

Humber College uses MODO platform to redesign popular wayfinding app



CASE STUDY

Humber College

INDUSTRY

Higher Education

The Humber College Institute of Technology & Advanced Learning, commonly known as Humber College, is a public college in Toronto, Ontario, Canada. Founded in 1967, Humber serves more than 86,000 students across three main campuses.

Innovative Platform Opens the Door for a Better Experience

Humber launched its original Campus Compass wayfinding app in 2018 as part of a college-wide digital campus plan. The app was 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. 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 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.

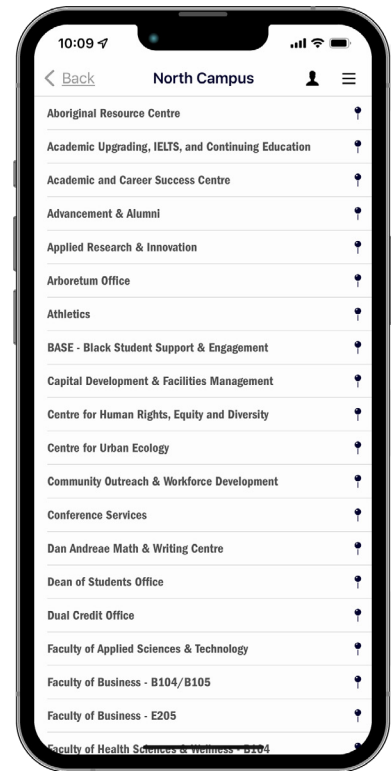
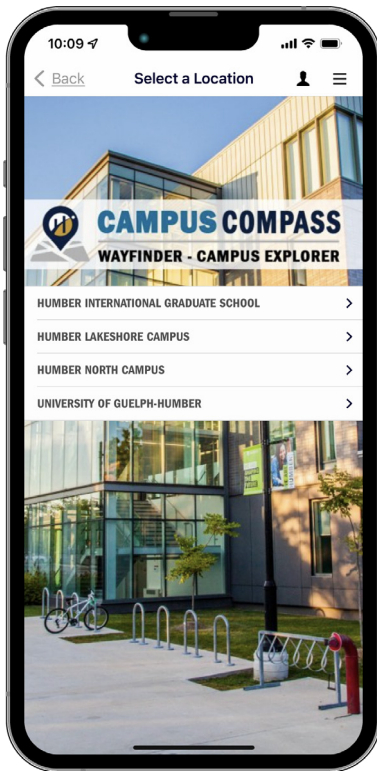
“With a user-friendly, real-time, navigation experience, we help people find their way around Humber’s campuses, services and amenities. It helps reduce stress or frustration caused by simply not knowing where you are going or how to get there.”

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

Using Modo's low-code approach, Humber's Information Technology Services Department (ITS) was able to quickly redesign and launch the app in two months 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
- AODA accessibility features to simplify travel for those who use wheelchairs or other mobility aids
- 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 redesigned app features a strong logo and branded theme. Working with Humber's Government Relations, Marketing & Communications, and Student Services departments, the app was promoted internally and externally via social media, campus tours, and promotional material.



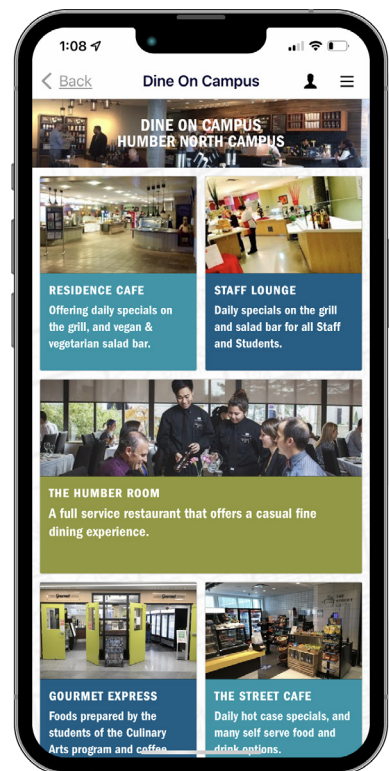
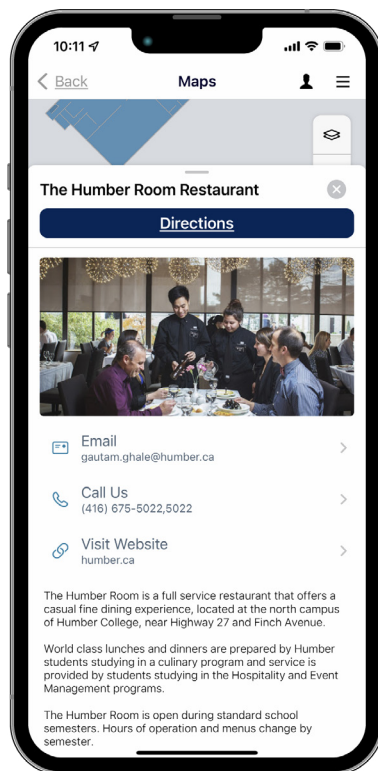
In its first twelve months after launching with its new look and capabilities, the app was downloaded more than 33,000 times, saw 28,000 individual map searches, 34,000 direction requests, 44,000 annotations tapped and nearly 19,000 map views. The numbers have continued to climb with the summer 2022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

Recently, Humber’s ITS Department was recognized with Humber’s 2022 Innovation of the Year Award for its Campus Compass mobile wayfinding app. The award recognizes College employees who have designed and implemented a significant innovation that positively impacts the learning of students in the College.

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

Visit modolabs.com/modo-campus-app/ to learn more about the Modolo Campus platform.



Request a Demo

33 Arch St., Suite 17-103, Boston, MA 02110 | 1-888-663-6522 (MODO LABS)

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