



Campus Based Apps in North America

by
Jinal Mehta

Why do we need them?



Streamline communication channels & have a centralized system for various student needs



Getting connected instantly to the students at any given time



Improving the engagement of student groups & communities

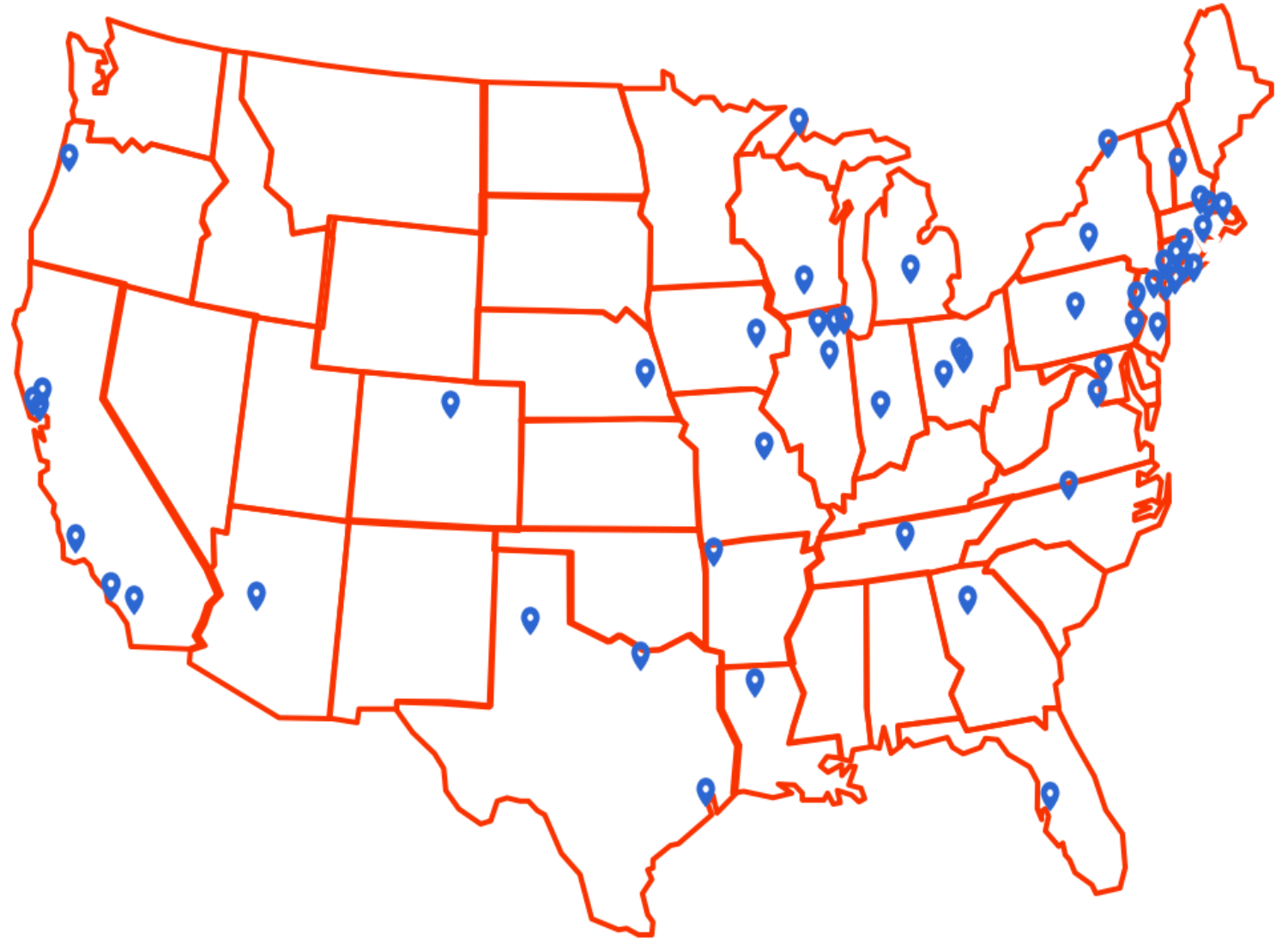


Quickly accessing relevant student information to gain useful insights



organizations
services services
balance
MyProfile
scores student bus
Campus
canvas registration
calendar Account events news career
Wellness
moodle
blackboard Maps
card
Laundry Shuttle Dinning
spaces video
bookstore CourseSchedules library
athletics students subjects services menu
timing parking directory

