



UX Design 310

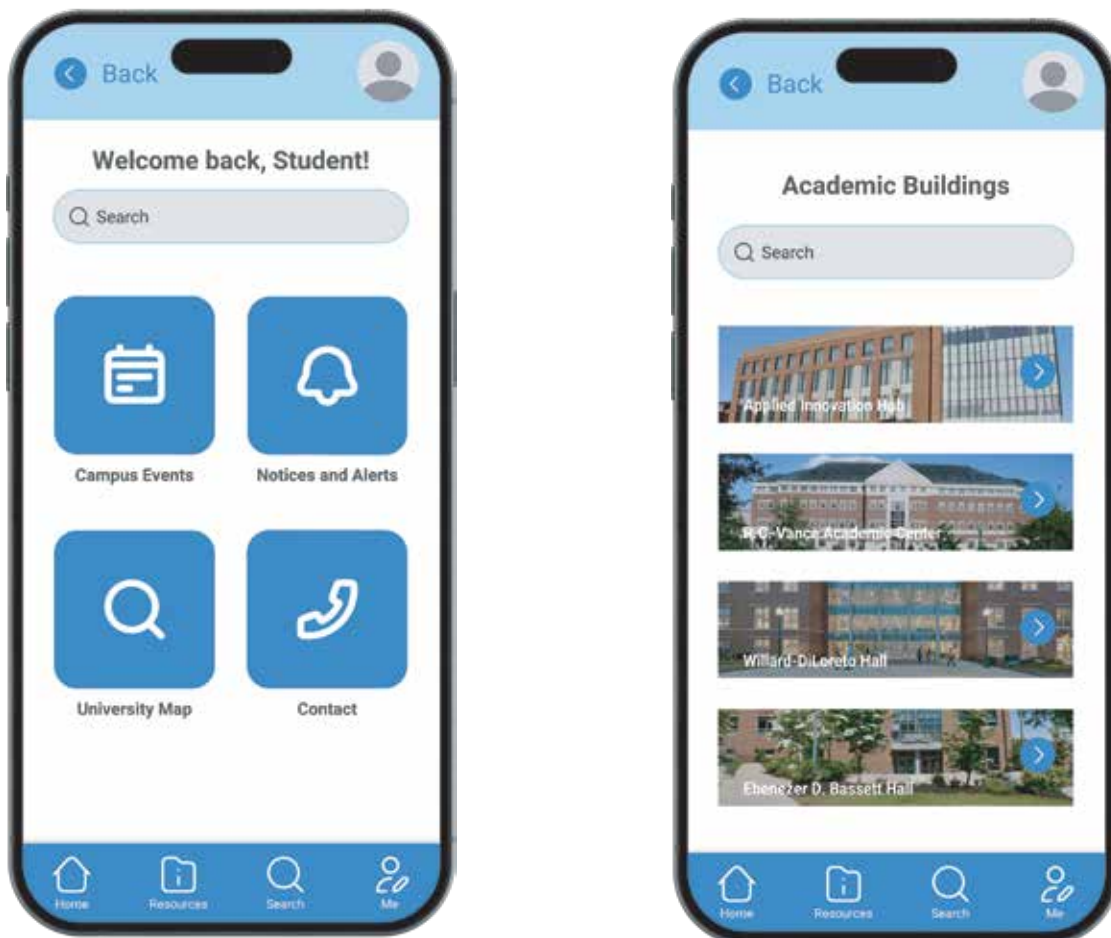
Campus Resource Link: An App for First-Year College Commuter Students

**UX Design
Nguyen, Tyler
tqnguyen@my.ccsu.edu
Graphic/Information Design
Central Connecticut State University
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Project Overview

CCSU CampusLink is a mobile app designed to help students navigate campus life more effectively. It provides quick access to academic buildings, classrooms, resources, and personalized information. The app features a consistent bottom navigation bar with four global tabs: Home, Search, Campus Resources, and Me.

We as design students were tasked with going through an eight assignment phase which started out with understanding the technical aspects of User Experience to fully creating it.



Research & Insights

Research for Campus Resource Link was performed solely through surveys utilizing google forms. Freshmen and Senior students (Who were given context for their scenario) were able to give their inputs concerning looking for campus resources and other related concerns they have about looking for information at CCSU.

