

Campus Compass App Wins Humber College's 2022 Innovation of the Year Award



CASE STUDY

Humber College

INDUSTRY

Higher Education

[The Humber College Institute of Technology & Advanced Learning](#) is based in Toronto, Ontario, Canada. Founded in 1967, Humber serves more than 86,000 learners.

Recently, the College's Information Technology Services Department (ITS) was recognized with Humber's [2022 Innovation of the Year Award](#) for its Campus Compass mobile wayfinding app. The App was built on the MODO platform as a complete re-creation of an earlier wayfinding app designed to help the Humber community navigate more than three million square feet of campus space. Its central purpose is to help people reduce the stressors of finding their way, or simply provide an opportunity to explore and discover the campus, classrooms and services—even before arriving. The MODO-powered app also has AODA accessibility features to simplify travel for those who use wheelchairs or other mobility aids.

Innovative Platform Opens the Door for a Better Experience

Humber launched the original Campus Compass wayfinding app in 2018 as part of a college-wide digital campus plan. The app is an example of how a digital campus helps foster service excellence and enhances the student experience. At that time it was one of the first colleges in Ontario to begin developing a campus wayfinding solution. However, two years into the project the client-facing platform was end-of-lifed by the developer.

The app has been downloaded more than 50,000 times, with 24,000 unique page views this summer alone. "Students have to actively go out of their way to download it. That shows us it's making a difference."

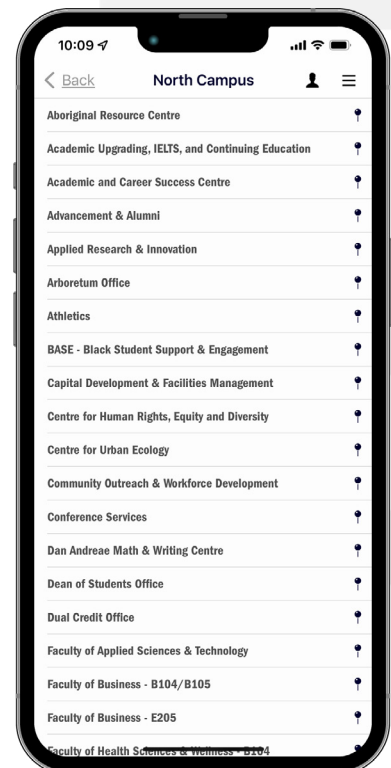
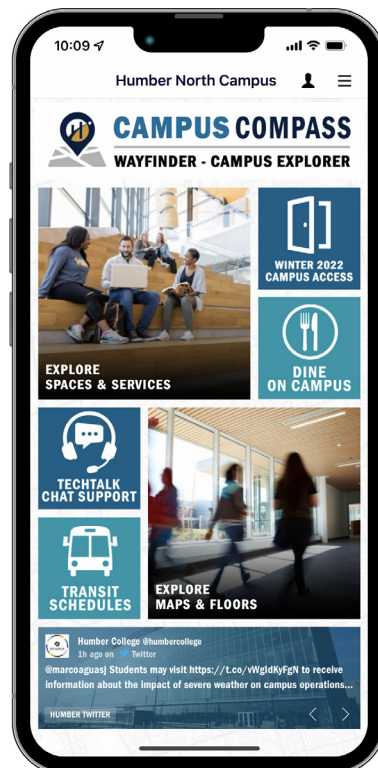
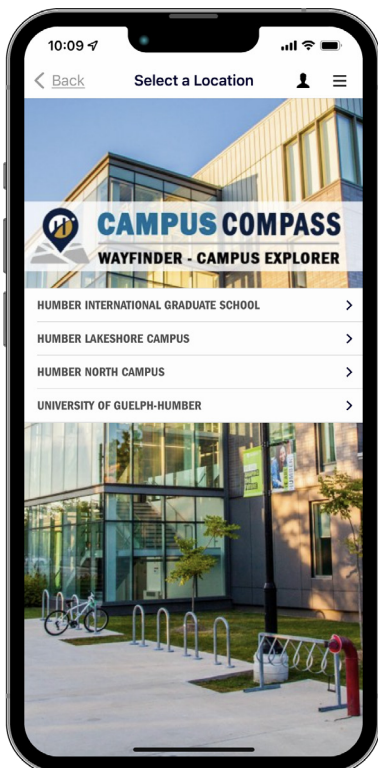
Drew Campbell, Digital Signage and Wayfinding Coordinator, ITS
Humber College

The AV Design, Integration and Support project team took advantage of the opportunity to totally redesign the app using the extensible Modo platform. “It was a blessing in disguise,” said Digital Signage and Wayfinding Coordinator Drew Campbell.