Survey of 60 different campus apps



Key questions about the campus apps in USA



- Into what categories can these apps be classified?
- What are the most popular features in these app?

- Which campus apps have the highest number of features?
- On what platforms are these apps developed?

Five App Categories



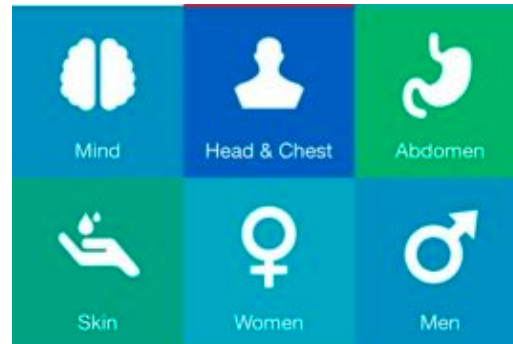
Academics



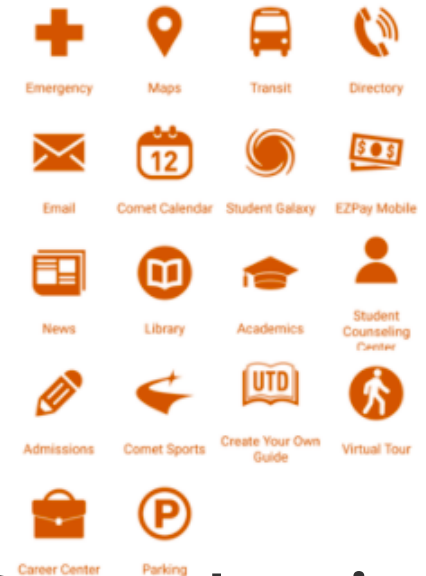
Student Life



Prospective Students



Wellness



Comprehensive

Academics

- University of Massachusetts–Lowell
- Northeastern University
- Indiana University Bloomington

Student Life

- San Diego State University
- Georgia Tech
- Yale University
- University of Maryland
- Cornell University
- Duke University
- MIT
- Vanderbilt University
- University of California Berkeley
- University of Colorado, Boulder

Prospective Students

- Brown University
- Missouri University of Science & Technology
- University of Texas at Dallas - UT Dallas Mobile App (Early Access)
- Columbia University

