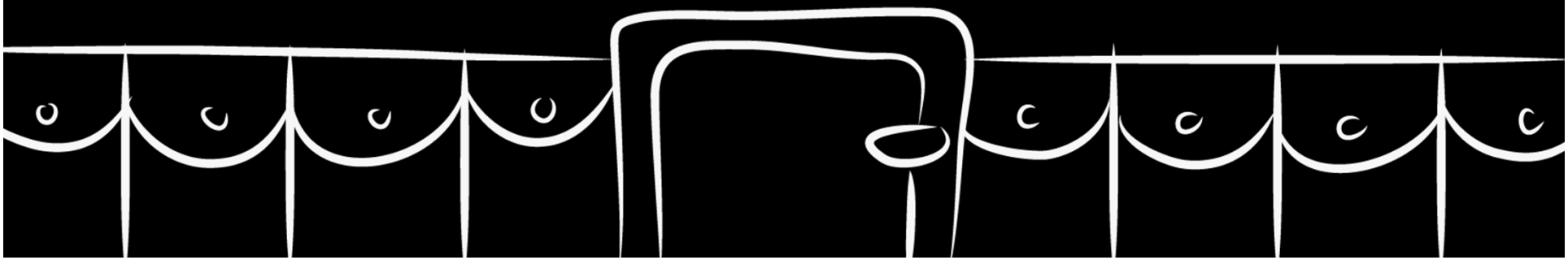
More than Mobile:

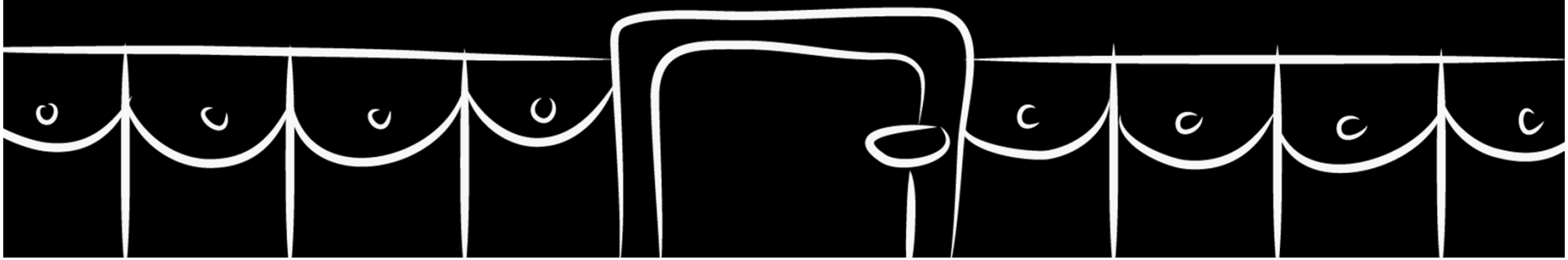
A Utility-belt approach to Mobilizing Content



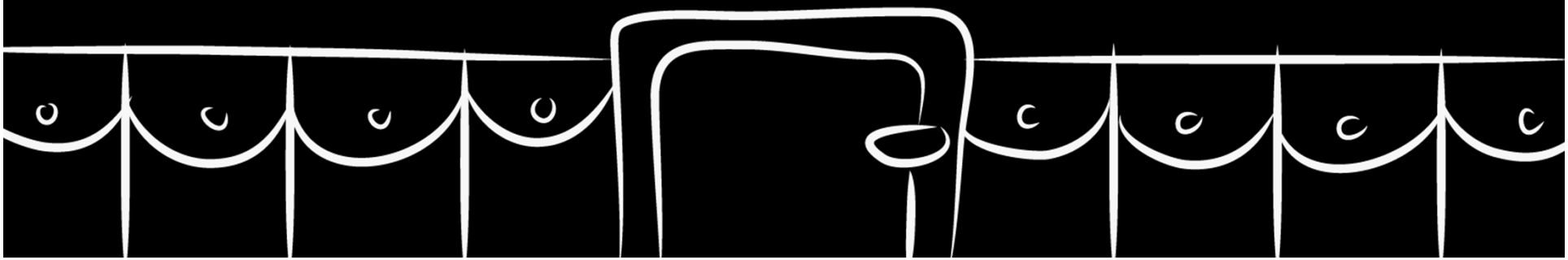
WELCOME

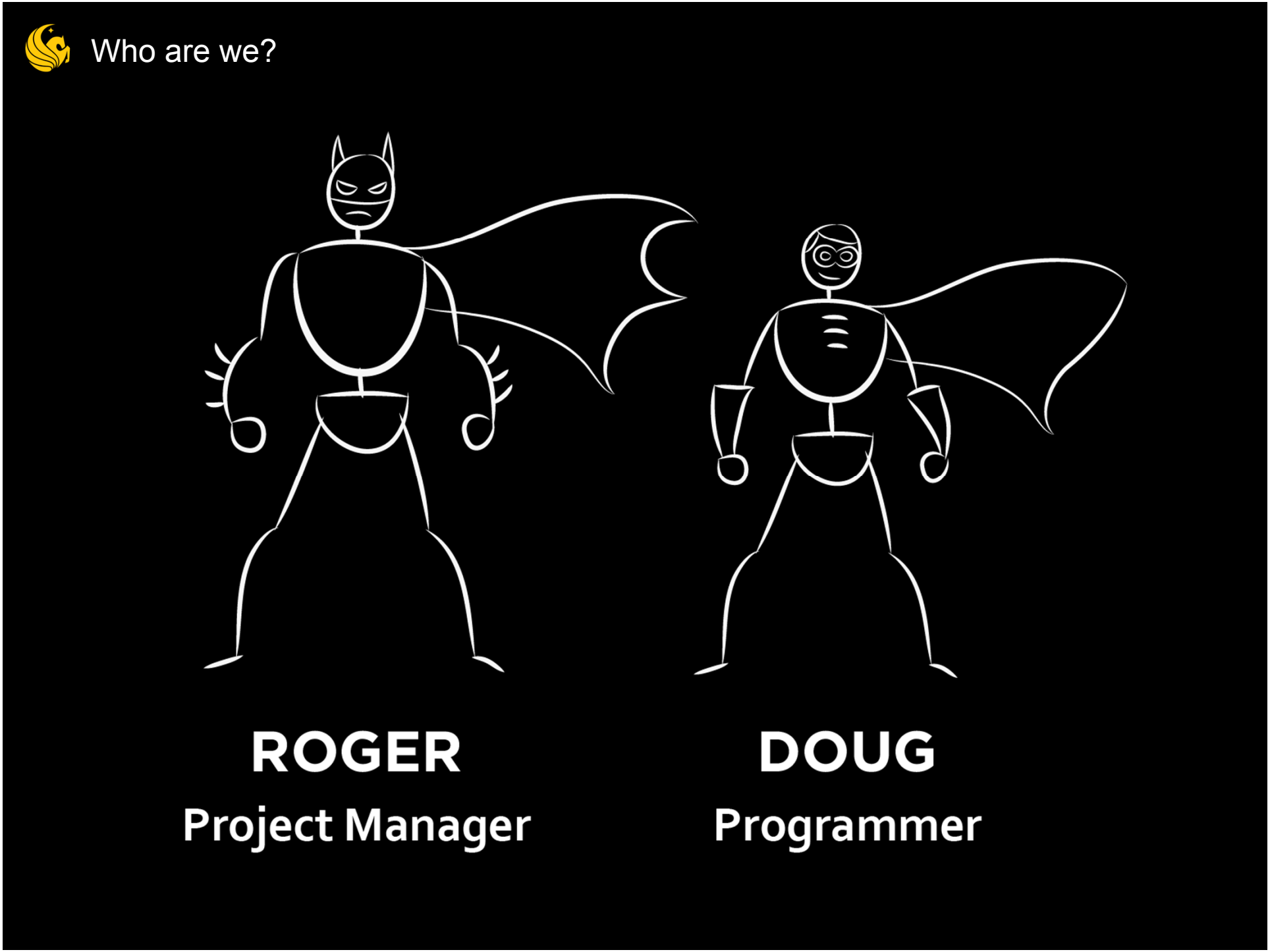
More than Mobile:

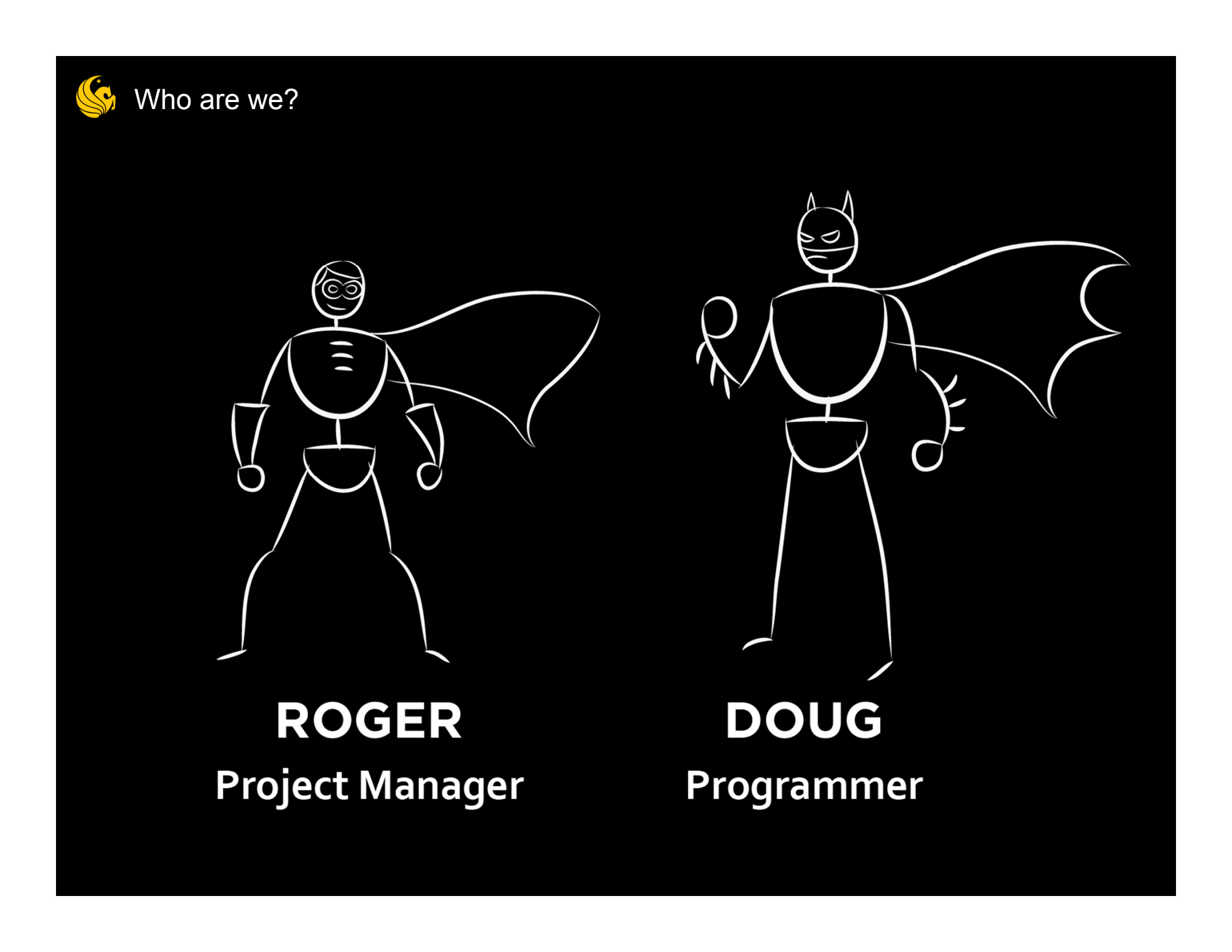
A Utility-belt approach to Mobilizing Content



