The Ohio State University

I CAN HAZ MOBILE?

What Students Want in Their Mobile Application

I CAN HAZ MOBILE?

What Students Want
(or think they want) in
Their Mobile Application

I CAN HAZ MOBILE?

What Students Want
(or think they want) in
Their Mobile Application*

*As told by a few aging web guys

Steve	**Glenn**	**Jim**
Student Life	Office of the CIO	University Communications
Manager	Architect	Designer
Cinderella	Van Halen	Rage against the Machine

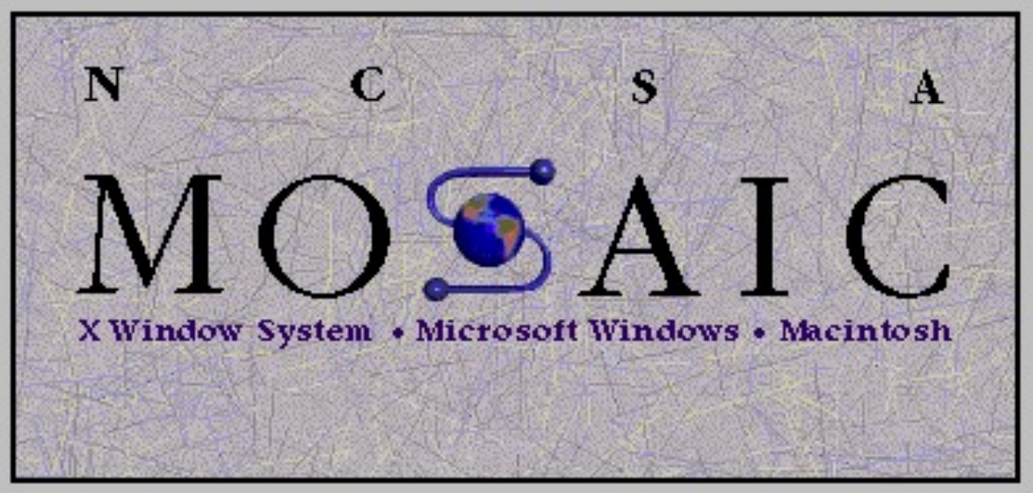
Average age: **38**
Average texts sent per month: **~30**
Commonality: **Web Experience**

NCSA Mosaic for MS Windows

File Edit Options Navigate Hotlist Annotate Help

Document Title: NCSA Mosaic Home Page

Document URL: http://www.ncsa.uiuc.edu/SDG/Software/Mosaic/NCSAMosaicHome.html



Welcome to NCSA Mosaic, an Internet information browser and World Wide Web client. NCSA Mosaic was developed at the National Center for Supercomputing Applications at the University of Illinois in --> Urbana-Champaign. NCSA Mosaic software is copyrighted by The Board of Trustees of the University of Illinois (UI), and ownership remains with the UI.

Jan `97

The Software Development Group at NCSA has worked on NCSA Mosaic for nearly four years and we've learned a lot in the process. We are honored that we were able to help bring this technology to the masses and appreciated all the support and feedback we have received in return. However, the time has come for us to concentrate our limited resources in other areas of interest and development on Mosaic is complete.

All information about the Mosaic project is available from the homepages.

NCSA Mosaic Platforms:

- NCSA Mosaic for the X Window System
- NCSA Mosaic for the Apple Macintosh
- NCSA Mosaic for Microsoft Windows

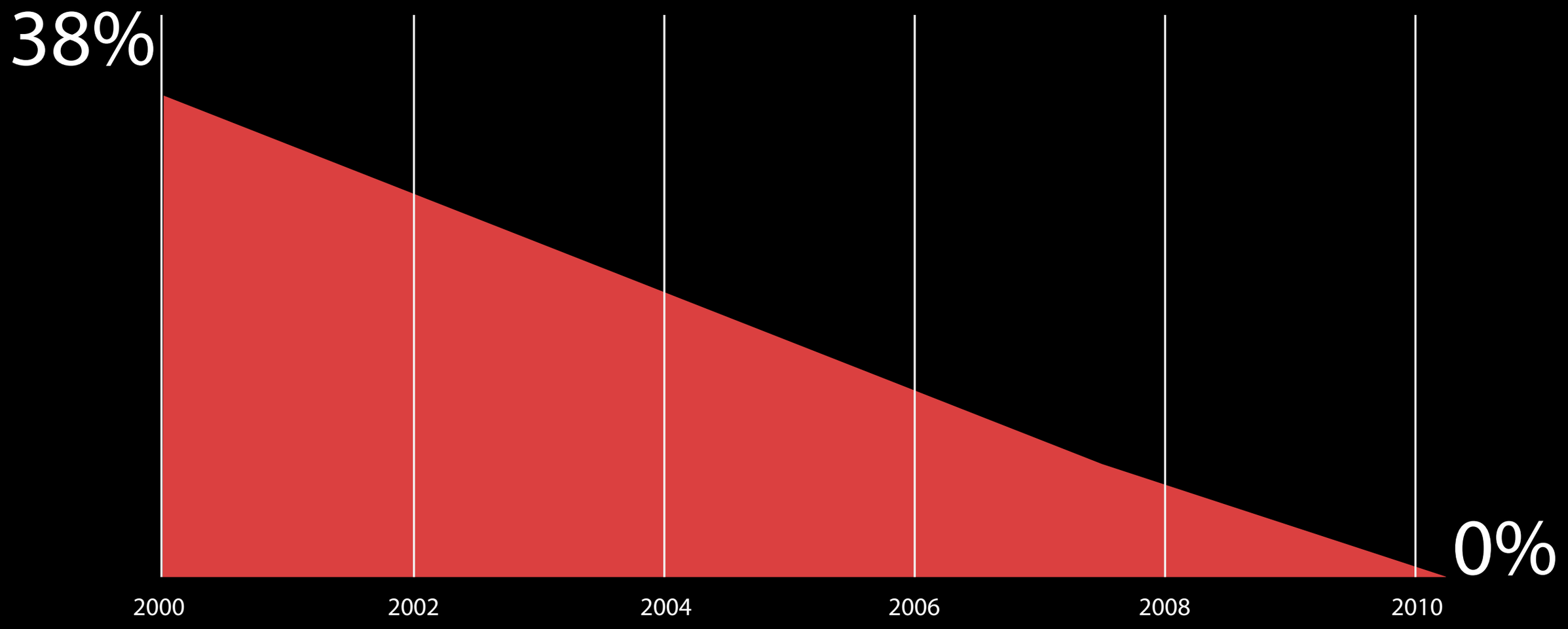
World Wide Web Resources The following resources are available to help introduce you to cyberspace and keep track of its growth:

Quote from 1994 still applies:

“[If you’re above a certain age] you feel like an immigrant in a place where your children are natives.”

*—**John Barlow**, Grateful Dead lyricist, Harvard Fellow, co-founder Electronic Frontier Foundation (Eff.org)*

Students without cell phones:



Visits (m.osu.edu, 2011 vs 2010)

100+% increases

This year’s lows > last years highs

verizonwireless

Verizon devices visiting osu.edu: **+255%**

(Spring 2010 vs Spring 2011)

EVDO Connections: **+121%**

(OSU campus area: Oct 2010 – June 2011)

EVDO Data Volume: **+77%**

(OSU campus area: Oct 2010 – June 2011)

~60,000 students on campus.

Virtually all have a cell phone.

Most have smart phones.

36%

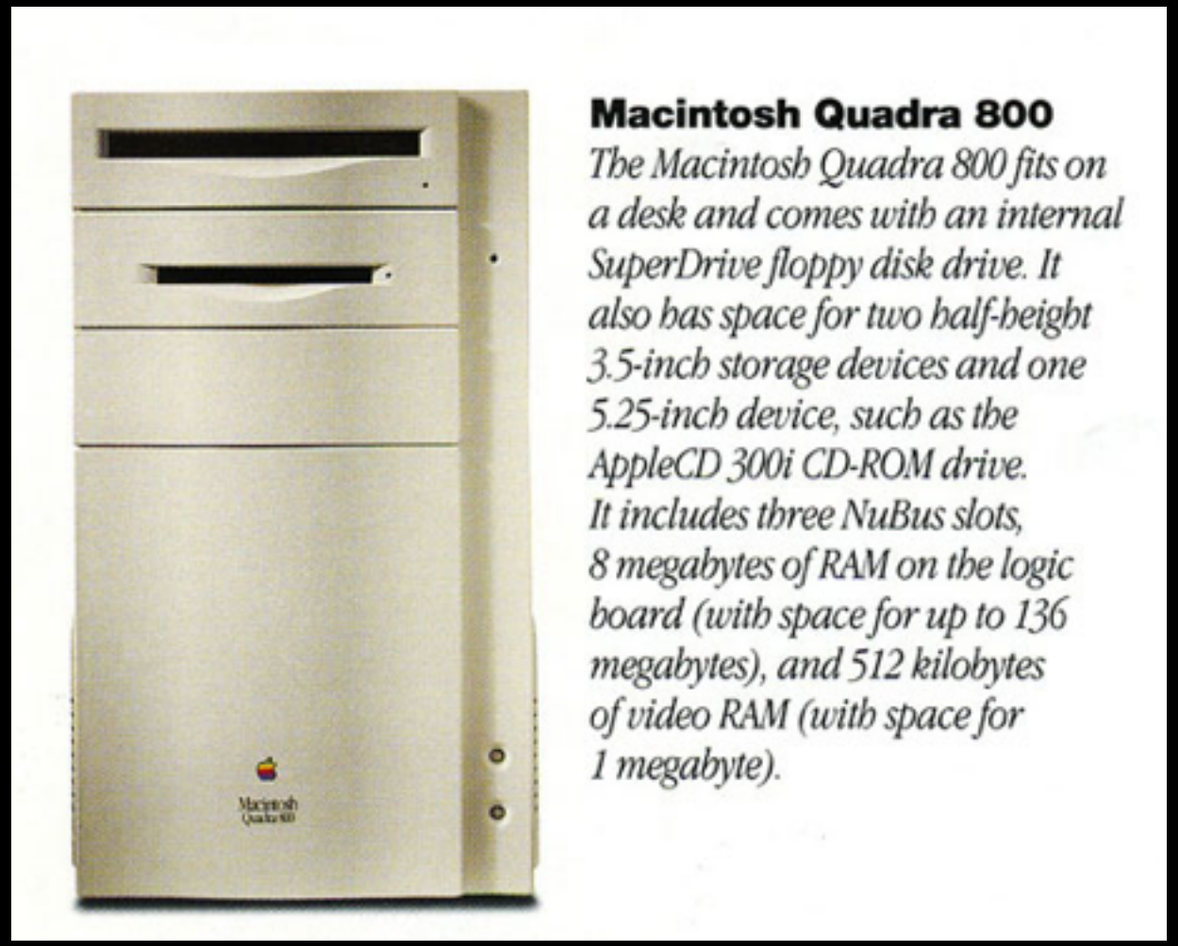
- feel cell phone is as important as car
- use device in bed