The image shows a screenshot of a Google Form titled "Campus Resource User Survey". The form is set against a light blue background with a darker blue border. The title is in a large, bold, dark blue font. Below the title, there is a paragraph explaining the purpose of the survey: "The purpose of this survey is to collect user data on a potential campus resource app for first-year commuting students at CCSU. This survey will help designers identify patterns, validate assumptions, and support design decisions for the creation of this app." Another paragraph follows: "You will be provided some survey questions, in which your responses will be analyzed to better understand the needs, behaviors, and challenges that first-year commuting students may encounter when trying to find campus resources." Below this, a red asterisk indicates a required question. The form is divided into sections by horizontal lines. The first section is titled "Background Information". The second section contains the question "Your name? (You can remain anonymous if you want) *" with a red asterisk indicating it is required. Below the question is a text input field with the placeholder "Your answer". The third section contains the question "What is your year in college? *" with a red asterisk indicating it is required. Below the question is a radio button followed by the text "First-year".

Campus Resource User Survey

The purpose of this survey is to collect user data on a potential campus resource app for first-year commuting students at CCSU. This survey will help designers identify patterns, validate assumptions, and support design decisions for the creation of this app.

You will be provided some survey questions, in which your responses will be analyzed to better understand the needs, behaviors, and challenges that first-year commuting students may encounter when trying to find campus resources.

* Indicates required question

Background Information

Your name? (You can remain anonymous if you want) *

Your answer

What is your year in college? *

☐ First-year

Research & Insights

Persona

An artifact that represents the consumer for a product and/or application.

Roy Gravenberch



“Resources lack clear and accessible pathways to them”

Roy is a 19 year old first-year chemistry major at CCSU. He commutes from his home in Bristol everyday. He finds himself to be average in technology comfort and is outgoing to most people he meet.

Daily Routine

From Monday to Friday, Roy attends classes at CCSU from 9:25 a.m. to 7:45 p.m. During his free time throughout the day, he engages in campus activities and explores the opportunities and resources that CCSU offers.

Challenges

- Many events or resources are poorly advertised.
- It can be difficult to understand where to direct questions.
- Trying to find the right resources.

Scenarios

- Trying to figure out if I have to ask the financial literacy office or the financial aid office about financial advice.
- Trying to know the staff of his department, only to find out theres not a lot of information.
- Trying to find an event only to figure out it has already passed.