Hello




Who are we?
ROGER
Project Manager
DOUG
Programmer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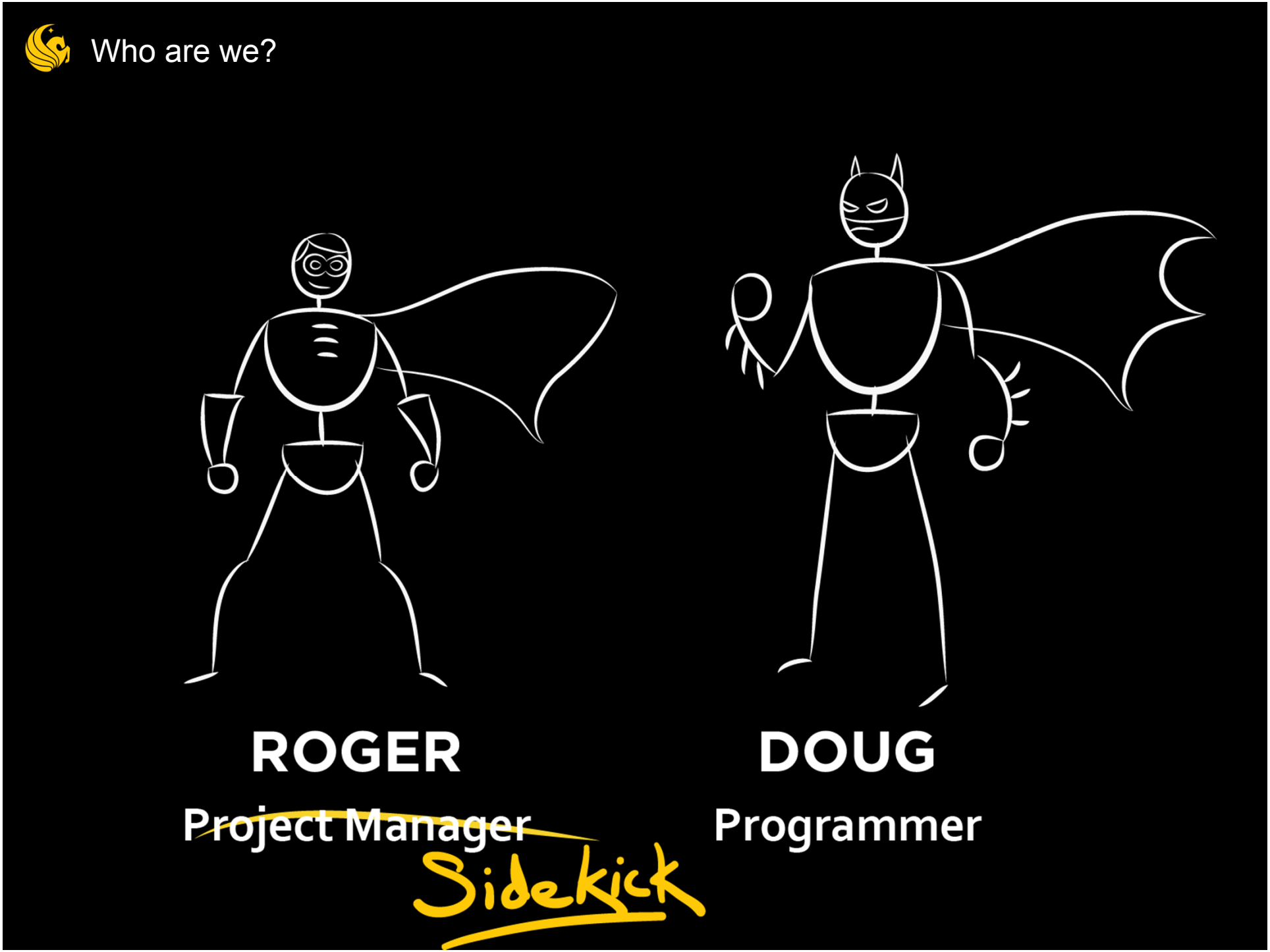
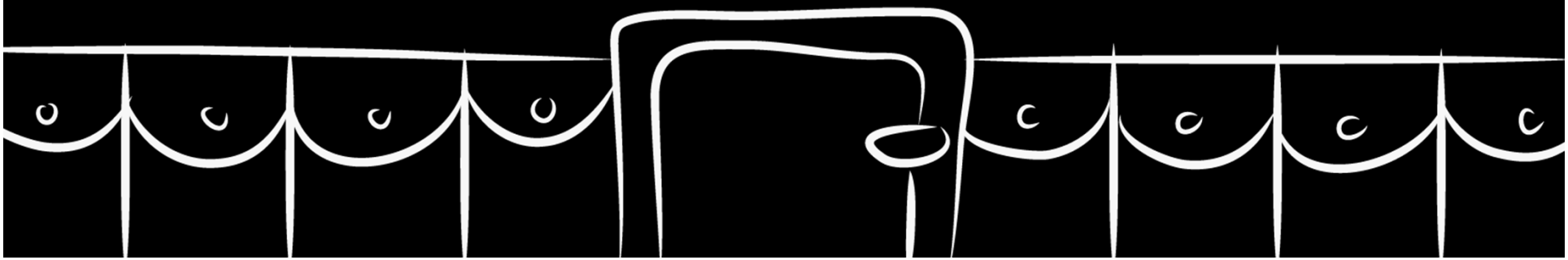

Who are we?
ROGER
Project Manager
Sidekick
DOUG
Programmer

Why so serious…

About Content?



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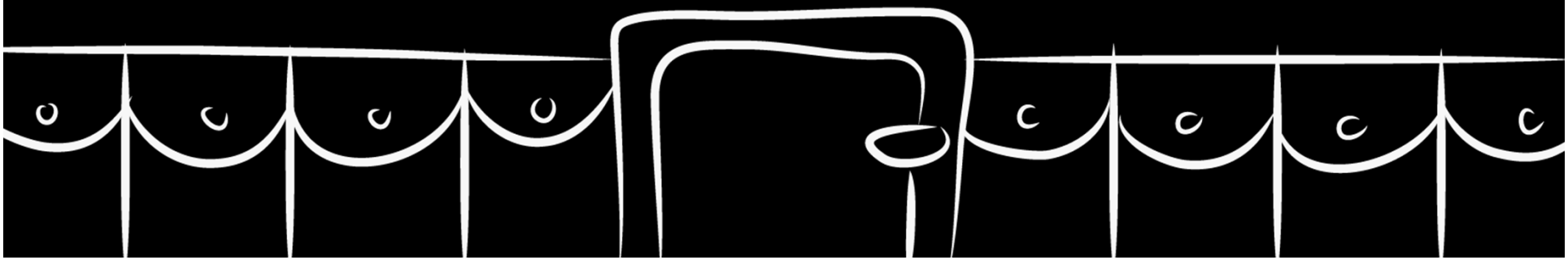
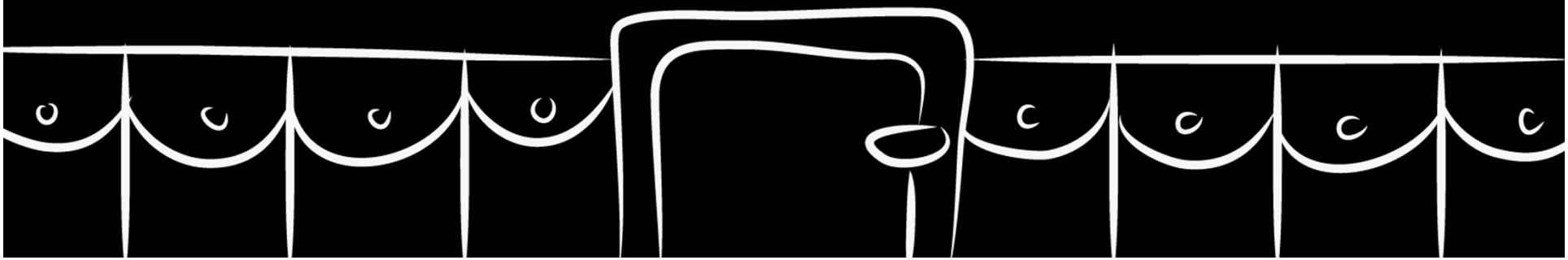


Where we work

Strategy, Marketing Communication & Admissions

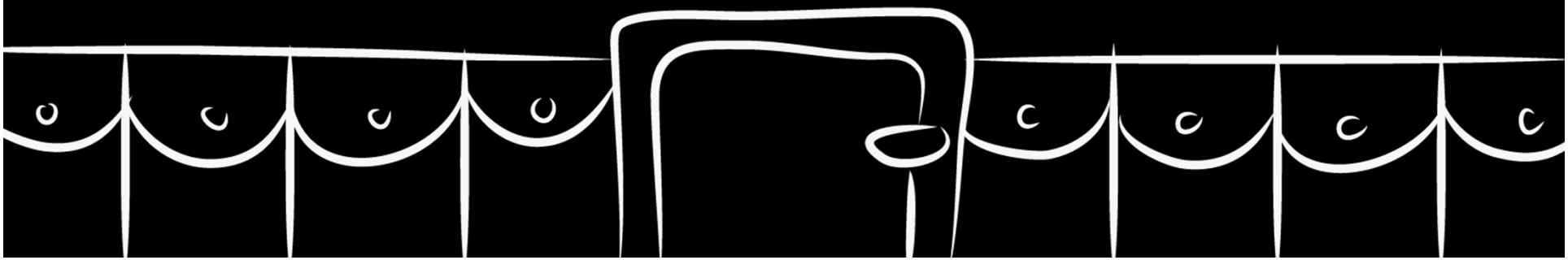
A Utility-belt approach to Mobilizing Content



So?