Student

Staff

= 10 texts per month

Moore’s Law



Macintosh Quadra 800

The Macintosh Quadra 800 fits on a desk and comes with an internal SuperDrive floppy disk drive. It also has space for two half-height 3.5-inch storage devices and one 5.25-inch device, such as the AppleCD 300i CD-ROM drive. It includes three NuBus slots, 8 megabytes of RAM on the logic board (with space for up to 136 megabytes), and 512 kilobytes of video RAM (with space for 1 megabyte).

24 lbs (without monitor)
~$5000 (2011 dollars)

1.5 lbs
~$500

Students:

Students:

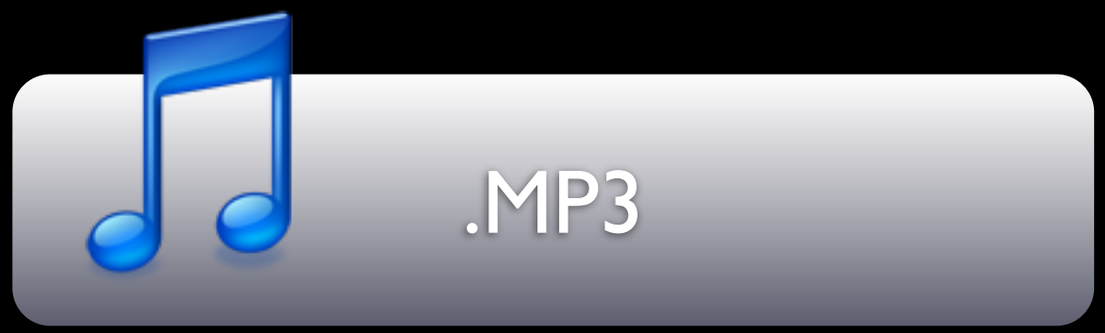
vs.

University response:

osu.edu/mobile

2005

Most basic, simplistic site possible
(all the phones could support)



Ringtone Service

2006

100-200 downloads/day
(~70k/year)

m.osu.edu

2009

Mimics native UI,
JS Framework

Locational abilities

Visits +176%
(Jan. 2010 vs 2011)

O-H-I-O iPhone App

2010

5000+ App downloads

(~10% of total images)

USG Mobile Survey Results

Below is a compilation of data collected at USG meetings on October 12 and 13, 2010.

Total Students Surveyed: 198

Own Smartphone/iPod Touch	140	71%
Don't Own Smartphone or iPod Touch	58	29%

% of Smartphone Owners (140) that Own this Device

Device	# Owners	
iPod Touch	54	27.3%
iPhone	40	20.2%
Blackberry	33	16.7%
Droid	23	11.6%
iPad	7	3.5%
Palm	1	0.5%

Rank of Students Surveyed

Row Labels	Total Count	% of Total
Year 1	23	11.86%
Year 2	57	29.38%
Year 3	60	30.93%
Year 4	54	27.84%
Grand Total	**194**	**100.00%**

Student Ratings by Application Type (1-5)

Application	Avg Rating
Carmen	4.95
Class Schedule	4.74
Check Grades	4.71
Buckeyelink Services	4.61
Register for classes	4.49
CABS	4.37
OUAB	4.35
Campus Walking	3.81
OSU News	3.72
Student Group	3.7
Sign up for Athletic Ticks	3.61
Athletic	3.38
USG Voting	3.37
OSU Social Media	3.37
Dining Services	3.34
BuckID	3.12
Intermural Schedule	2.86

How students see OSU:

THE OHIO STATE UNIVERSITY

How OSU presents itself to students:

