

Modernising Campus Navigation at Swinburne University of Technology

Based in Melbourne, Swinburne University of Technology (SUT) is a technology-driven, industry-connected institution offering both vocational and higher education. As Australia’s first Adobe Creative Campus, it weaves digital literacy throughout its programmes from information and technology skills to critical thinking and digital communication. Currently ranked 294th in the QS World University Rankings 2026 and climbing, SUT operates in Victoria, where international education contributed AUD \$15.9 billion and drew roughly 330,000 overseas students in 2024. With Melbourne recognised as Australia’s top student city, Swinburne competes in a global market where the quality of the student experience sets universities apart.



Challenge

Three years ago, Swinburne University began exploring digital wayfinding solutions after staff realised that complex naming conventions made navigation difficult. As a technology-focused institution, SUT wanted a navigation solution that reflected its modern identity and improved the experience for new students and visitors.

Key drivers identified during stakeholder consultation

Driver	Stakeholder Insights
Complex campus naming conventions	Students and staff struggled to understand existing room and building names; a digital system could translate complex naming conventions into clear directions.
Technology alignment	As a university emphasising digital literacies and industry-standard tools, Swinburne wanted campus infrastructure to reflect its tech orientation.
Improved student experience	Enhancing navigation improves the student and visitor experience, which is an important competitive factor for universities.
Future scalability	Planned campus upgrades and the possibility of adding functions like desk booking and timetable integration meant the solution needed to be adaptable.

SOLUTION: MAZEMAP

Swinburne appointed a consultant to investigate indoor mapping providers.

The research team examined technical features, data ownership and the ability to update maps without lengthy delays.

They contacted other Australian universities that had implemented digital wayfinding and learned that MazeMap consistently delivered a superior student experience.

Reasons for choosing MazeMap

● Blend of maps and navigation

MazeMap combines familiar map interfaces with turn-by-turn routing, which appealed to stakeholders who wanted an intuitive user experience.

● Data control through the Map Editor

MazeMap's Map Editor allows Swinburne staff to update building layouts and room information themselves.

When classrooms move or construction alters pathways, the university can quickly update the digital maps, avoiding reliance on the vendor.

● Scalable platform

MazeMap's modular design supported the university's vision to add desk booking for staff and timetable integration for students.

Linking wayfinding with class schedules could allow a student to tap on their next class in the timetable and navigate directly to the room, eliminating the need to juggle multiple apps.

FUTURE OUTLOOK

Desk booking for staff



Timetable integration



Expanded analytics



RESULTS AND IMPACT

Space-data improvements

The space data audit required for MazeMap enabled SUT to bring its information about buildings and room usage to an updated level.

Accurate space data now informs facilities planning, timetabling, and potential desk booking services.

Strategic alignment

Swinburne's strategic agenda emphasises digital capability and future-ready graduates.

By adopting MazeMap, the university reinforced its image as a technology leader and integrated digital tools into everyday campus life.

The ability to quickly onboard new buildings aligns with ongoing campus revitalisation projects and ensures that infrastructure growth does not compromise navigability.

"MazeMap's customer-success team guided us through every step of the implementation. We didn't need to be mapping experts, the process was smooth, and we now have the tools to keep our campus maps up to date and accurate. That freed us to focus on other priorities and gave us confidence in the system."



Michael Collins

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