Strategy, Marketing Communication & Admissions

A Utility-belt approach to Mobilizing Content

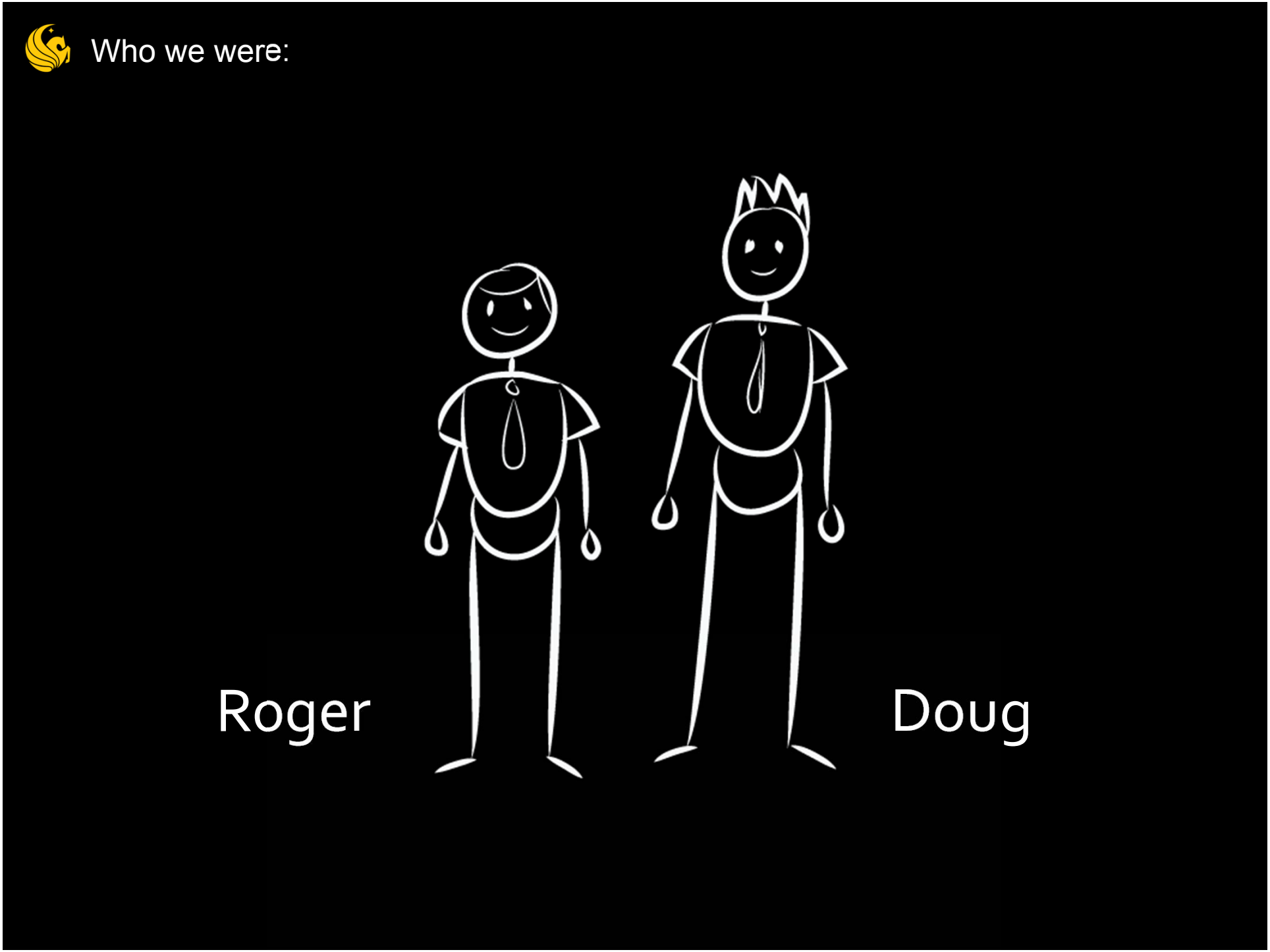


If you get nothing else from this presentation…remember this:

If you get nothing else from this presentation…remember this:

- Mobile – It's for the user
- Master the content – technology later
- Create legendary datasources
- Never give up

Once upon a time…


Who we were:
Roger
Doug

Do mobile?

Do Mobile!

Data's Horses!

Project, Brief.

UCF Mobile

09/21/09

Launch a scalable beta test environment that displays high profile UCF applications a
content on mobile devices. Create a basic framework|stylesheet system to display
existing UCF content on a wide array of mobile device; giving users easy access to t
applications and a consistent UCF experience on their mobile devices.

Target audience & devices:

UCF Students, prospective students, faculty, staff, alumni and visitors

iPhone or iPod Touch
Smartphone (BlackBerry, Android, Windows Mobile, Palm)
Most recent 'feature' phones (including web enabled flip, slider or bar phones)
WiFi PDA (Windows Mobile, Palm T|X)

UCF Applications/site content:

Readily available data sources adaptable for mobile display:

1. The Latest updates to http://today.ucf.edu (generated by a jquery script and liste
the far right on each of the subpages of the site http://today.ucf.edu/blog/category
/science-technology/ see> View Stories by...)
2. IT maintenance notifications
3. Faculty, Staff, Organizations Directory (Search field and results display from the U
Phonebook)
4. UCF Events and Calendar
5. Athletics Events and News
6. Course catalog
7. Multimedia content on UCF YouTube Channel and UCF on iTunes U that is publicly
accessible (initial focus on the Spotlight Section)
8. Emergency info

Employing the mobile framework at UCF:

1. Select Modules and establish committed partnerships with other units to
ensure maintenance of quality content. (Most of those listed above are

Project, Brief.

Project, Brief.

FLASH FORWARD…

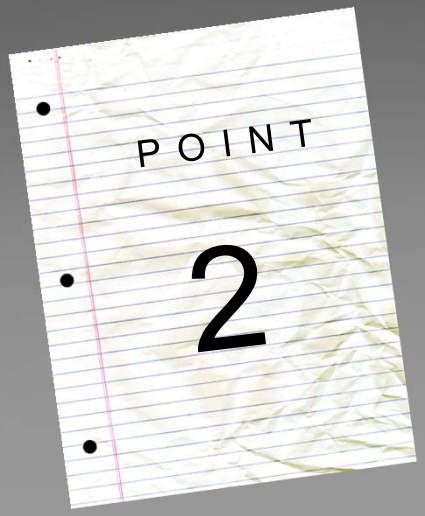
FLASH FORWARD…

Hello, Marketing

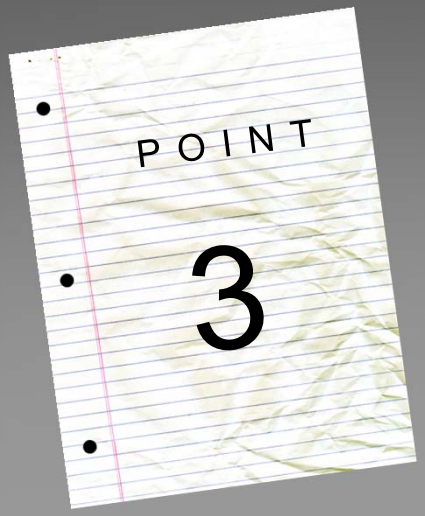
Content Makers | Content Shapers

Web Communications

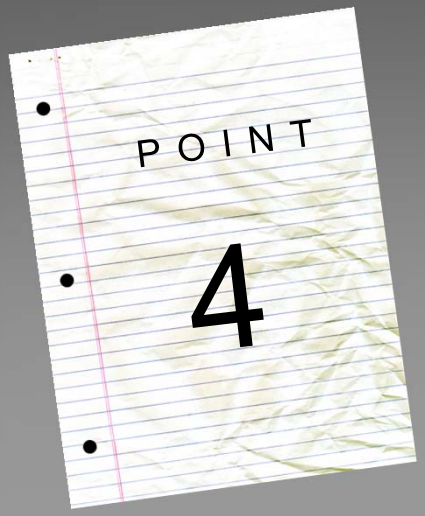
Content Matters



Know thy audience.



You are not the audience.



Ask stupid questions.

"I need a brochure" is not a question.

Don't offer the answer
until you have identified the question.

Be brief.

Be bright.

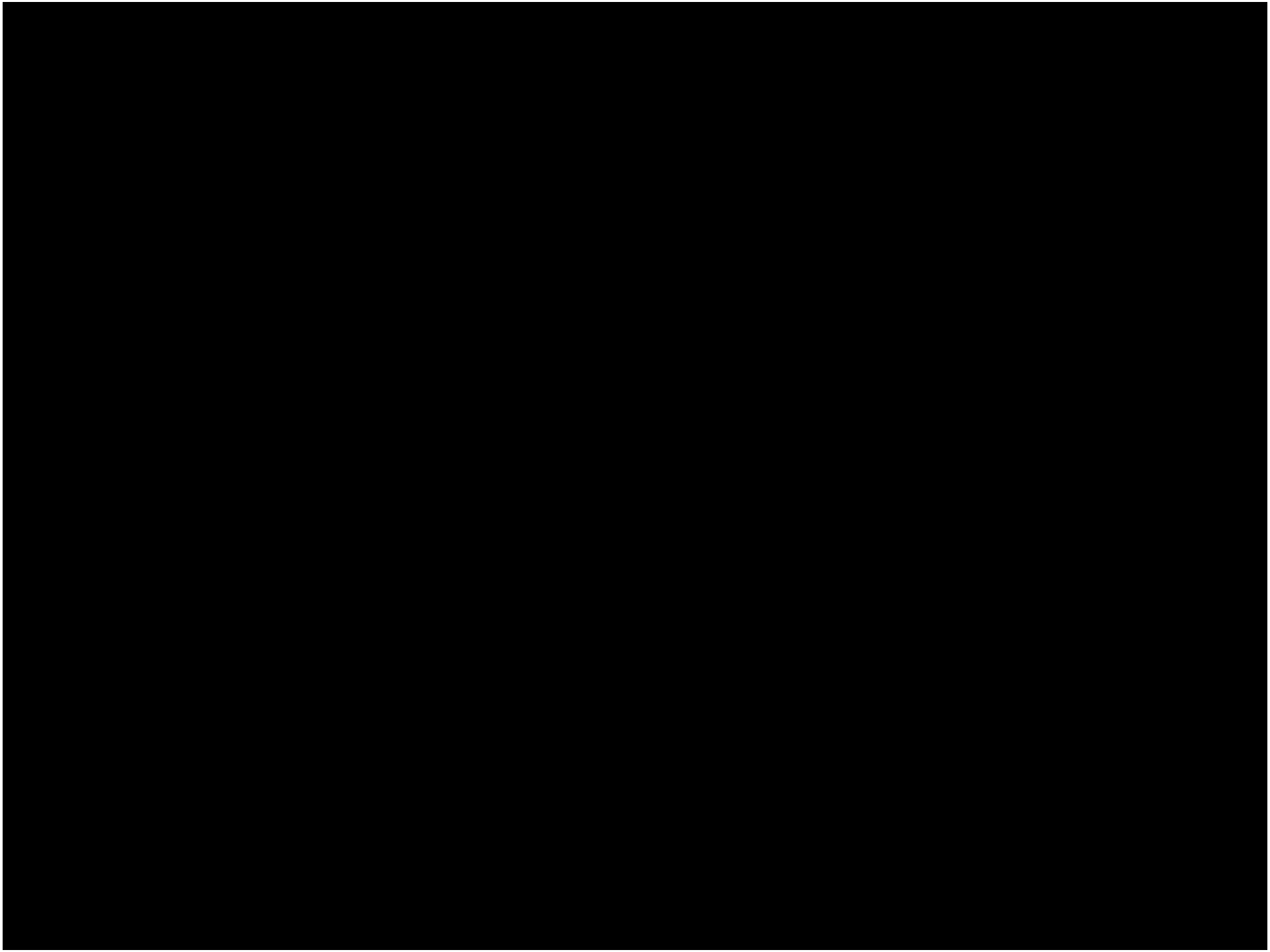
Be done.