THE OHIO STATE UNIVERSITY CEOS/ADVANCE COMPREHENSIVE EQUITY AT OHIO STATE

THE OHIO STATE UNIVERSITY Health Plan

THE OHIO STATE UNIVERSITY OFFICE OF ADMINISTRATION AND PLANNING

THE OHIO STATE UNIVERSITY Office of the Controller PAYROLL SERVICES

THE OHIO STATE UNIVERSITY HEALTH SCIENCES CENTER FOR GLOBAL HEALTH

THE OHIO STATE UNIVERSITY ASIAN AMERICAN STUDIES

THE OHIO STATE UNIVERSITY BELL RESOURCE CENTER Office of Diversity and Inclusion

THE OHIO STATE UNIVERSITY MELTON CENTER FOR JEWISH STUDIES

THE OHIO STATE UNIVERSITY FOOD INNOVA CENTER

THE OHIO STATE UNIVERSITY BATTELLE ENDOWMENT FOR TECHNOLOGY & HUMAN AFFAIRS

THE OHIO STATE UNIVERSITY HALE CENTER Office of Diversity and Inclusion

THE OHIO STATE UNIVERSITY Office of Diversity and Inclusion

THE OHIO STATE UNIVERSITY BUSINESS & FINANCE ADMINISTRATION & PLANNING INFORMATION TECHNOLOGY

THE OHIO STATE UNIVERSITY DEPARTMENT OF AFRICAN AMERICAN AND AFRICAN STUDIES *Community Extension Center*

THE OHIO STATE UNIVERSITY KIRWAN INSTITUTE for the Study of Race and Ethnicity

THE OHIO STATE UNIVERSITY OFFICE OF S… C…

THE OHIO STATE UNIVERSITY COLLEGE OF …

THE OHIO STATE UNIVERSITY FOREIGN …GUAGE …ER

Multicultura… Center OFFICE OF STUDENT LIFE

THE OHIO STATE UNIVERSITY DEPARTMENT OF MICROBIOLOGY

THE OHIO STATE UNIVERSITY Historic Costume & Textiles Collection

THE OHIO STATE UNIVERSITY …UNIVERSITY

THE OHIO STATE UNIVERSITY PUBLIC HEALTH PREPAREDNESS F… INFECTIOUS DISEA…

THE OHIO STATE UNIVERSITY JOHN GLENN SCHOOL OF PUBLIC AFFAIRS

THE OHIO STATE UNIVERSITY DEPARTMENT OF HUMAN DEVELOPMENT AND FAMILY SCIENCE COLLEGE OF EDUCATION AND HUMAN ECOLOGY

THE OHIO STATE UNIVERSITY DEPARTMENT OF ASTRONOMY

THE OHIO STATE UNIVERSITY Billy Ireland CARTOO… LIBRARY & MUSE…

…ITY Disability Services OFFICE OF STUDENT LIFE

THE OHIO STATE UNIVERSITY CAREER SERVICES COLLEGE OF EDUCATION AND HUMAN ECOLOGY

THE OHIO STATE UNIVERSITY CCTS CENTER FOR CLINICAL & TRANSLATIONAL SCIENCE

THE OHIO STATE UNIVERSITY SCHOOL OF PHYSICAL ACTIVITY & EDUCATIONAL SERVICES

THE OHIO STATE UNIVERSITY INTERNATIONAL STUDIES

THE OHIO STATE UNIVERSITY PREVENTION RESEARCH CENTER *College of Public Health*

…E Center for Student Leadership and Service OFFICE OF STUDENT LIFE

THE OHIO STATE UNIVERSITY Facility Management and Logistics

THE OHIO STATE UNIVERSITY Counseling and Consultation Service OFFICE OF STUDENT LIFE

THE OHIO STATE UNIVERSITY SCHOENBAUM FAMIL… AT WEINLAND P… COLLEGE OF EDUC… AND HUMAN ECO…

“How can get my stuff?”

Learning by doing =
“OSU Mobile”

iTunes

osu mobile

LIBRARY
- Music
- Movies
- TV Shows 18
- Podcasts 18
- iTunes U 1
- Books
- Apps 102
- Ringtones
- Radio

STORE
- iTunes Store
- Ping
- Purchased
- Purchased on...

GENIUS
- Genius
- Genius Mixes

PLAYLISTS
- iTunes DJ
- ADC on iTunes
- 90's Music
- Classical Music
- Music Videos

Now Playing

Nothing Playing

Music Movies TV Shows App Store Books Podcasts iTunes U Ping jburgoon@mac.com

App Store › Education › Ohio State University

OSU Mobile

Description

Hey Buckeyes, put campus in your pocket with the OSU Mobile app. Easy access to everything Ohio State offers, from viewing your grades to finding the nearest pizza shop. It's free! Download it now!

...

...More

Ohio State University Web Site › **OSU Mobile Support ›**

Download

Category: Education
Released: Jul 02, 2011
Version: 1.0
1.0
Size: 8.4 MB
Language: English
Seller: The Ohio State University
© 2011 The Ohio State University

Rated 4+

Requirements: Compatible with iPhone, iPod touch, and iPad. Requires iOS 4.0 or later.

More iPhone Apps by Ohio State University

iPhone Screenshots

OSU Mobile

Mobile Application

+

Ongoing Collaborative Project

Typical collaboration

Department → Deliverable → Students

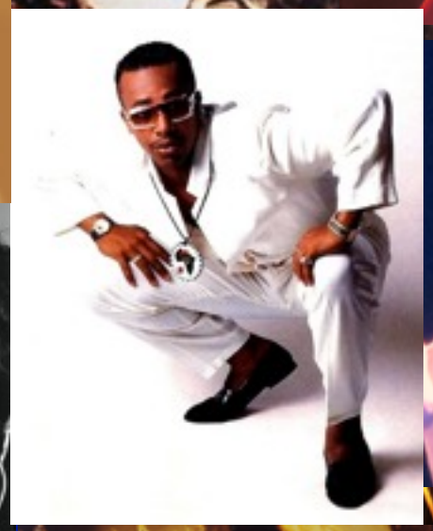
Product, website, brochure, app, etc.

