RNEY THROUGH A MOBILE APP

$\frac{1}{27}$



REDLINE

UH Redline started as a student government (SGA) sponsored mobile app and then became the official UH app in 2014. SGA contracted a vendor to build the app and then UIT took it over, re-wrote it and maintained it until 2016.

CHALLENGES

consumer

consumer

priority

THE HISTORY

started.

>> 2012 RFP, vendor chosen, we were one of the first Universities with a mobile app

>> SGA and Student Affairs driven app, RFP process

- >> 2014, Launched
- >> 2015 ownership change and the Student Media center began directing the development with UIT. The decision was also made to rewrite the application. Relaunched the app.
- >> 2016 UIT developed native SDKs to introduce wayfinding for walking directions on campus

HREDLINE TIMELINE

04 06.29.15 >> Added basic analytics

07 09.15.15 >> Map enhancements

05 07.17.15 >> Design changes per user feedback

06 07.30.15 >> Allowed landscape mode per user feedback

>> Map enhancements (fixes to map crashing the app)



UNIVERSITY OF HOUSTON APP ADOPTION



SERVICES INTEGRATED IN TO UH GO

FEATURE	PRODUCT	DEPLOYMENT DATE
* Peoplesoft Campus Solutions integration	Appsian	July 28, 2018
* Food truck locations	Chartwell	July 28, 2018
* Housing	Housing Management System (HMS)	July 28, 2018
* Laundry View	CSC ServiceWorks	July 28, 2018
* Parking Availability	Parking Guidance System	July 28, 2018
* Password wizard	CougarNet Account Reset	July 28, 2018
Marketing admin for notifications	Message Center	July 28, 2018
UH Alert	Everbridge	July 28, 2018
UH calendar	LiveWhale	July 28, 2018
UH map wayfinding	Mapbox	July 28, 2018
* Parking	T2	December 17, 2018
* UH undergraduate and graduate catalogs	Acalog	August 21, 2018
* CougarCard	Touchnet	August 9, 2019
	* New fe	eatures not originally in UH Redline
	itew re	attailed not onginally in orritedinie

PERSONALIZATION

USING DATA TO PROVIDE RELEVANT JUST IN TIME INFORMATION

- Explore your resources
- There can be too much

information

Engage your audience

Finding the right places for data you have

Personalized notification Respect the user's privacy How to know when you went too tar

Amazon Fire HD for all sessions.



Grab a USB drive containing resources to help you with your mobile app journey



2012 - 2017

>> Communicating needs to outside vendors

>> Vendors often don't understand the needs of your

>> Independent UI/UX reviews >> Business owners that understand the needs of the

>> Not putting the mobile app at a high enough

08	03.09.16	 >> UHPD dashboard card >> Get Involved calendar events >> Weather widget Icon enhancements
09	08.21.16	 Map enhancements Better location tracking Advanced searching Design updates
10	12.16.16	 Map enhancements Walking directions to places on campus Better searching of places Replaced map with Mapbox
11	02.01.17	>> Enhanced security
12	02.17.17	 >> The Cougar, CoogTV, and Coog Radio into a single page called "Student Media". >> Dashboard refresh enhancements >> Emergency alerts enhancements (Everbridge adoption) >> Rotating banners

Student Home _ ≡ E Calendar Videos News DD Shuttles Media Maps --Athletics IT Support Center Directory ₹ F F Emergency Move-In Guide LIbrary QR Scanner ाह्य इत You are logged in and ready to scan.

驻 UH GO

cost-effective development cycle.