Content Matters

Content Matters

You don’t need to do mobile

You need to mobilize your content and data



Content Matters

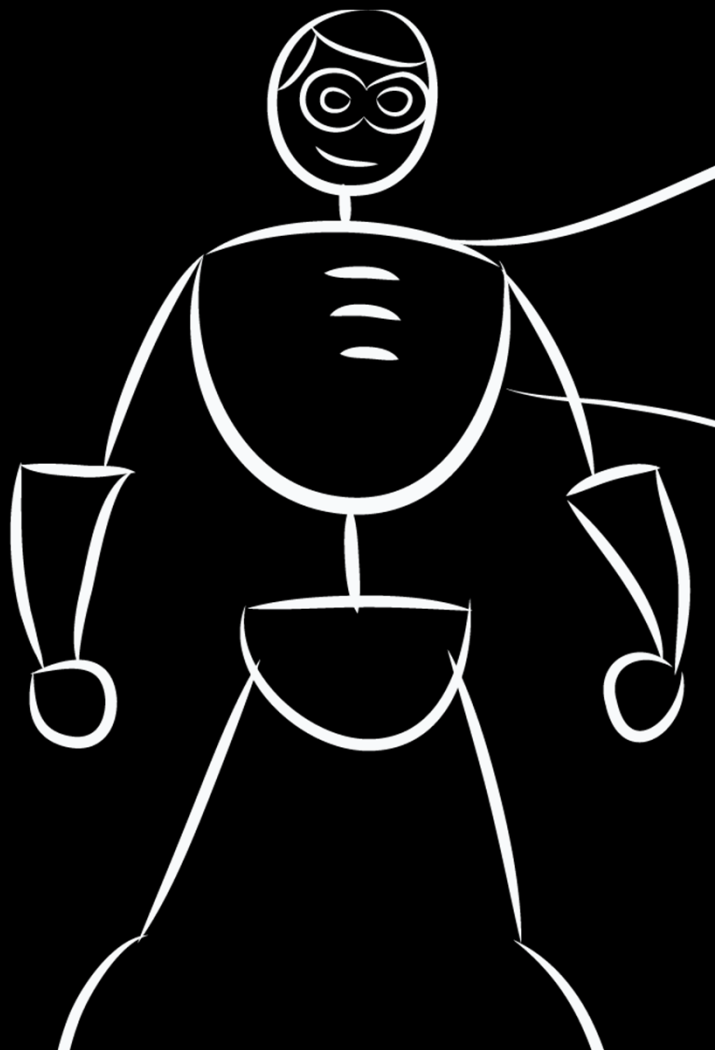
SET GOALS

- Target Audience
- Describe the EXPERIENCE
- UNDERSTAND YOUR LIMITATIONS to overcome them
- HAVE GOOD CONTENT that supports your goals

BE HONEST

Research

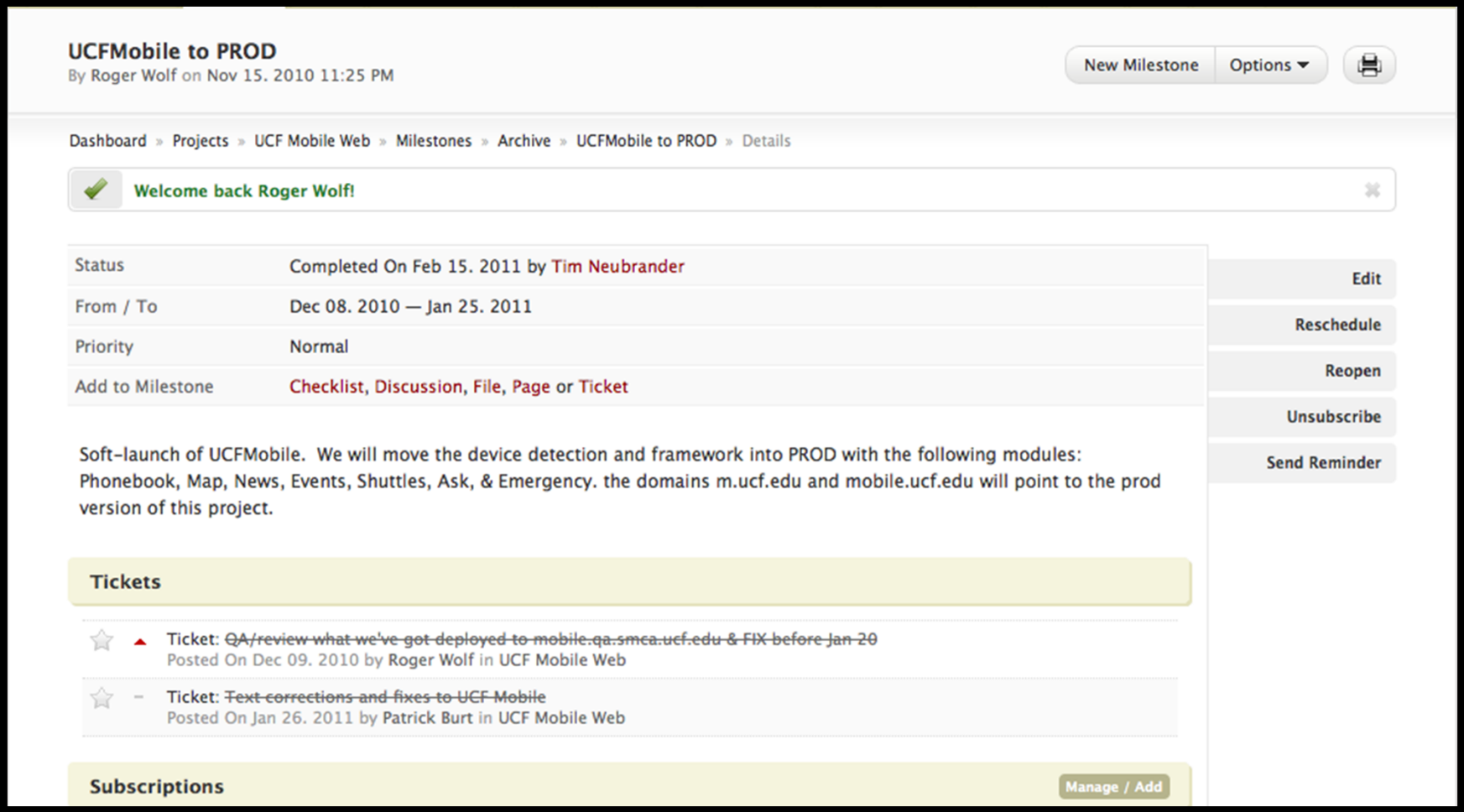
- Check your stats
- Inventory available resources
- Observe users
- Know thy competition



Did you make a list?