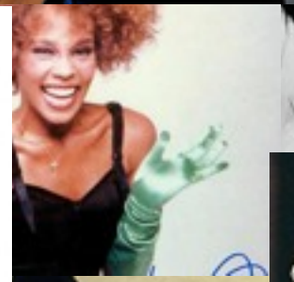
Rare collaboration

Cross Dept → Deliverable → Students

Product, website, brochure, app, etc.

© Sorin Dragan





OSU Mobile Team

OCIO Student Life Univ. Comm.

OSU Mobile Team + Students!

OSU Mobile Team + Students!

OSU Mobile Team + Students!

OSU Mobile Team + Students!

OSU Mobile Team + Students!

OSU Mobile Team + Students!

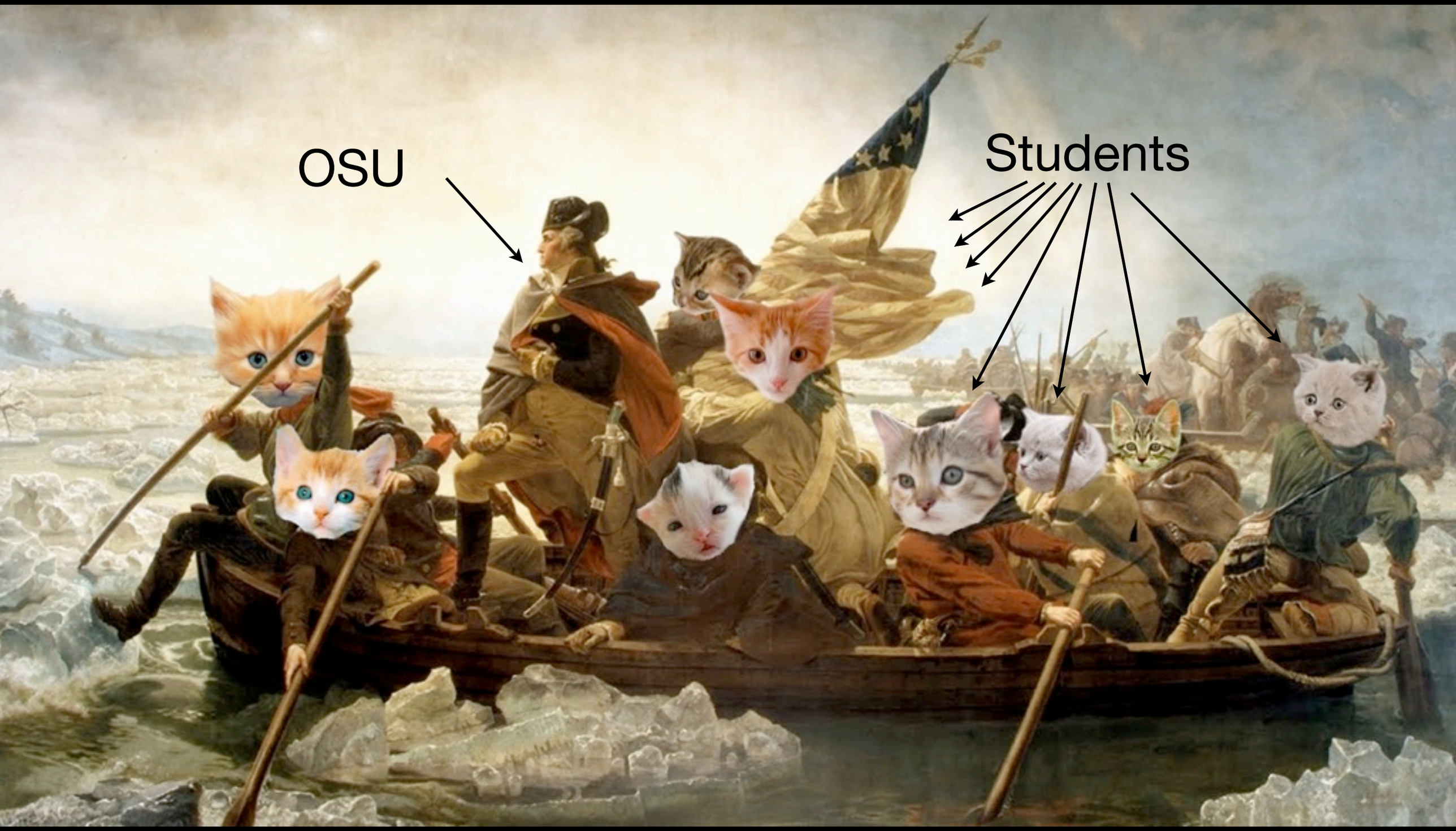
= ROCK!