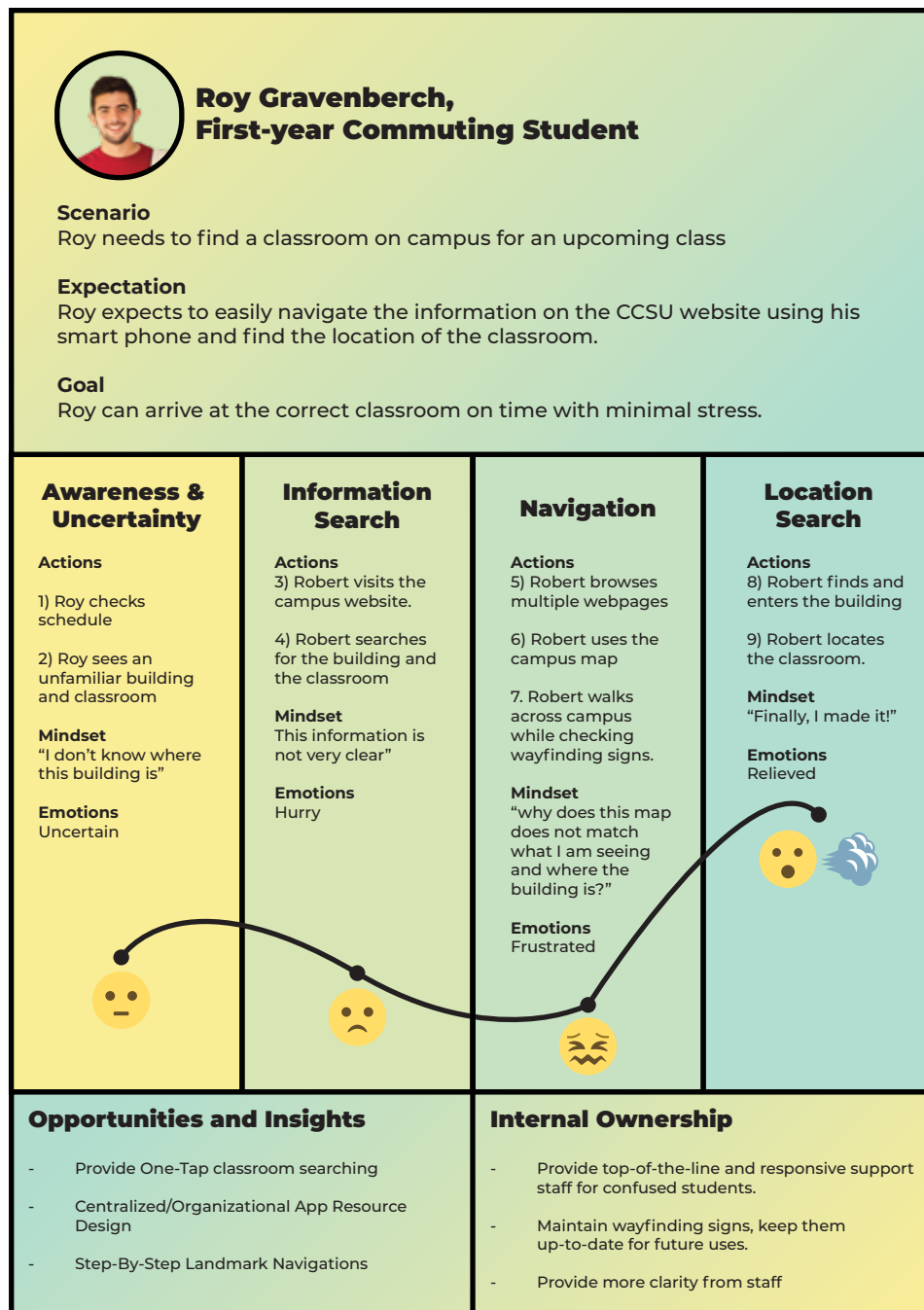
Goals To Achieve

- To know when and where events are happening, and what kind of event is it.
- To have an interactive resource that caters to his personal interests.
- Have more information on staff directories at CCSU using the website.

Research & Insights

User Journey Map

A graphical visualization that a person goes through to accomplish a set goal for a product.



Research & Insights

Thematic Data

Q9. Please describe a frustrating experience you've had when trying to find campus resources

1	"Websites don't always give a clear explanation. I would say it is more confusing than frustrating".
2	"I have had troubled experiences when it comes to paying off my school and where to find it. Also, other experiences through the pipeline."
3	"Registration was difficult the first time."
4	"I didn't check my email in time and missed an opportunity or didn't know where to look".
5	"I never really had an issue finding a campus resource".
6	"Trying to find a classroom on the first day and not having a reliable way to check".
7	"When looking for class locations through the map on the central website during the beginning of a new semester, the map has always been buggy or the directions were not clear and it's caused me to be late".
8	"Most of the time things happen on days I am not on campus. And there is a lack of information on social media outlets".
9	"I was confused on the CCSU website for support services. I did not understand the difference between a mentor and coach. I would like to specifically know what each can help with".
10	"It can be difficult to understand where to direct questions, for example when it comes to looking for financial advice or help regarding to school or non-school, it can be confusing on whether to ask the financial literacy office or the financial aid office".

Q13 What would make a campus recourse app most helpful for you?

1	It would be helpful to have everything organized in one place instead of having to search between website and Instagram.
2	"Direction".
3	You can find all sorts of information and activities and resources in one area and having a search function will help locate a specific feature
4	I would say being able to see all the resources just by tapping an app and everything is right there
5	If it included information on weather, closings, and delays
6	Easy to find categories of all the different resources on campus
7	Last minute changes to time or location.
8	When I imagine a campus resource application, I imagine something that allows me to select my own personal interests (programming cybersecurity, athletics, etc.), and based on my interests, it suggests me events that I should attend around campus
9	Being able to sort by categories of resources as well as being able to see hours and locations of events
10	A place where I can quickly find hours, locations, and contact info without searching through a handful of sites.