- Phonebook
- Map
- Parking/Shuttles
- News
- Events
- Emergency

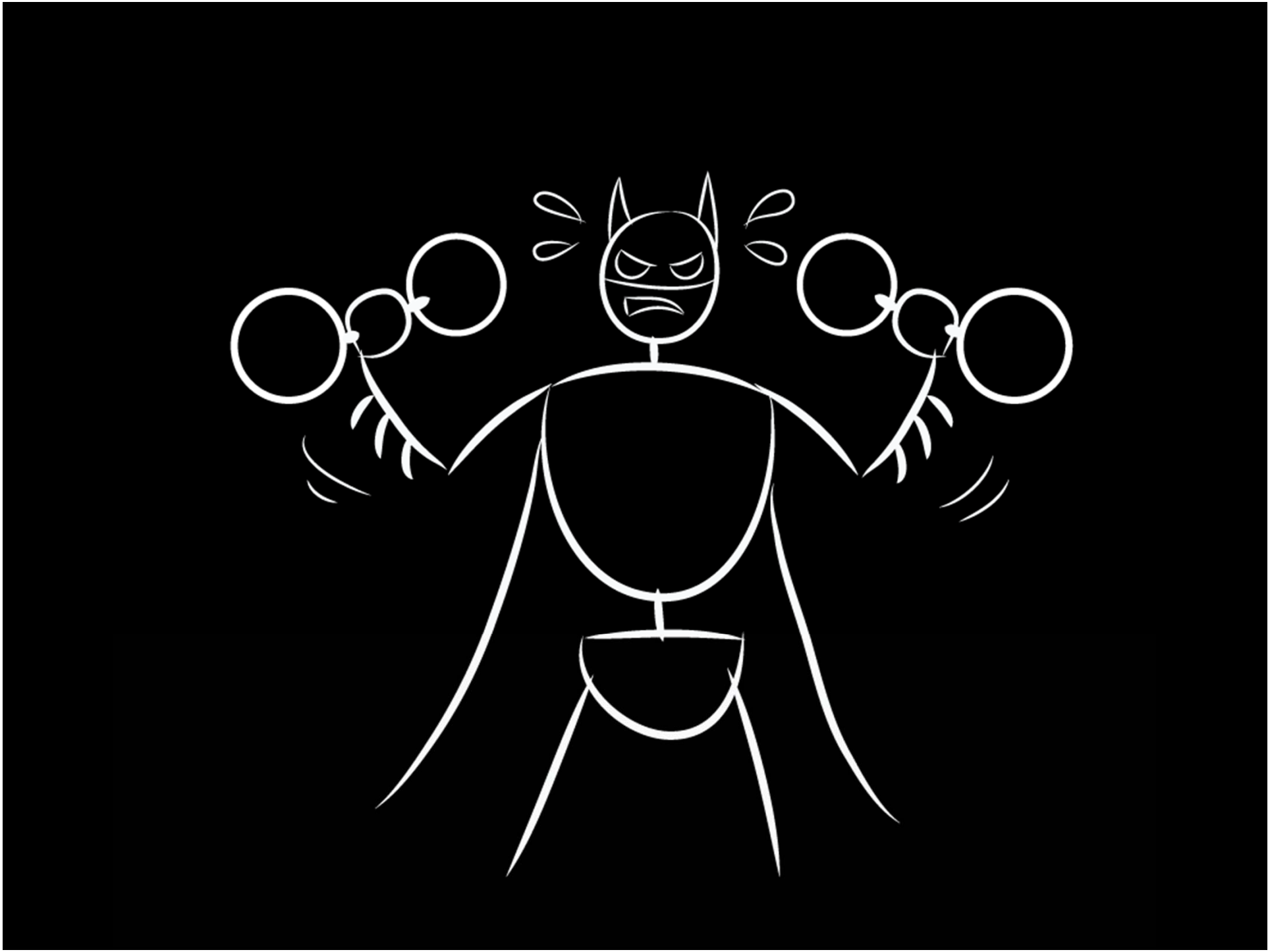
Write it down



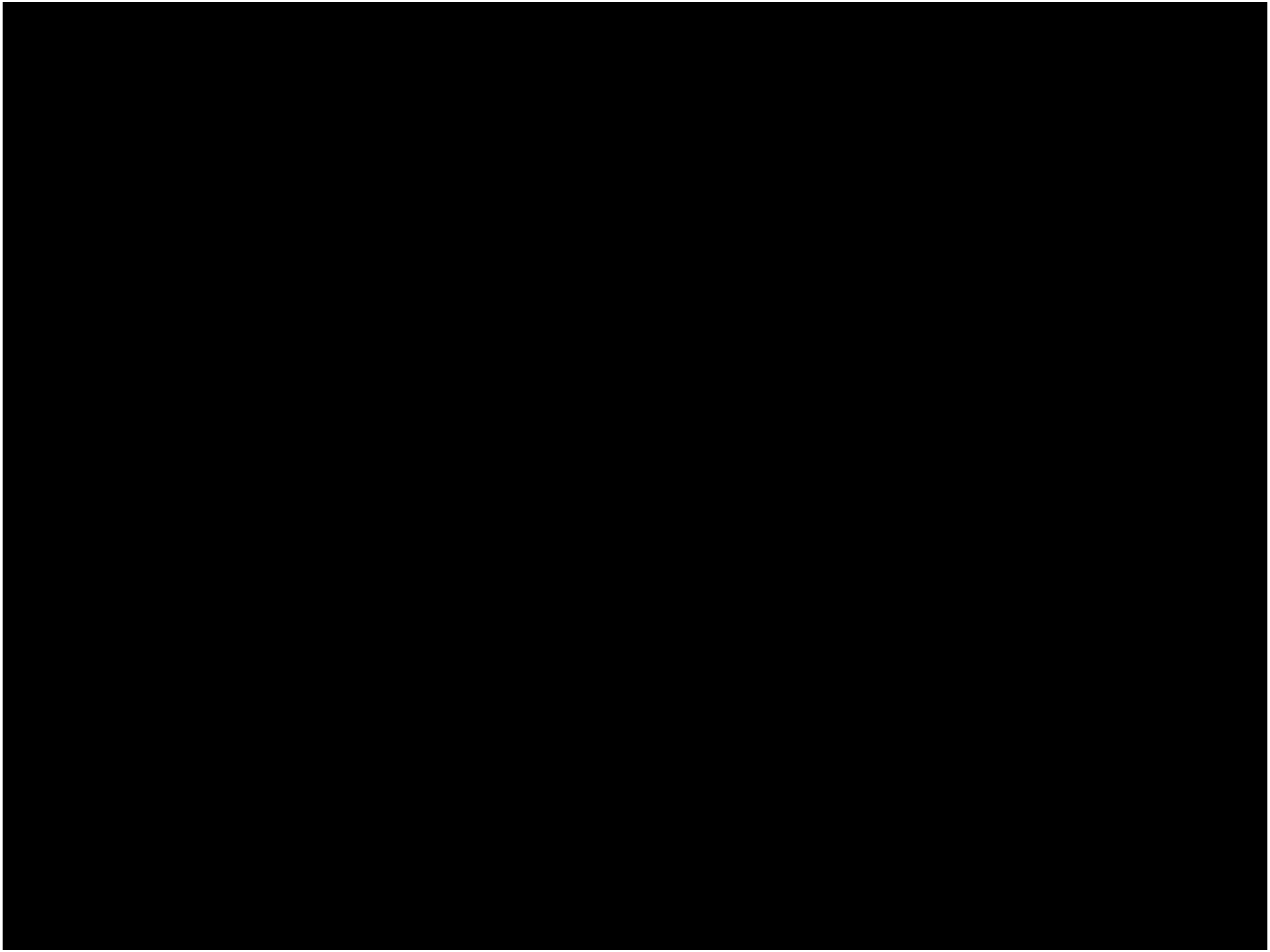
Inventory

Use what you've got

If it isn't good, make it better



Be responsible

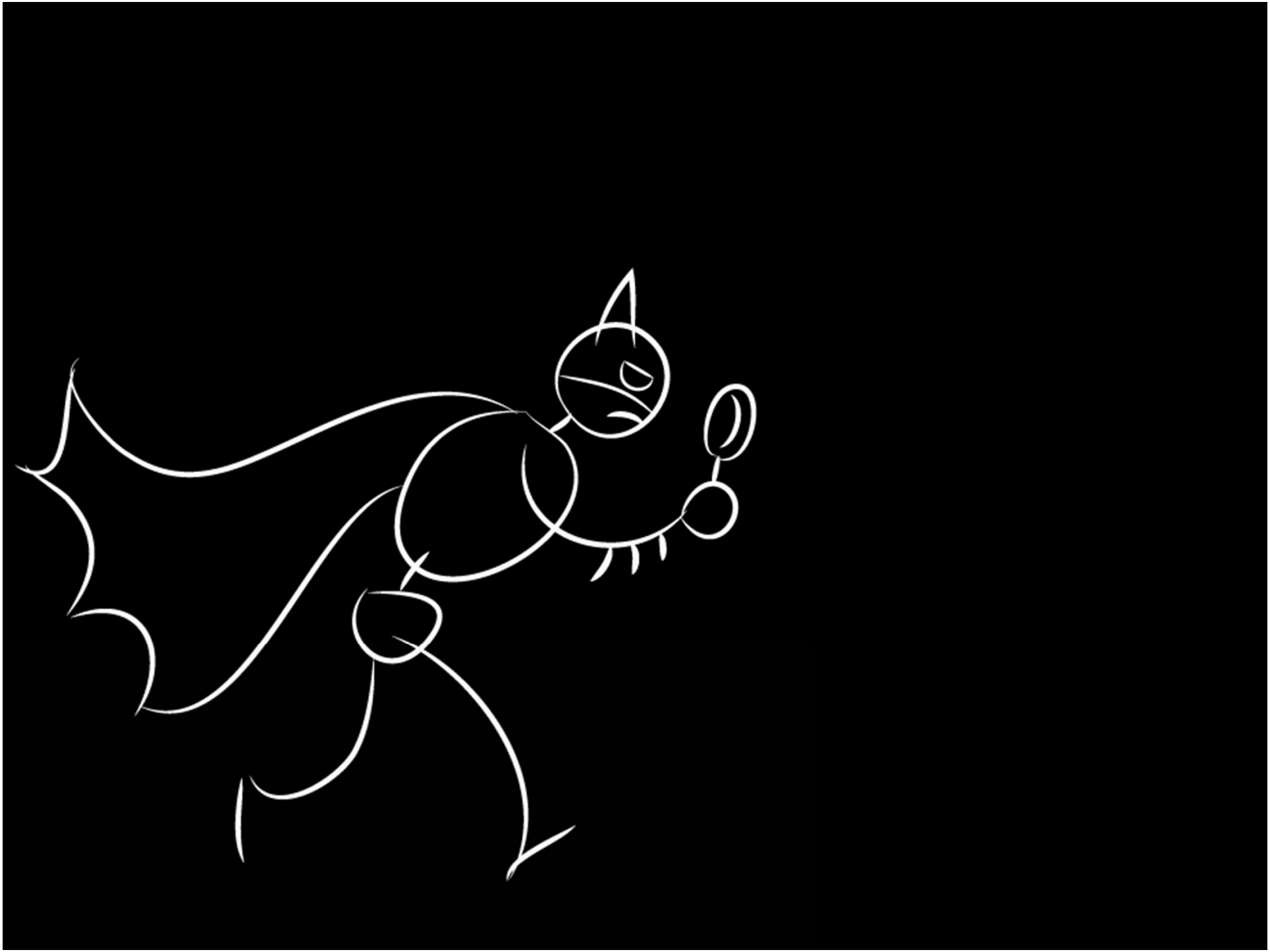


Hunt down the rest

Find it where it lives

Hunt down the rest

Find it where it lives



Logistics

logistics (lɒˈdʒɪstɪks)
—***n***

1.
the science of the movement, supplying, and maintenance of military forces in the field

2.
the management of materials flow through an organization, from raw materials through to finished goods