A more ideal collaboration

OSU Mobile → The App → Students

THE OHIO STATE UNIVERSITY

The role of Students in OSU Mobile


OSU
Students

Students

CKM

Archives

Libraries

Athletics

(& more)

OCIO

Traffic/Parking

Student Life

University Architect

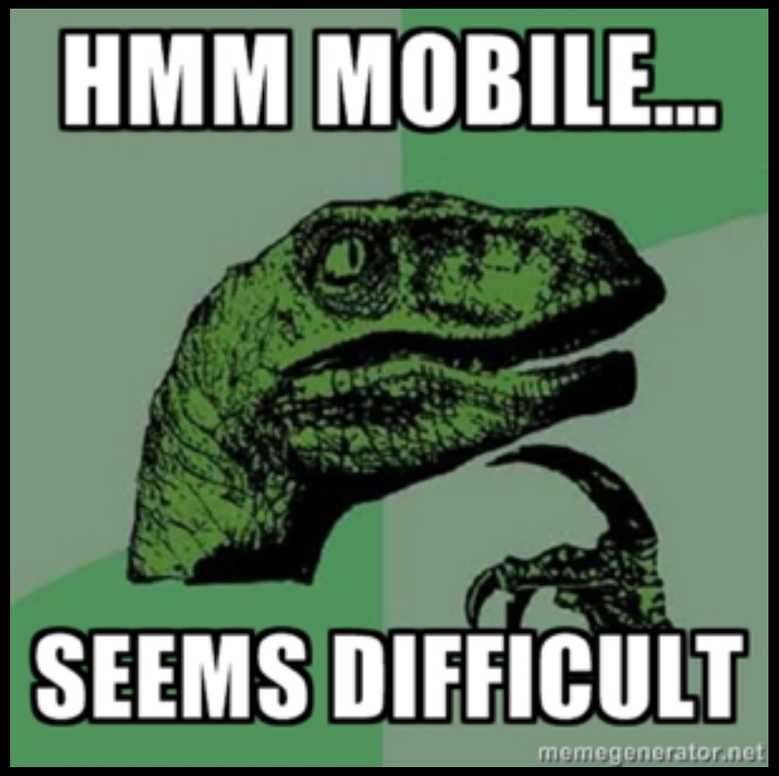
University Comm.

Overcoming bureaucratic inertia

Students:

Think of reasons why mobile is necessary, beneficial.

University:



Think of mobile hurdles, stumbling blocks, challenges.

The making of...

Mar 10
May 10
Jul 10
Sep 10
Nov 10
Jan 11
Mar 11
May 11
Jul 11
Sep 11
Nov 11

April 2010
Vendor Demo

Mar 10 May 10 Jul 10 Sep 10 Nov 10 Jan 11 Mar 11 May 11 Jul 11 Sep 11 Nov 11

April 2010
Vendor Demo

Mar 10 May 10 Jul 10 Sep 10 Nov 10 Jan 11 Mar 11 May 11 Jul 11 Sep 11 Nov 11

Sept. 2010
Approached by
Student

April 2010
Vendor Demo

Dec. 2010
Core Team
Established

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April 2011 Student
Testing Event

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July 2011 iOS App
Launch

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Oct. 2011 Android
App Launch?

Mar 10 May 10 Jul 10 Sep 10 Nov 10 Jan 11 Mar 11 May 11 Jul 11 Sep 11 Nov 11

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July 2011 iOS App
Launch

April 2010
Vendor Demo

Dec. 2010
Core Team
Established

April 2011
Present to Trustees

Oct. 2011 Android
App Launch?

(We are here.)

Mar 10 May 10 Jul 10 Sep 10 Nov 10 Jan 11 Mar 11 May 11 Jul 11 Sep 11 Nov 11

Sept. 2010
Approached by
Student

April 2011 Student
Testing Event

July 2011 iOS App
Launch

Here’s the app

AT&T 9:37 AM

1d 1w 2w 5w 13w 26w

Sales Updates

OSU Mobile	21,546
iShoe	8,632
O-H-I-O	1,026
Wexner Center for the Arts	252
Totals	31,565

Summary Products Markets Search Settings

AT&T 9:37 AM

1d 1w 2w 5w 13w 26w

Sales Updates

OSU Mobile	21,546
iShoe	8,632
O-H-I-O	1,026
Wexner Center for the Arts	252
Totals	31,565