Research & Insights

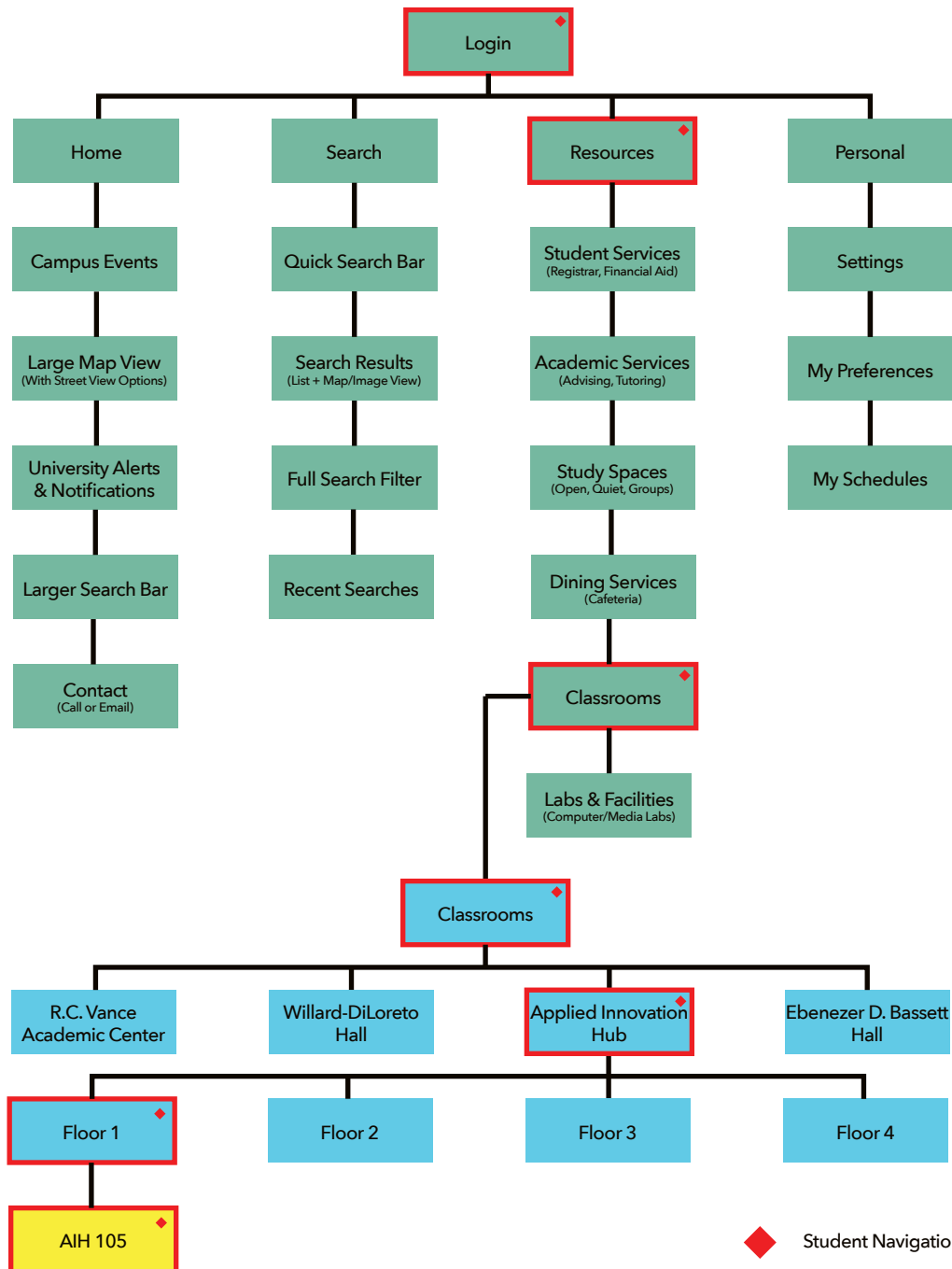
Thematic Data Summary

- When it comes to frustration experiences, there is an even split between users not knowing the information given to them at hand (Misunderstanding - Yellow).
- To people being outright confused due to the design of the website or other resource providers as a whole (Errors - Red)
- Finally, two others were non-issues that relate to the problem at hand. One being that the user just did not have problems finding resources at all. And the other was a circumstantial issue that did not relate to the main problem of 'finding resources'
- For the section of what makes a campus resource app helpful for someone:
 - The majority of surveyed users are looking for an all-in-one location for them to find all types of campus resource information. (Organization - Red)
 - While others want to have more clarity for the information already provided, as demonstrated by including information with last-minute changes (5), and weathers,closings, and delays (7) (Clarity - Yellow).