3.
the detailed planning and organization of any large complex operation

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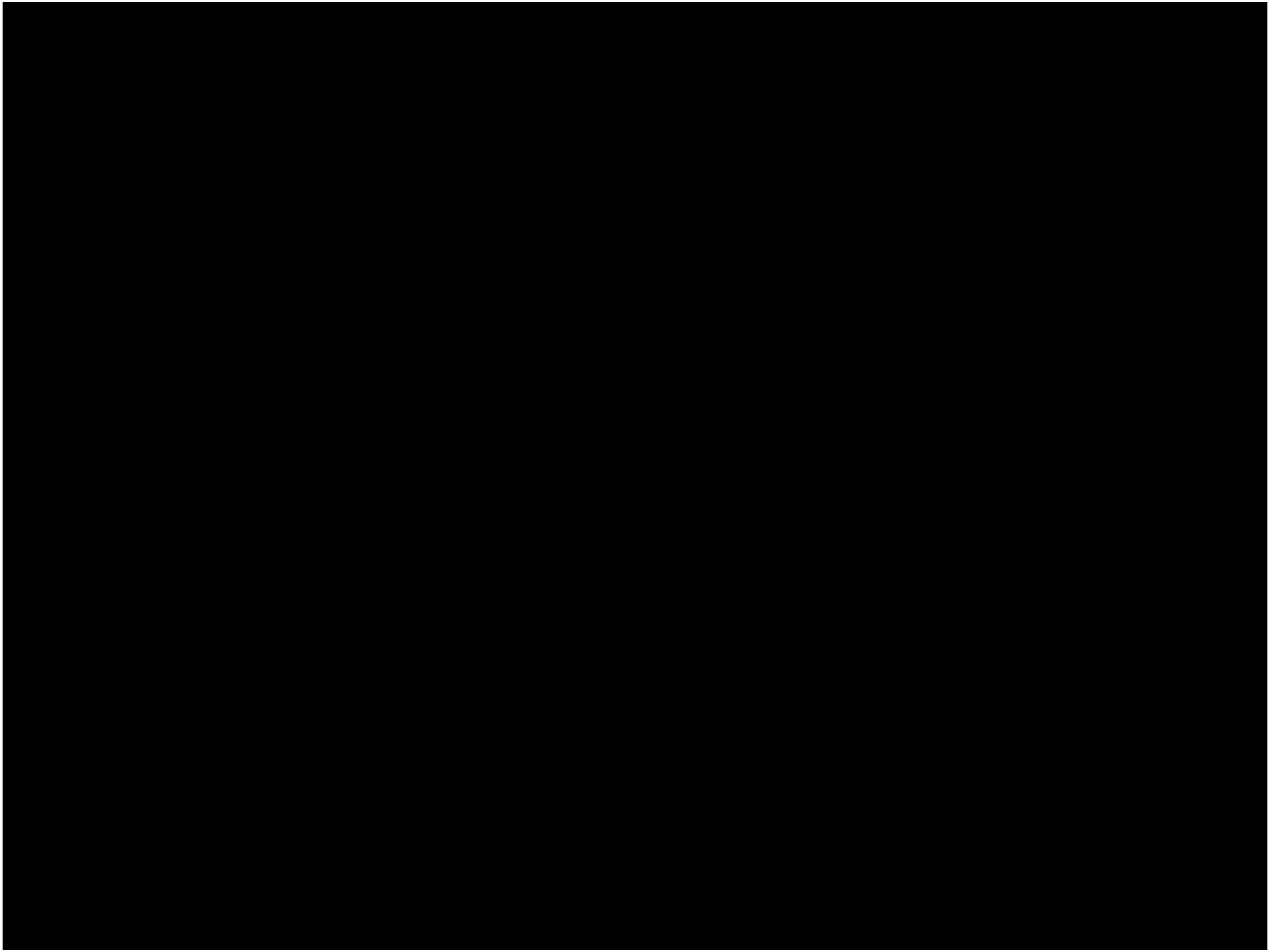
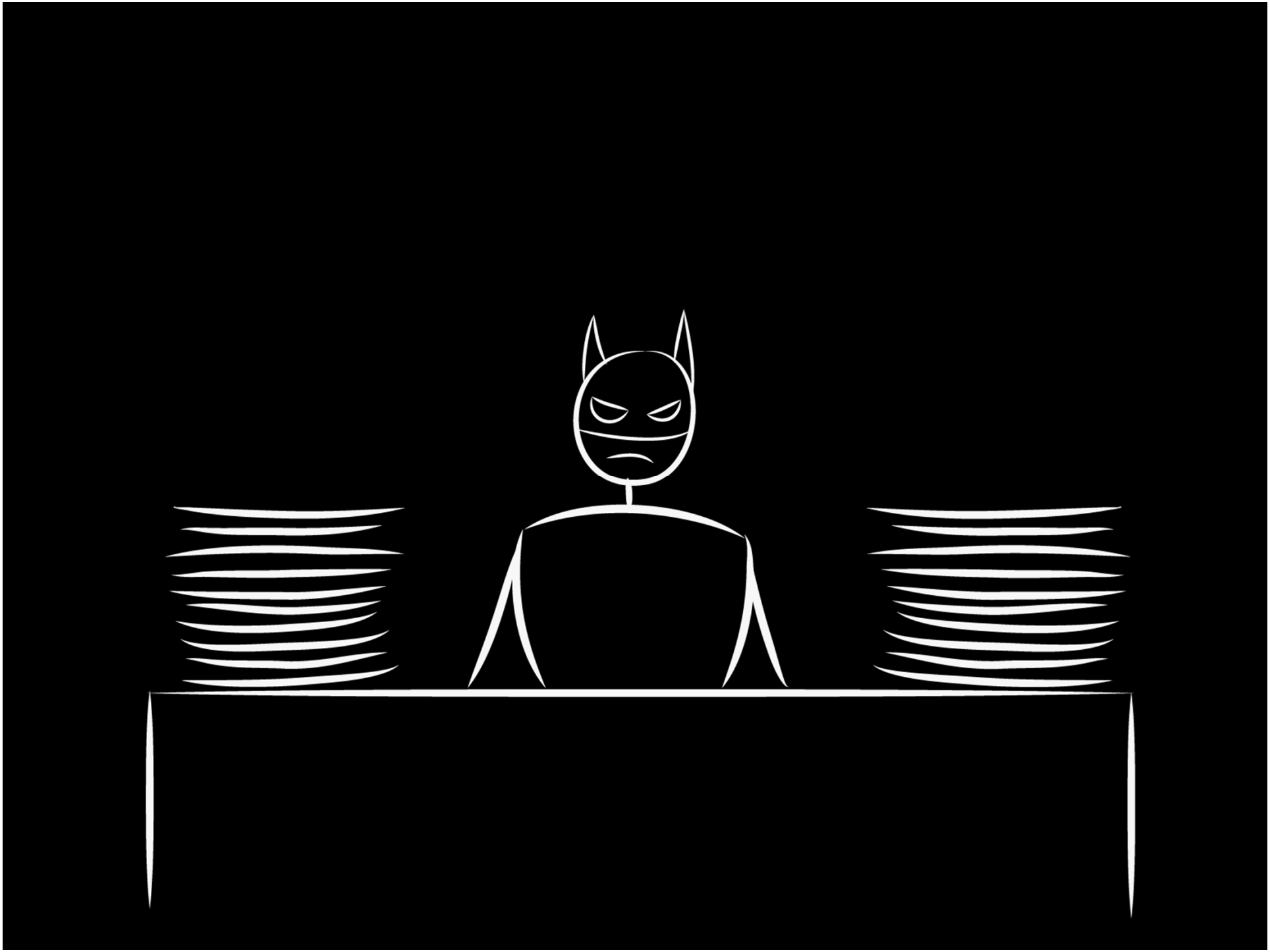
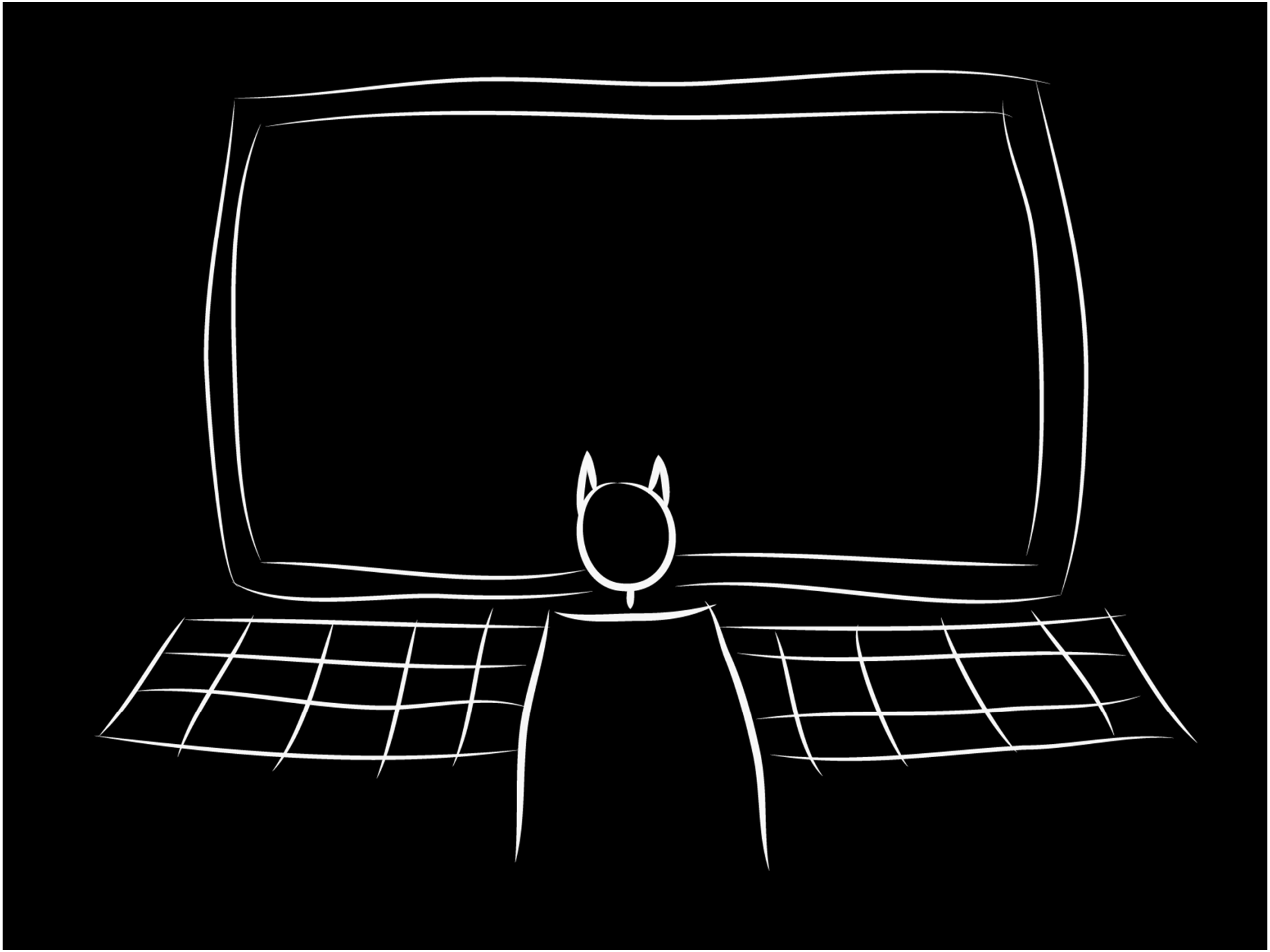
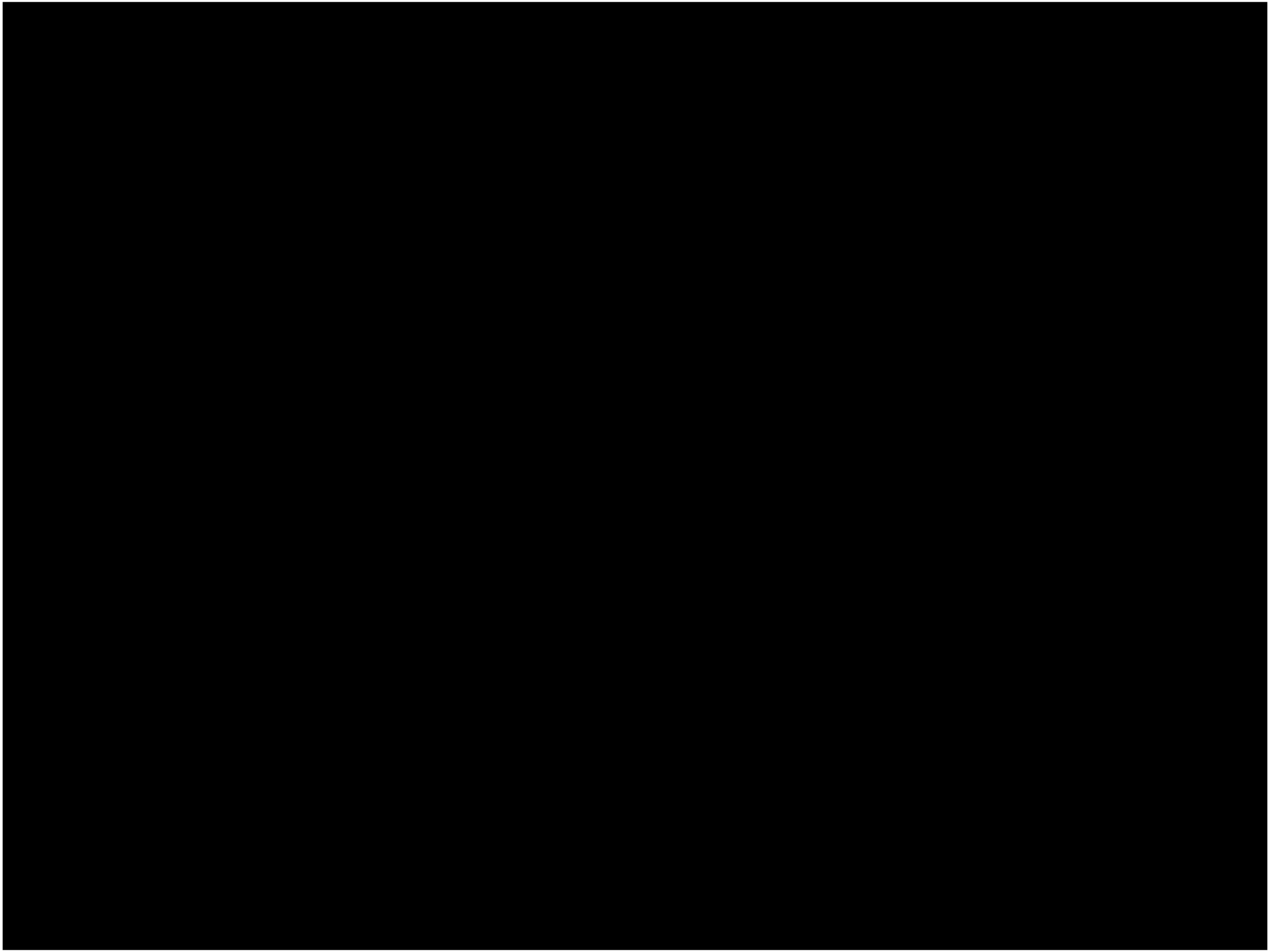
Mobilize !









DATA SOURCES

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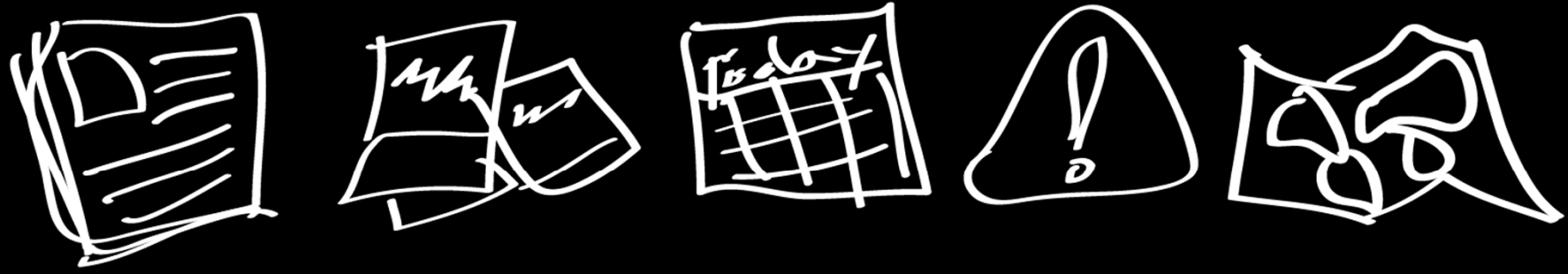
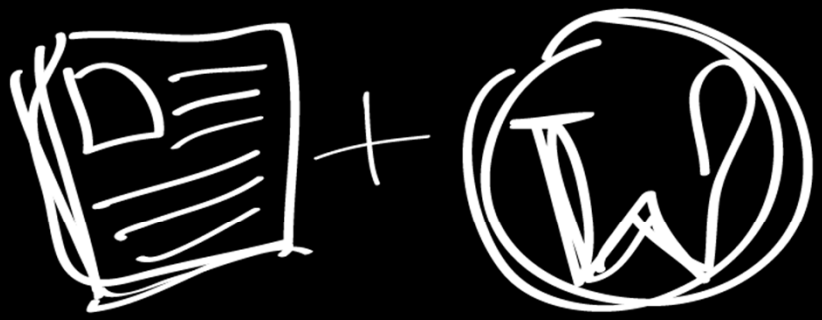
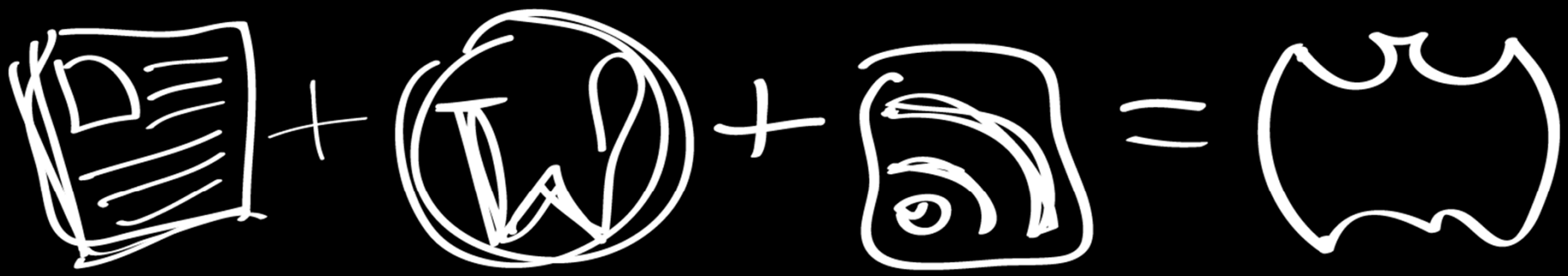


