

From Static Signs to Smart Navigation

at the University of Bradford

AT A GLANCE

With over 13,000 students and staff representing 120+ nationalities, the University of Bradford is a vibrant campus community. Yet, navigating the university's multi-site estate had become a challenge. Static maps and inconsistent signage were no longer keeping pace with the needs of students, staff, and visitors. Bradford sought a future-ready solution that could improve accessibility, integrate with digital systems, and be managed internally without relying on outdated processes.

"We knew our existing maps were no longer fit for purpose. We wanted something interactive, accurate, and manageable in-house that would truly enhance the student and visitor experience."

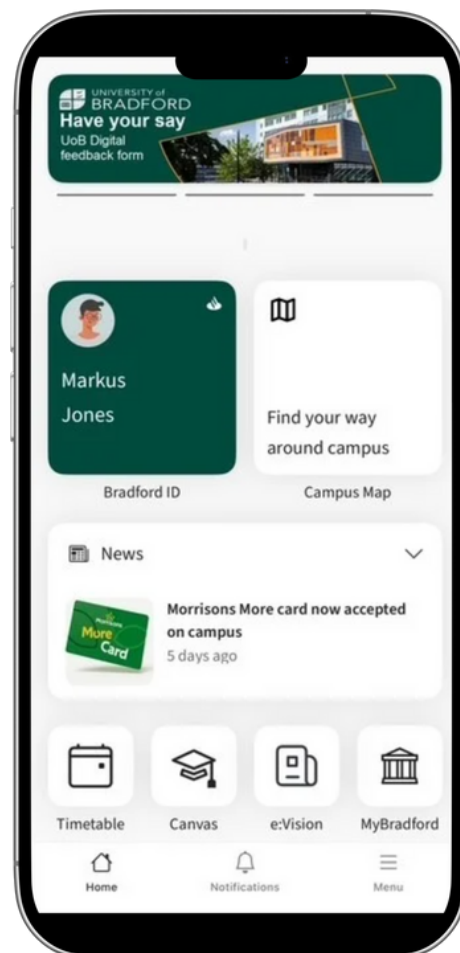
- Markus Jones,
Space Planning
Manager



CHALLENGES



- **Outdated signage:** Physical maps and signs were difficult to keep updated, leading to confusion across campus.
- **Accessibility concerns:** Students and visitors needed a reliable way to find classrooms, services, and facilities.
- **Fragmented systems:** Room bookings, event information, and departmental data were scattered across platforms.
- **Student experience:** As incoming cohorts increasingly expect digital-first services, the university wanted a solution to match the usability of outdoor mapping tools.



University of Bradford - Campus App

SOLUTION

To overcome these challenges, the University of Bradford partnered with MazeMap, the leading provider of interactive indoor maps and navigation. The project began with a soft launch just before the academic year, ensuring students could benefit immediately.

Key elements of the solution included:

1

Interactive digital map

accessible online and through the university's new student app.

2

In-house management tools

enabling quick updates to reflect changes in facilities or rooms.

3

Smooth implementation

With MazeMap's support team converting CAD drawings into a functional map within weeks.

4

Strategic integration

with the university's Santander-powered app, creating a central hub for student services.

"Moving to a digital solution solved our biggest challenge, keeping information accurate and consistent across the entire campus."

- Jack Owen,
Space Planning
Coordinator



LOOKING AHEAD

Bradford views the launch as the first step in a longer journey. With MazeMap's upcoming blue dot positioning technology and commitment to accessibility, the university aims to:

- Deliver navigation that rivals outdoor services.
- Provide departmental-only data layers for operational planning.
- Create a unified digital platform for space and resource management.

WHY IT MATTERS

The University of Bradford is embracing digital-first navigation to deliver a smarter, more accessible campus experience. By moving beyond static maps, the institution is setting a new standard in higher education for how campuses can combine accessibility, technology, and operational efficiency.

RESULTS

- **Seamless wayfinding:** Students, staff, and visitors can easily locate facilities, improving overall accessibility.
- **Operational control:** Staff can update the map internally without long lead times.
- **Student engagement:** Integration with the student app ensures the map is part of the daily campus journey.
- **Scalable roadmap:** Plans are underway to integrate room booking, add private departmental layers, and further enhance accessibility.

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