Using Modo’s low-code approach ITS was able to quickly redesign and launch the app in two months’ time with an improved user interface and additional maps for its Lakeshore and International Graduate School locations. Features include:

- Real-time guided navigation to the user’s point of interest
- Dine-On Campus page to help locate food and drink options
- Live “Tech Talk” support chat for immediate technical assistance
- Real-time transit schedules for its North, Lakeshore and IGS campuses for commuters
- Improved search functionality for all spaces and services
- Live Humber Twitter feeds

Along with the new functionality, the re-designed app features a strong logo and branded theme, working in conjunction with Humber’s Government Relations, Marketing & Communications and Student Services departments to help promote and advertise Campus Compass internally and externally via social media, campus tours and promotional material. The App is fully integrated into the Humber experience.

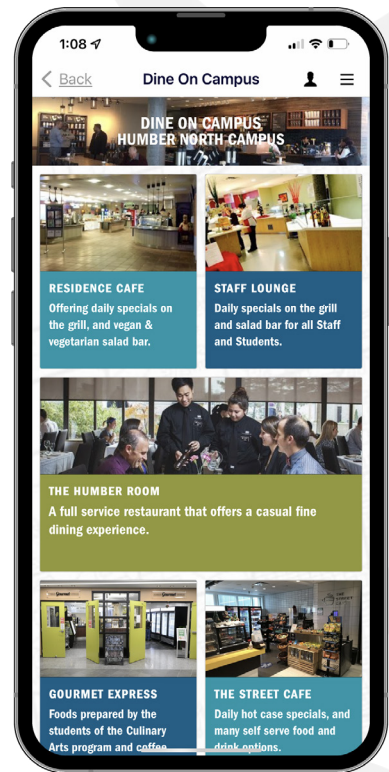
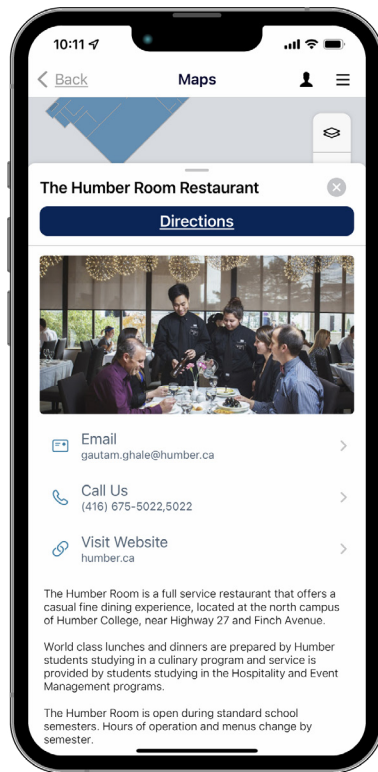


In its first twelve months after launching with its new look and capabilities, the app was downloaded more than 33,000 times, saw 28,000 individual map searches, 34,000 direction requests, 44,000 annotations tapped and nearly 19,000 map views. The numbers have continued to climb with the summer 2022 term.

Campbell noted, “With a user-friendly, real-time, navigation experience, we help people find their way around Humber’s campuses, services and amenities. It helps reduce stress or frustration caused by simply not knowing where you are going or how to get there. Removing that barrier helps students focus on learning and community, and creates a positive impact on their experience and learning.”

Looking ahead, Humber’s ITS is exploring the many out-of-the-box and custom integrations that are possible with the Modo platform to further unify and simplify the digital campus experience.

Visit modolabs.com/modocampus to learn more, access Starter Kits and resources, or get a demo.



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