News



News WordPress

News WordPress RSS



News WordPress RSS Data Source

Events

Events

iCal

Events iCal Data Source

Photos

Photos Flickr

Photos Flickr RSS

Photos Flickr RSS Data Source

Emergency Management

Emergency Management

RSS

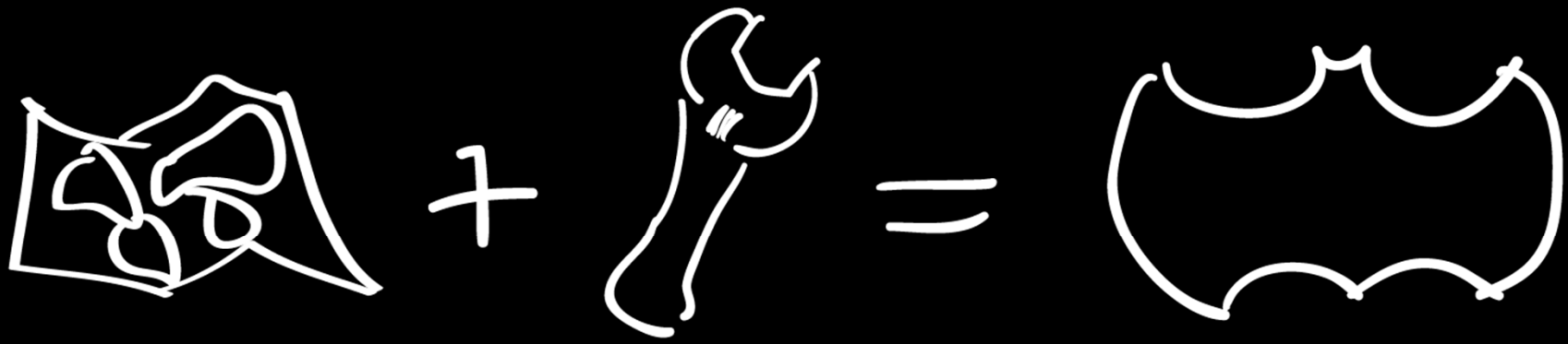
Emergency Management

RSS