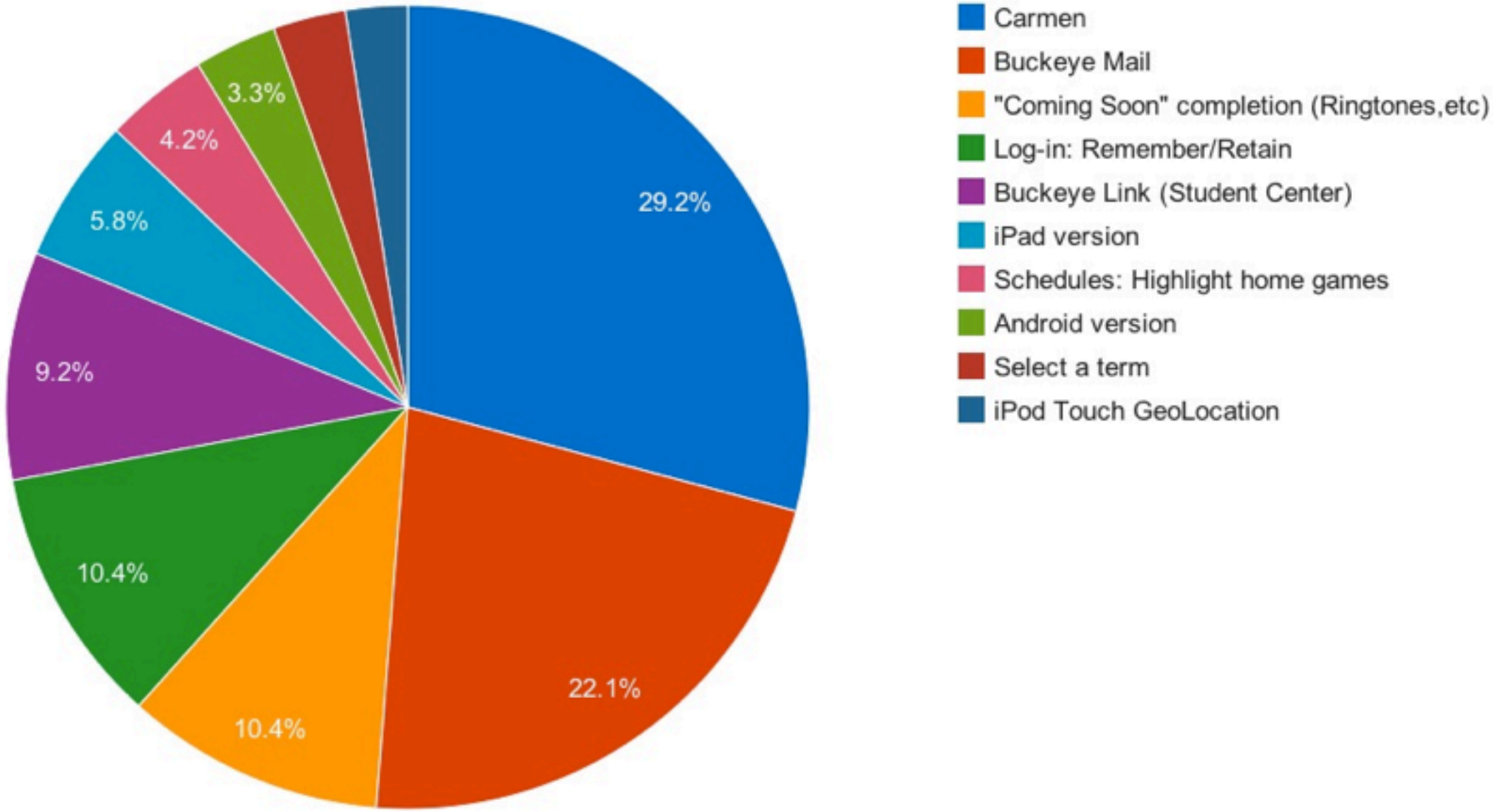
Subtotals Daily Weekly

Mon Oct 10, 2011 - Sun Oct 16, 2011	859
Mon Oct 03, 2011 - Sun Oct 09, 2011	609
Mon Sep 26, 2011 - Sun Oct 02, 2011	978

Summary Products Markets Search Settings

OSU Mobile: Feeback Requests : Sheet1

Type	Request	Frequency
Academics	Carmen	70
Content	Buckeye Mail	53
Content	"Coming Soon" completion (Ringtones,etc)	25
Function	Log-in: Remember/Retain	25
Content	Buckeye Link (Student Center)	22
Device	iPad version	14
Athletics	Schedules: Highlight home games	10
Device	Android version	8
Schedules	Select a term	7
Device	iPod Touch GeoLocation	6
Buck-ID	Meal-plan Swipes	6
Design	Landscape / Horizontal Mode	5
Academics	Lecture Notes	4
Academics	Academic Calendar	5
Library	Reserve/Renew items	4
Schedules	View class' Building Number, Classroom, Class map	4
Academics	Courses: Catalog, Planner, Req's	3
Bus	COTA	4
Function	Log-out (Ability to)	3
Library	See account details (Reserves, Overdue, Fines)	3
Schedules	Plan Classes, See class Pre-reqs	3
Content	Technology listings (Wired Out, etc)	2
Academics	"Rate My Professor"	2
Academics	Professor messaging	2
Content	Add more listing info and content (not just BID merchants)	2
Buck-ID	Add to balance	2
Bus	Stop info (time for next bus)	2
Events	D-Tix (Discount event tickets)	2
Content	Image of the Day	2
Map	View larger Building images	2
Academics	Homework Planner	1
Content	Alumni Section	1
Athletics	Season Game scores	1
Content	Band: TBDBITL info	1
Buck-ID	Meal swipes per week average	1
Buck-ID	Meal swipes: Estimated run out date	1
Bus	Allow user to refresh manually	1