 - Finally, one user suggested having an application where you can put in your interests, or concerns and allow the resource system to display what you're finding, which fits into the topic of Information-Gathering (Cyan).

Design Development

Information Architecture

An organized collection of structure design systems used to depict labeled pages for navigation for apps and websites.



Prototype Development

Prototype

The initial version of an app/website design that depicts its validity and functionality for consumers.

Logo



Fonts

ROBOTO ROBOTO
ROBOTO ROBOTO
MONTSERRAT
MONTSERRAT
MONTSERRAT

Moodboard + Color Palettes



ROBOTO ROBOTO
ROBOTO ROBOTO

BUTTON

MONTSERRAT
MONTSERRAT
MONTSERRAT

BUTTON

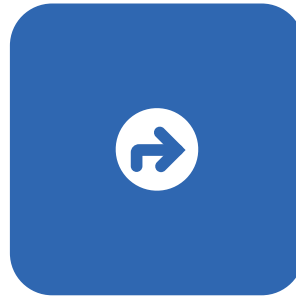
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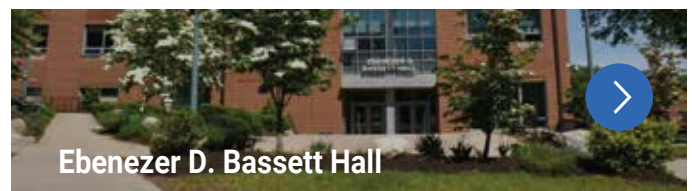
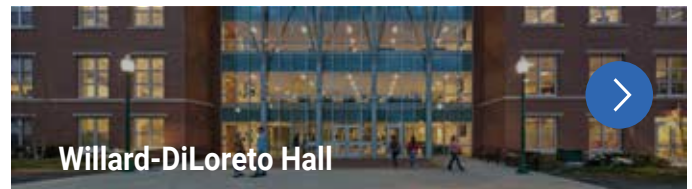
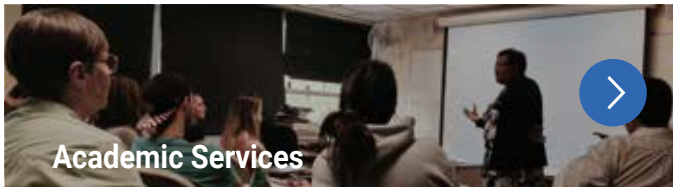
Prototype Development