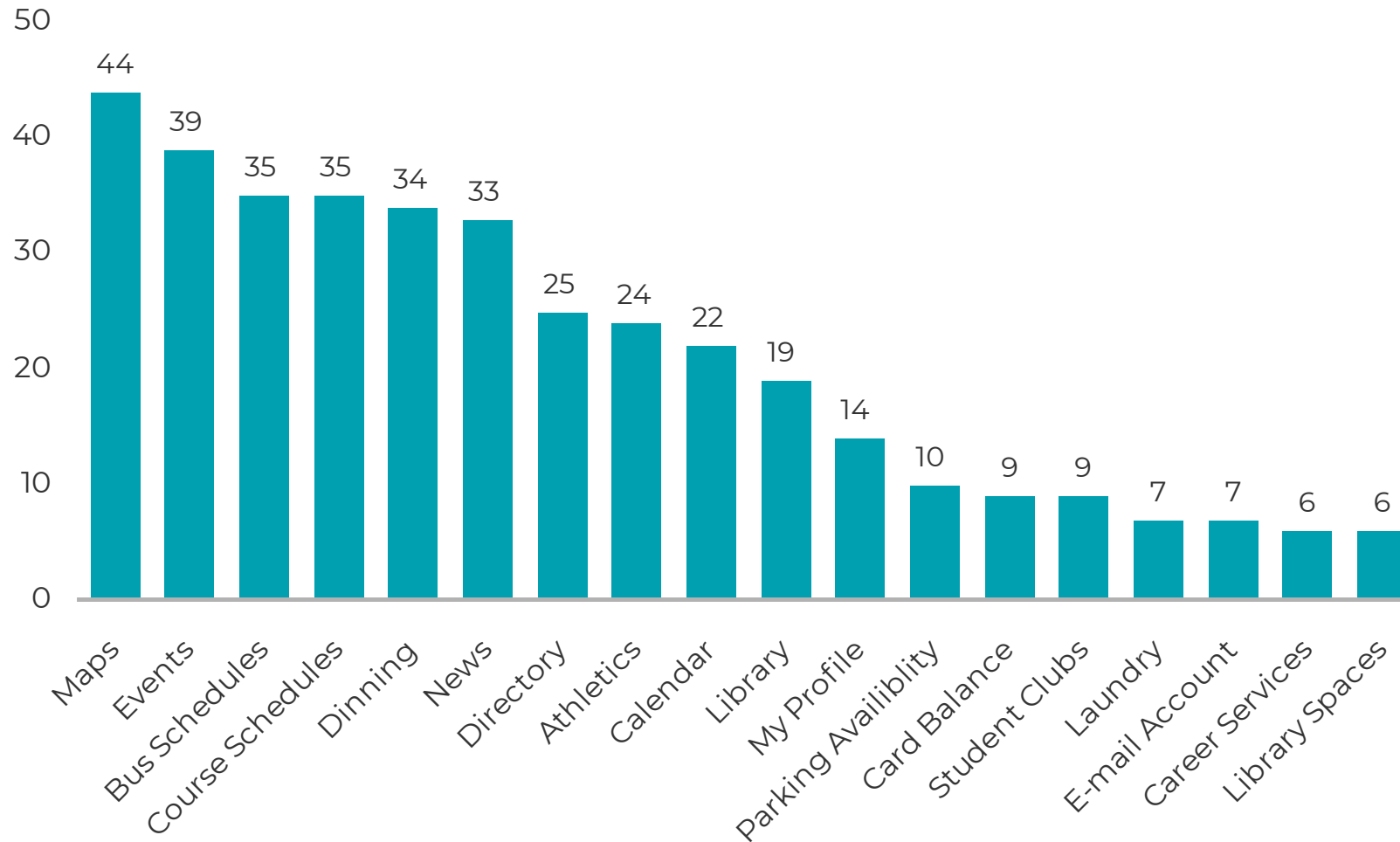
Wellness

- Clarkson University

Comprehensive

- Pennsylvania State University
- USC Gateway for Mobile
- Ohio State University
- University of Houston
- Rutgers University
- Princeton University
- Harvard University
- Dartmouth College
- Stanford University
- University of California ,Los Angeles
- University of Pennsylvania
- Michigan State University
- University of Wisconsin, Madison
- New Jersey Institute of Technology
- University of Texas at Dallas - UTD Mobile
- Arizona State University
- Oregon State University
- Boston University

Popular Features in Comprehensive Apps



Takeaways:

Out of 60 campus apps:

- 44 HAVE MAP FEATURE
- 39 HAVE EVENT FEATURE
- 35 HAVE BUS SCHEDULES & COURSE SCHEDULE FEATURES
- 34 HAVE DINNING FEATURE
- 33 HAVE NEWS FEATURE