29.2%
22.1%
10.4%
10.4%
9.2%
5.8%
4.2%
3.3%
Carmen
Buckeye Mail
"Coming Soon" completion (Ringtones,etc)
Log-in: Remember/Retain
Buckeye Link (Student Center)
iPad version
Schedules: Highlight home games
Android version
Select a term
iPod Touch GeoLocation

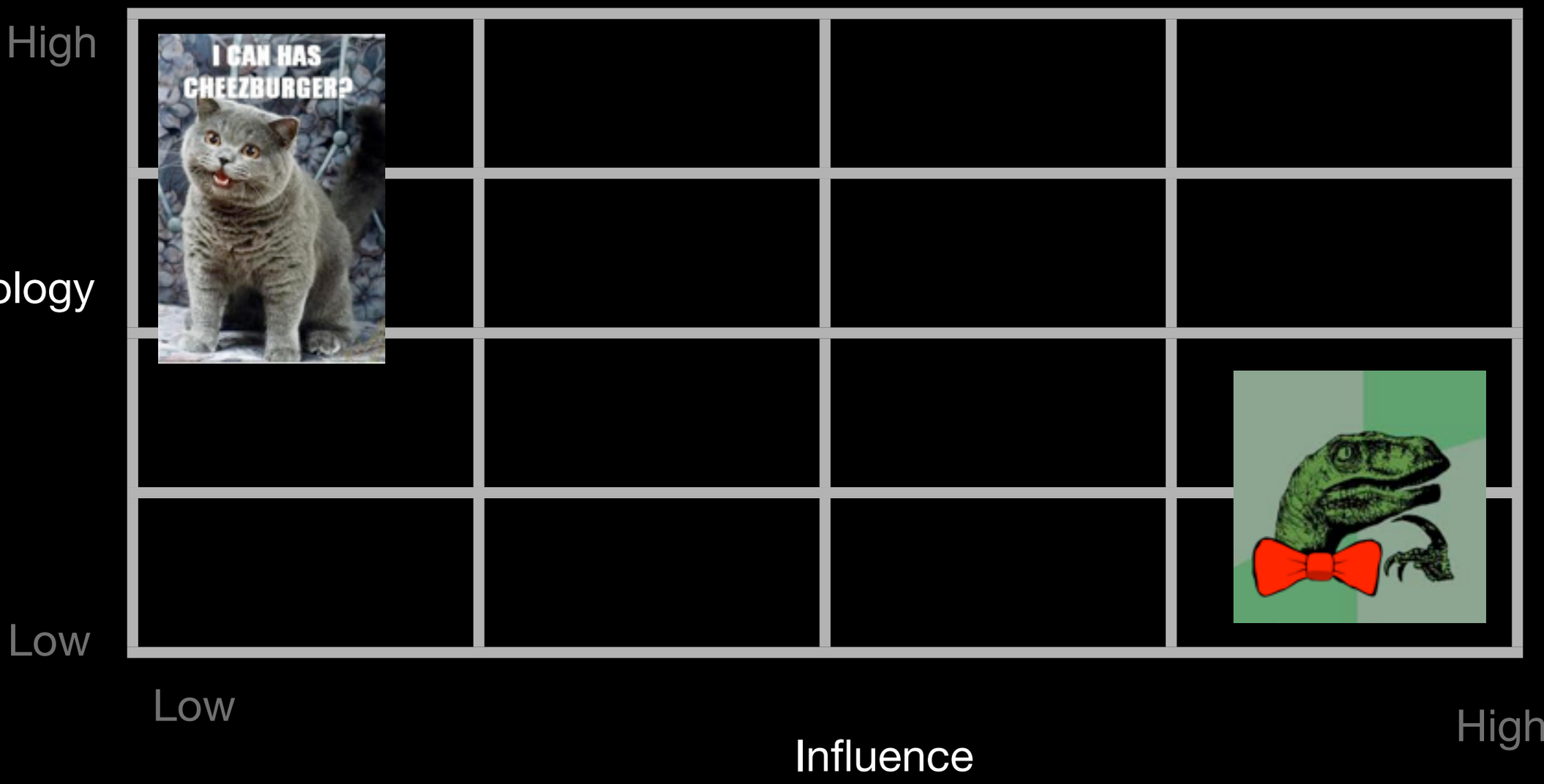
Challenges

THE WEB IS FINE...
...WHY MOBILE?

Challenges

- Getting political, operational, and financial support for sustaining the "OSU-Mobile" effort
- …in a time of flat budgeting
- Memorandum of Understanding, Business Case, and Education

Convincing the administration



Convincing the administration

“I can haz Sustainable?”

What Worked

What Worked

- Not worrying, getting bogged down
- (Not waiting for total consensus)
- Remaining focused on END USER (students)
- Taking stand on behalf of end user

No silos. No solos.

What Worked

- Awareness:
  - Presentations/meetings with Senior Management Council, Board of Trustees,...
  - Surveys, Road shows

The Cloud is your friend

The Cloud is your friend

Version Control of Code

The Cloud is your friend

Version Control of Code

Web Content APIs

The Cloud is your friend

Version Control of Code

Web Content APIs

Project Management

A work in progress...No Guarantees

OSU Mobile
go.osu.edu/osumobile

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