Icons used



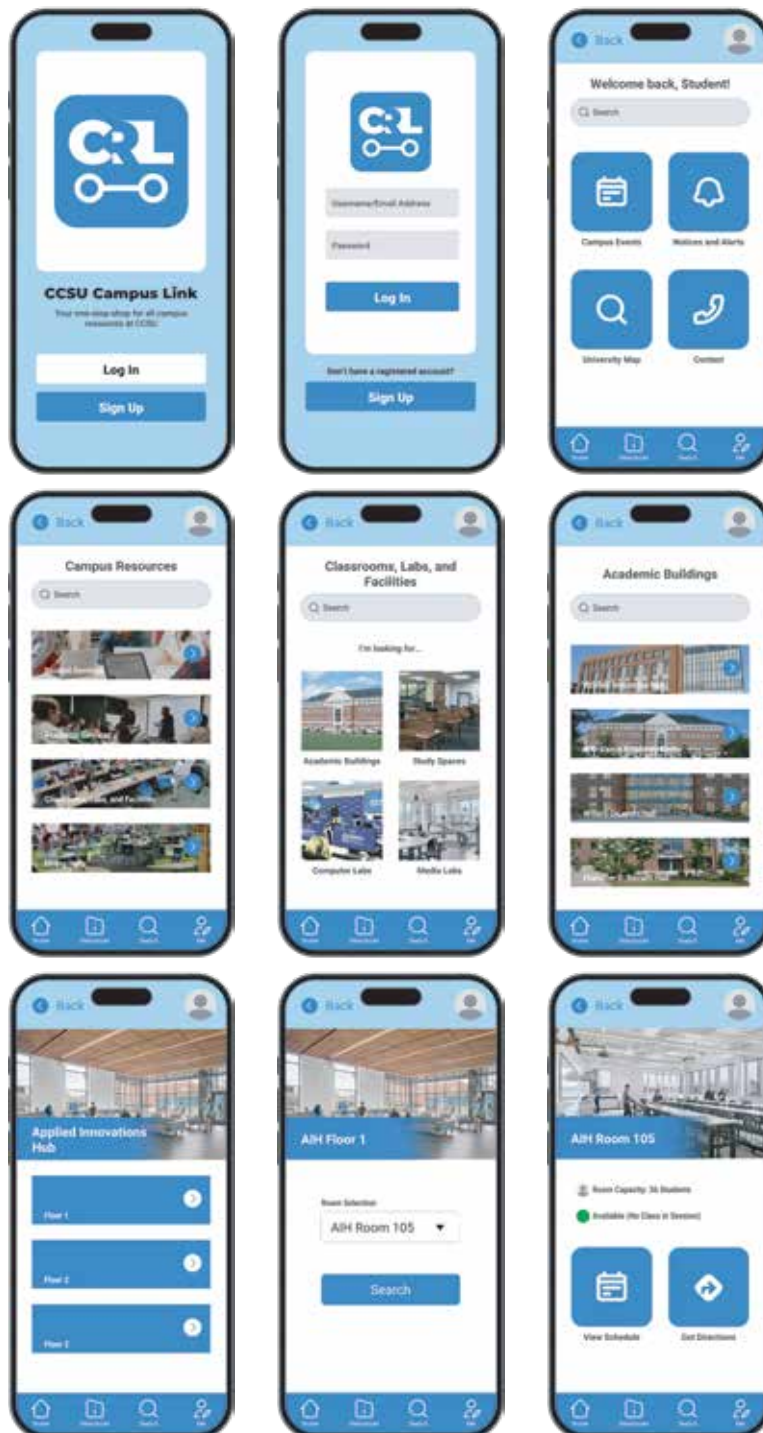
Prototype Development

Buttons Used



Prototype Development

Mockup



<https://xd.adobe.com/view/516c8e3a-daec-4eb6-bcf2-92134a894d4f-043f/>

UX - Usability Testing Report

**“It’s your first week on campus.
You have a class in AIH 105. Use the app to find it.”**

Key Findings

- When users get past the login, without any guidance, users who were testing often had to give themselves a moment to get well acquainted with the initial app before finding what they were looking for. This includes them expressing what they expect the buttons on the home page would do.
- When testing users tried to start the first search for AIH 105, they were unsure where to start. This is because of the way I designed the way to access the ‘Resource’ panel, only being found on the navigation bar and not on the home page. However, after figuring out that resources start the user mapping journey, they were able to understand where to go next.
- The user was able to successfully find AIH 105 using the buttons, when expressing their thoughts out loud, they complimented how simple each of the pages felt, which made it easy on the user’s eyes. They feel like they got the minimum amount of information to get to the classroom in a good way.

UX - Usability Testing Report

Improvements

- One recommendation given to the designer about improvements would be to add more accessible buttons on the home page, as it would help them to not rely on the navigation bar too much to access resources.
- Aside from classroom information, they also wanted more information displayed on each page on the way to AIH105. This includes what Applied Innovations Hub is, or the purpose of pages such as 'Classrooms, Labs, and Facilities'
- They also suggested having the homepage display important announcements or notifications for campus events. This is so the user can immediately check if an event was going on, whether they were unaware or were always interested in attending. It makes them immediately informed and saves time for them as they can look into the event information quickly and make their way there.
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**Art and Design
User Experience Design**

**Central Connecticut State
University**

1615 Stanley Street