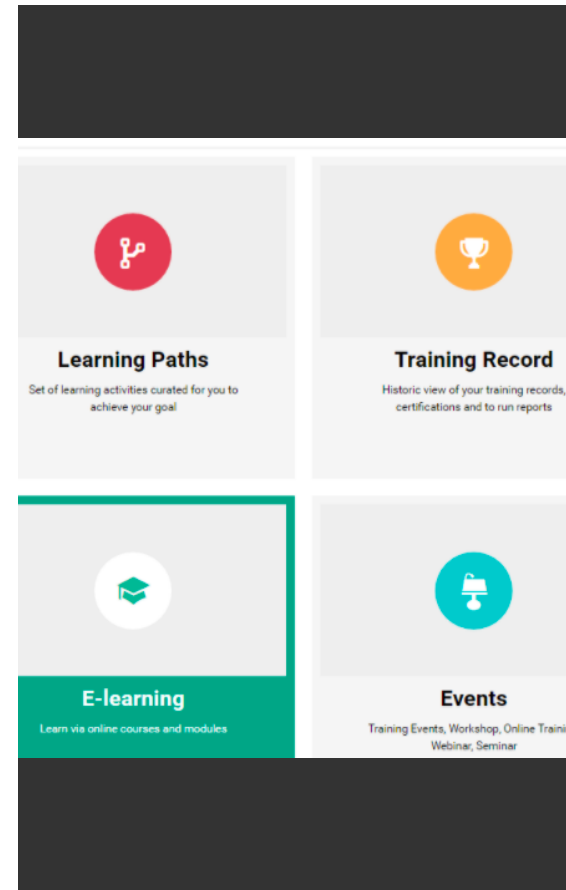
Under Represented Features



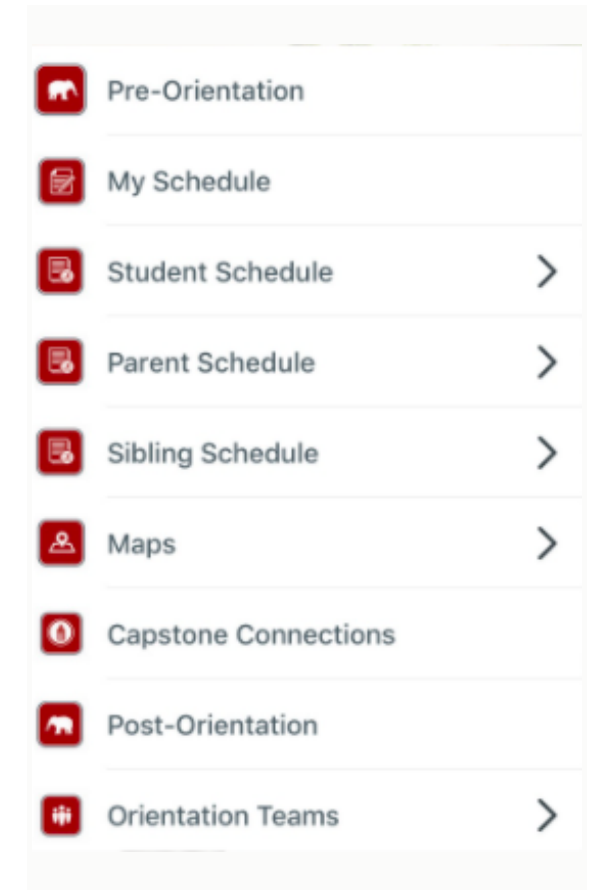
Wellness



Career Services

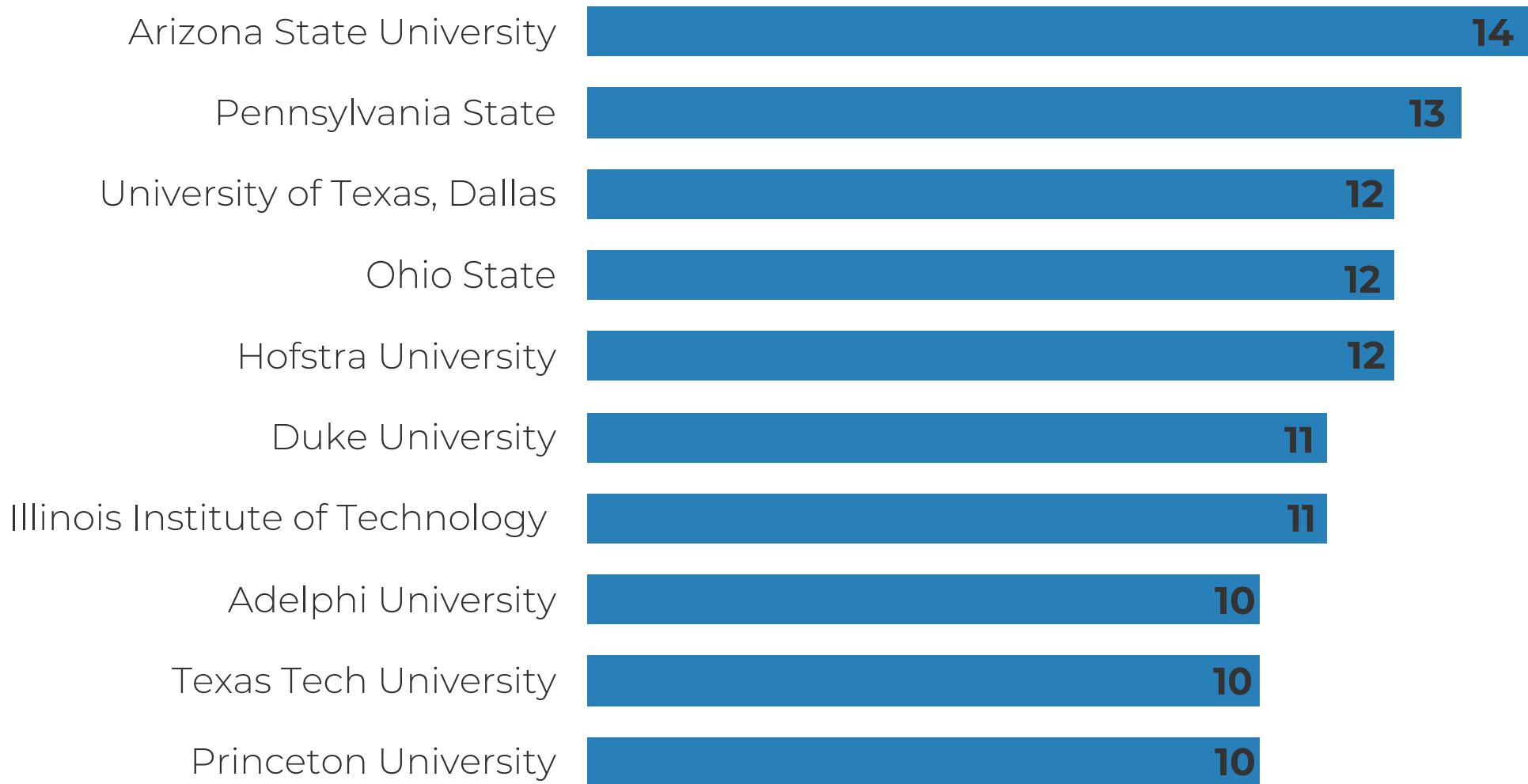


Learning Management System



New Student Orientation

University apps that have the highest number of features



App Development Platforms



University Developed App

- Boston University
- Arizona State University
- Ohio State University
- University of Texas at Dallas
- Duke University



Campus & Company Developed App

- UC, Berkley partnered with Modo Labs
- Penn State partnered with Modo Labs
- Brown University partnered with Guidebook
- Columbia University partnered with Guidebook
- Texas Tech University partnered with Blackboard Mobile



App Developed Using Open Source Platform

- University of Illinois at Urbana - Champaign

Summary

- 1 Largest category of campus apps is comprehensive apps
- 2 Out of the 18 features Maps, Events, Bus & Course Schedules, Dining and News are the most popular features
- 3 Amongst the 60 university's campus apps ASU had the highest number of features followed very closely by Penn State
- 4 Amongst various different third party app developer companies Guidebook and Modo Labs are most popular



Thank you