THE HISTORY

~~	2017 0000
>>	2017 Nover PeopleMob
>>	2018 Janua
>>	2018 Janua

>> Launched July 28, 2018

😼 UH GO TIMELINE

	01	03 02
JUL 2018	AUG 2018	
01	07.28.18	Ini (Pé Tra Ho Mé
02	08.16.18	Sh
03	08.21.18	Co
04	10.15.18	Us
05	12.17.18	Pa
06	02.25.19	M
07	03.07.19	Sa

EVALUATING THE MOBILE ECOSYSTEM

HOW TO SELECT YOUR INFRASTRUCTURE AND WHY IT IS IMPORTANT

Native Development VS. Hybrid Development The skill set of your group Recent changes in the stores Authentication strategies

UIT SELFIE CONTEST (cont'd)

HERE ARE A FEW OF THE SELFIE SUBMISSIONS FROM OUR NEW STUDENT ORIENTATION SESSIONS





WAYS TO CAPTURE INTEREST

WAYS TO CAPTURE INTEREST AND GET STAKEHOLDER BUY-IN: UIT SELFIE CONTEST We rolled out this campaign during new student orientation, summer 2019. We wanted to add a fun incentive to download









>> Sample project plans >> Organizational chart
>> Testing matrix

OCTOBER 2017 – MARCH 2019

UH Go was launched using a new mobile platform powered by Modolabs and the goal was to provide a comprehensive mobile app for the University of Houston. Modolabs was selected as the platform that would provide for a fast and

>> 2017 October, Purchased Modolabs Campus Mobile

- ember, Purchased GreyHeller (Appsian) obile and PeopleUX
- lary, met with stakeholders
- lary, met with students
- >> 2018 September November, usability testing

CHALLENGES >> Stakeholder buy-off and participation

- >> Communication
- >> Lack of promotion of the app
- >> Technical integration negotiating with 3rd party vendors to get specs for API development
- >> Usability where should this responsibility lie?
- >> Reducing the mobile ecosystem



Modo 2.12 upgrade

- Safety: Cougar Ride
- 15 08.30.19 Research module
- 16 09.03.19 Modo 3 upgrade

Student Home UNIVERSITY of HOUSTON Academics Athletics Campus Life Campus ID Dining Events Finances Getting Health & Housing News & Media Safety & Emergency Vellness Map Shuttles Food Trucks NEWS UH, UH Law Center Recognized for Diversity By None — The University of Houston and the University of Houston Law Center have received the 2019 Higher Education Excellence in Diversity Award from INSIGHT Into Diversity magazine, the

fourth year they have been named as award

recipients

USABILIT

CREATE A USABLE, FLEXIBLE AND FRIENDLY USER INTERFACE FOR A DIVERSE AUDIENCE.

- >> Usability should be done as part of the development life-cycle
- >> Card sorting to help determine navigational schemes
- >> Focus groups to determine needs
- >> Individual testing to determine if the mobile app is easy-to-use
- >> Incentives to help participation are helpful in finding subjects
- >> Placing a banner on your web portal to promote the testing is also helpful in finding subjects

Push notifications

Data and why it is important

Analytics tools

DevOps and what it means for

your ecosystem

UNIVERSITY of HOUSTON UNIVERSITY INFORMATION TECHNOLOGY



H UH GO

Usability testing was performed on UH Go in fall 2018 and a new redesign based on those findings were used to redesign and relaunch the app with a full marketing campaign.

THE HISTORY

- >> November 2018 March 2019, conducted usability studies and student focus groups
- >> April 2019 July 2019, redesigned the app based on usability and Modo assisted us
- >> Personas were: Student, Future Student, Faculty & Staff and Visitor
- >> 2019 August, re-launched the UH Go and UH Marketing promoted it with a full-blown campaign

MARCH 2019 – PRESENT

CHALLENGES

>> Demand for integrations into the app

>> Making sure we properly measure success

W UH GO ROADMAP: NEXT 6 MONTHS

- >> Blackboard integration
- Single Sign-On using biometrics, so that when a user signs on he/she will have access to every service on UH Go using their fingertip or facial recognition
- >> Grade Center. Create a grade center for UH Go where students can login and get their grades from PeopleSoft Campus Solutions, Blackboard and CASA Testing Center. Students currently have to login to each system to retrieve their grades and asked for one place to get all their grades
- >> Create personas for Alumni and Faculty
- Senter in UH Go



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