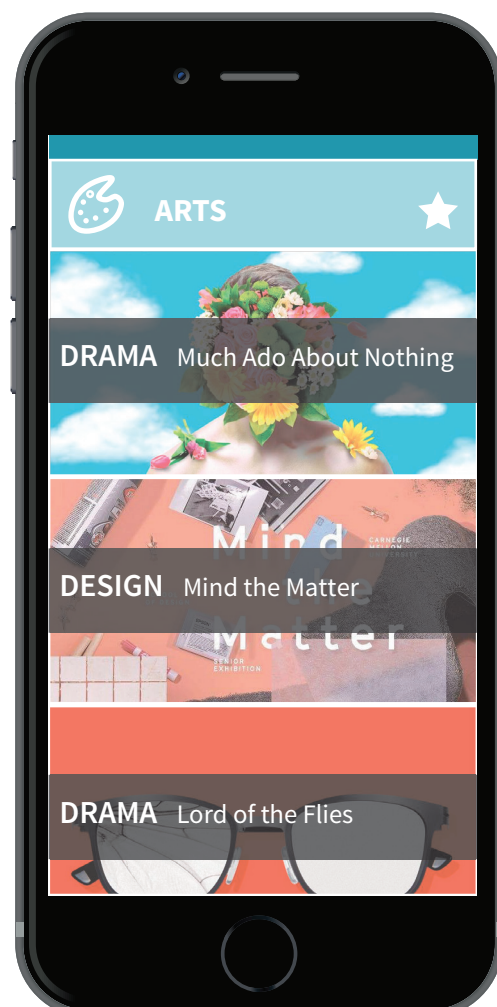
### PROPOSAL



#### MAIN PAGE

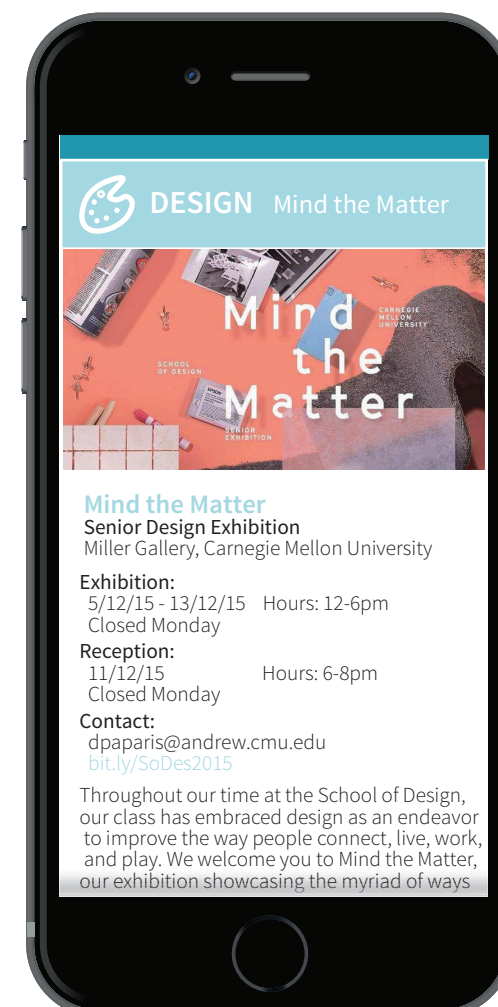
Users can see the different information categories.

Starring a category will allow the app to notify you when a new piece of information is added to that category



#### CATEGORY PAGE

Each category has different stories that come directly from the head of the organization.



#### PIECE PAGE

Each story has all the necessary data to inform the user. The page will have any photos, contact info, or logistics that are relevant.