MazeMap

Business Case & ROI for Educational Institutions

CHALLENGE I: **THE STUDENT EXPERIENCE**

Poor wayfinding is proven to affect the student experience negatively, causing students to experience stress and uncertainty.

SOLUTION & ROI

MazeMap provides interactive maps that show students exactly where they need to go and how to get there. The maps are accessible on mobile, tablet, laptop, or desktop PC. It's documented that MazeMap helps to enhance the student experience, reducing unnecessary stress and uncertainty. The result is happier students, less late shows to classes, and reduced student churn.

REFERENCE

The Norwegian University of Science and Technology (NTNU) has been voted several times as one of the best places to be a student in Norway1. MazeMap was also voted as the most important service at NTNU by the students themselves, with the timetabling service coming second.

CHALLENGE II: **WAYFINDING**

When scheduling collaborations across the campus, it can be a challenge to find bookable rooms, desks or workspaces that are available at the right times. Once booked, it can then become a challenge trying to find them. It's documented that employees and students use up a lot of time searching for meeting rooms. It's also a common reason for employees, students, and guests showing up late to meetings.

SOLUTION & ROI

MazeMap reduces the number of no shows/delays in meetings, lectures etc. by sending web links or QR codes that give the user directions to a specific point of interest. Our space booking solutions can be integrated with Outlook 365 or your timetabling system so that directions are automatically added to appointments on the calendar.

REFERENCE

NTNU has calculated that an employee will save- on average- 3 minutes of time spent finding each meeting location when they are using MazeMap. This amounts to cost savings of 540,000 Euros per year.

CHALLENGE III: **MANNED INFORMATION DESKS**

Manned information desks are expensive, and statistics show that 80-85% of all requests at information desks are wayfinding inquiries.

SOLUTION & ROI

Kiosks that are set-up with MazeMap allow users to search for whatever they are looking for. Ultimately, they serve as an easy and cost-effective replacement for manned information desks.

REFERENCE

Thomas More University in Belgium has reduced the need for 6 physically manned information desks by replacing them with wayfinding kiosks. This has an associated cost saving up to 300,000 Euros yearly.

visit us at www.mazemap.com
Try our maps at use.mazemap.com
Request a demo at info@mazemap.com

Norway (HQ) | **USA** | **Australia**
Trondheim | Palo Alto | Melbourne

MazeMap

CHALLENGE IV: **KEEPING PHYSICAL SIGNAGE UP-TO-DATE**

Physical signage can be hard and expensive to maintain when there are frequent changes to the building layout. Statistics show that on average, universities experience 5-10% of area change every year.

SOLUTION & ROI

With MazeMap, changes can be reflected in the maps as they occur. A huge part of the process can even be fully automated by integrating with the university's Facilities Management System (FMS), saving the university both money and resources.

REFERENCE

With MazeMap, NTNU is less dependent on physical signage and resources and budget can therefore be spent elsewhere.

CHALLENGE V: **SPACE BOOKING**

Students and staff complain about the lack of meeting rooms, when in fact, many meeting rooms are booked and not used.

SOLUTION & ROI

MazeMap can visualize the occupancy of workspaces and collaborative spaces, making it easy to find the closest available bookable area. If the meeting rooms are equipped with sensors and they are being booked - but not actually used- they can automatically be freed up after a given amount of time. This functionality has proven to be a huge success among students and staff as they now have a better overview of which meeting rooms are available. A mid-size university can expect to save 100,000-200,000 Euros yearly by better utilizing their building spaces.

REFERENCE

The University of Agder, which has approx. 8,700 students wastes approximately 120,000 Euros yearly due to poor meeting room utilization.

CHALLENGE VI: **ACCESSIBILITY FOR THE DISABLED OR VISUALLY IMPAIRED**

Most universities must comply with accessibility regulations across a broad range of building types, making physical signage even more challenging. According to most university hospitals, they use almost 50,000 Euros yearly on signage for visually impaired building users, but they are still not able to keep up to date with all changes.

SOLUTION & ROI

MazeMap brings this solution to your mobile device and can be a cost-efficient way of complying with accessibility regulations. MazeMap navigation for disabled or visually impaired building users offers an enhanced user experience. Students are able to navigate around more independently, allowing them to feel more in control of their environment.

1 https://khrono.no/studentmiljo-ntnu-trondheim/her-trives-studentene-aller-best/151065

2 https://dusken.no/artikkel/24580/ni-apper-alle-studenter-br-ha/

visit us at www.mazemap.com
Try our maps at use.mazemap.com
Request a demo at info@mazemap.com

Norway (HQ) | **USA** | **Australia**
Trondheim | Palo Alto | Melbourne