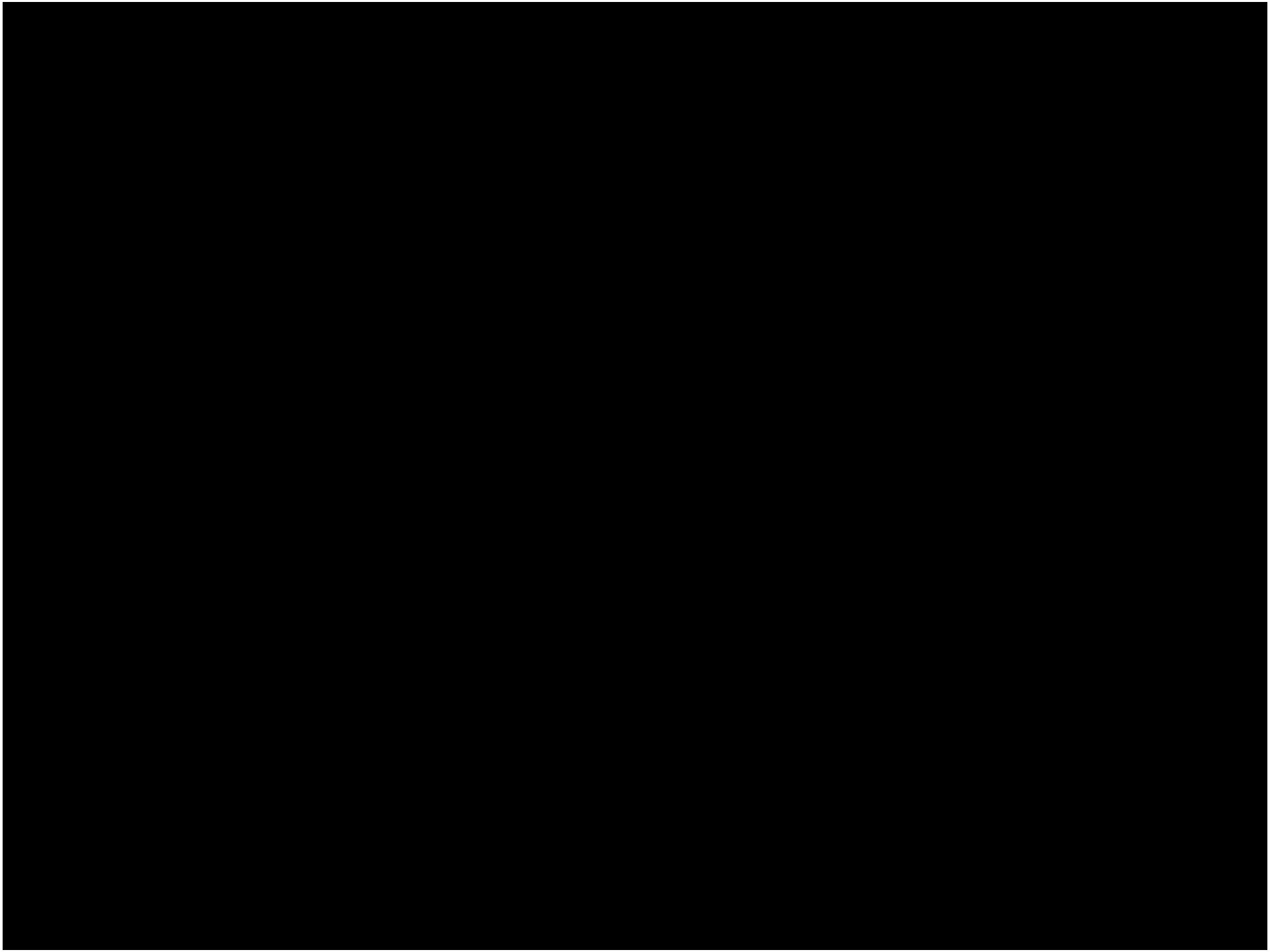
Data Source

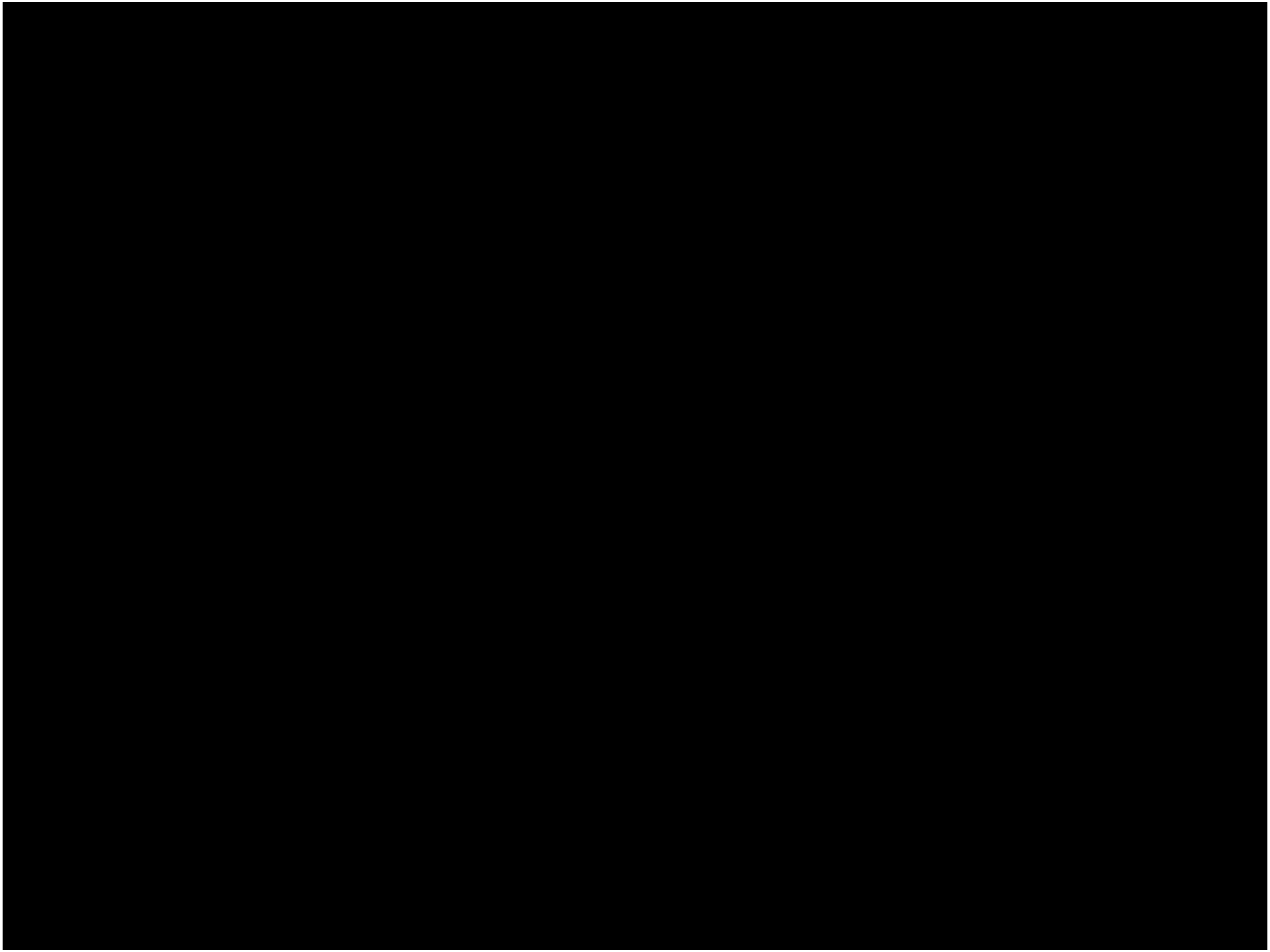
Campus Map

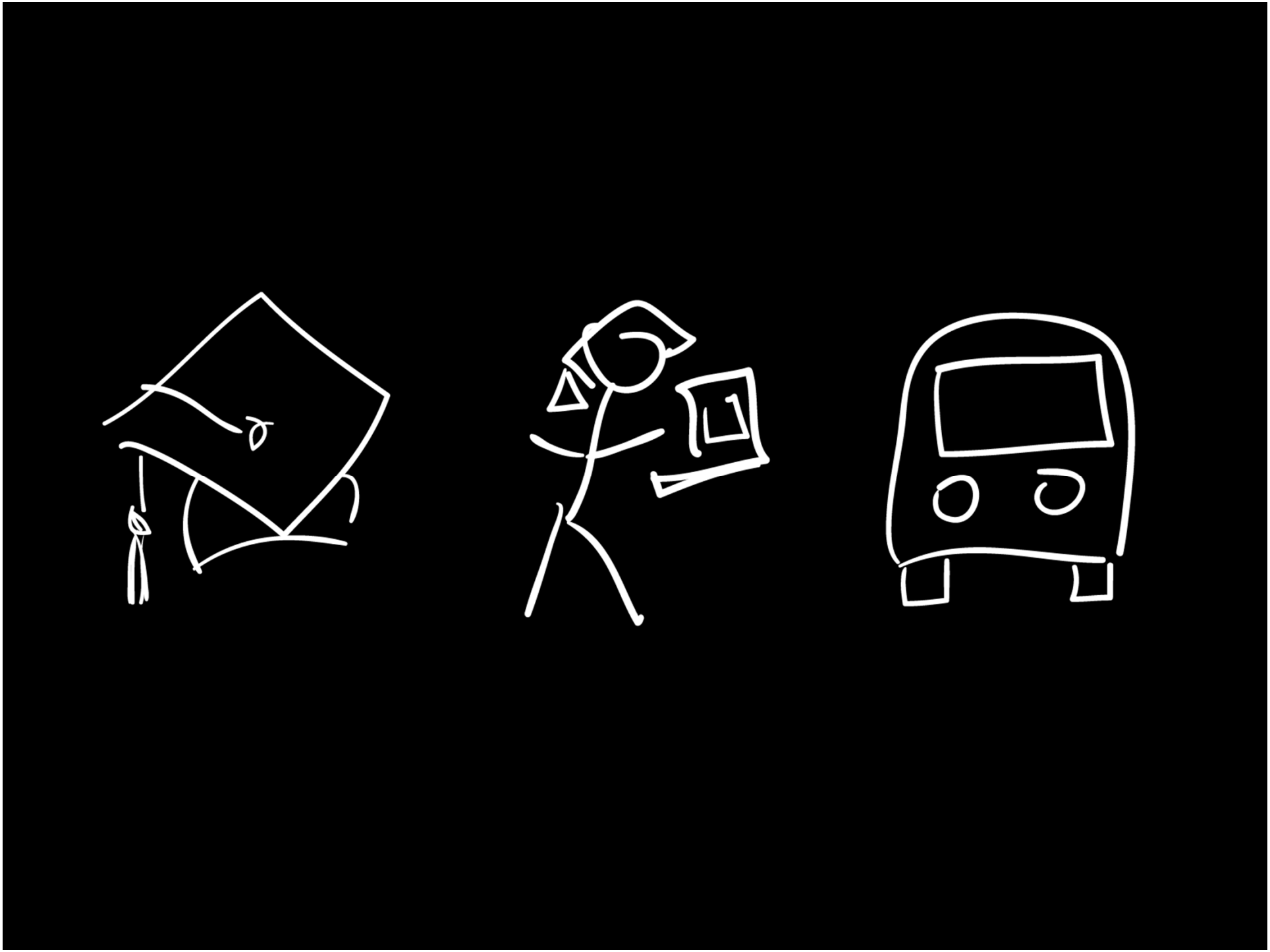
Campus Map API



Campus Map API Data Source







Alumni

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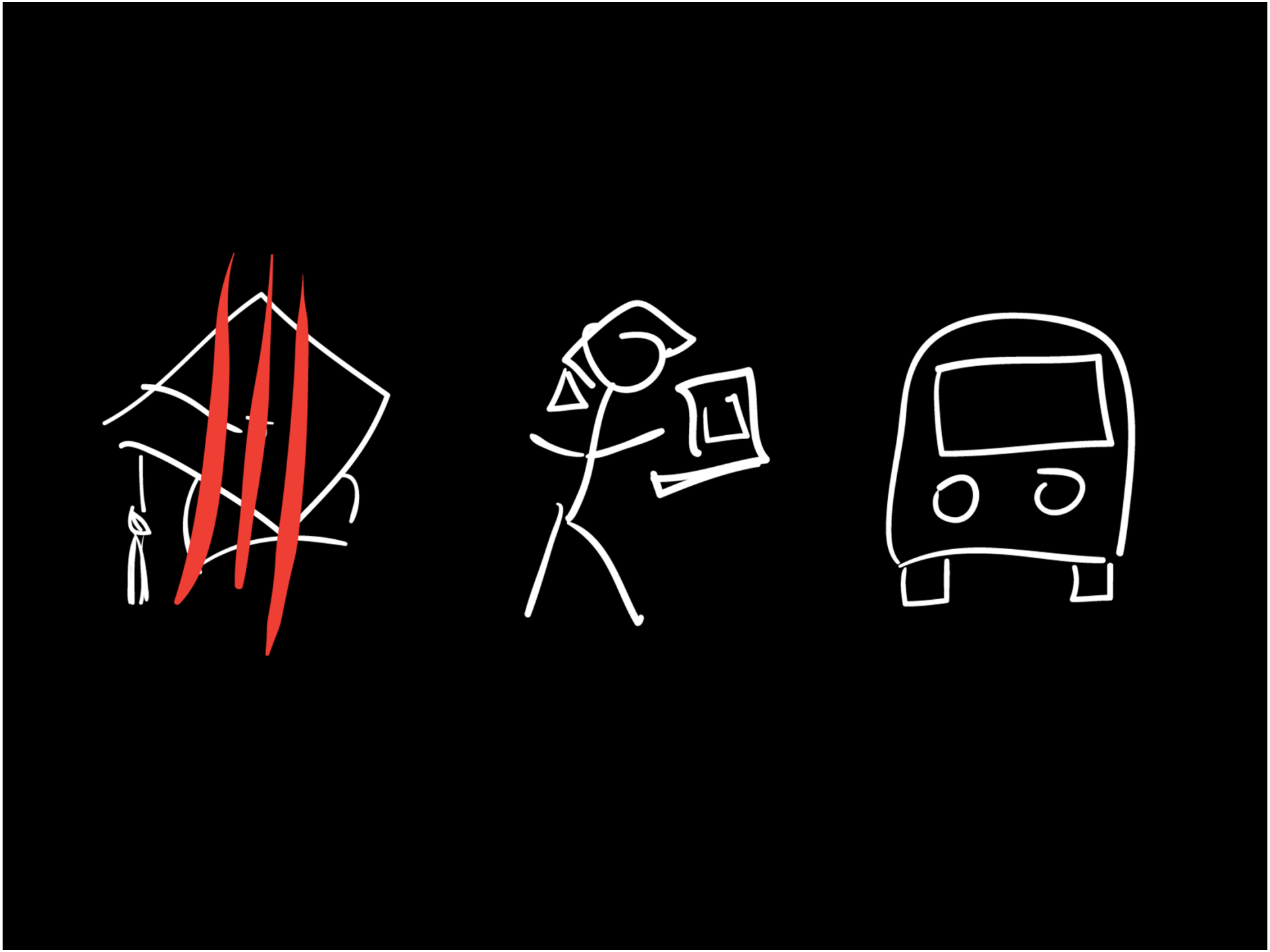
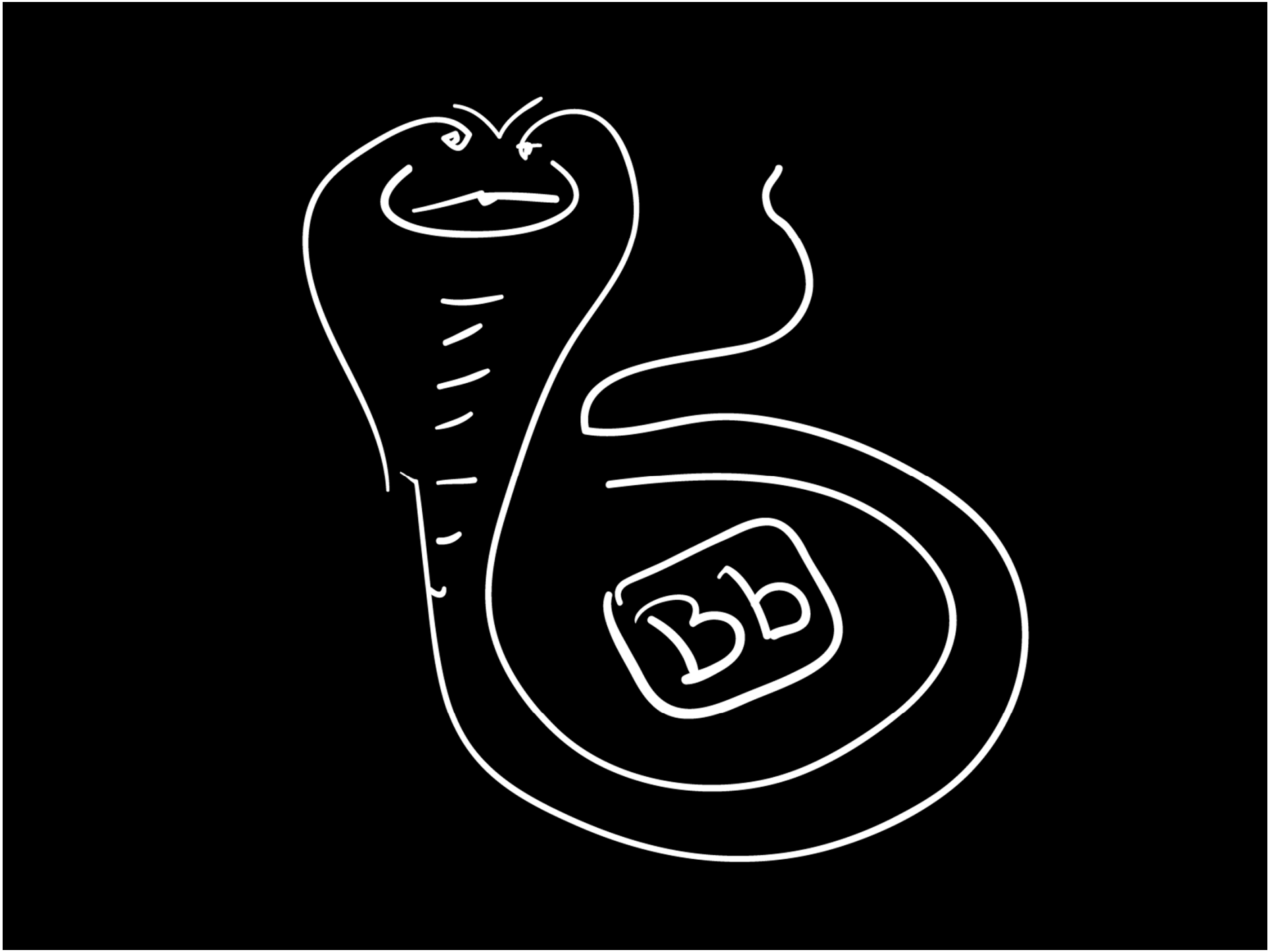
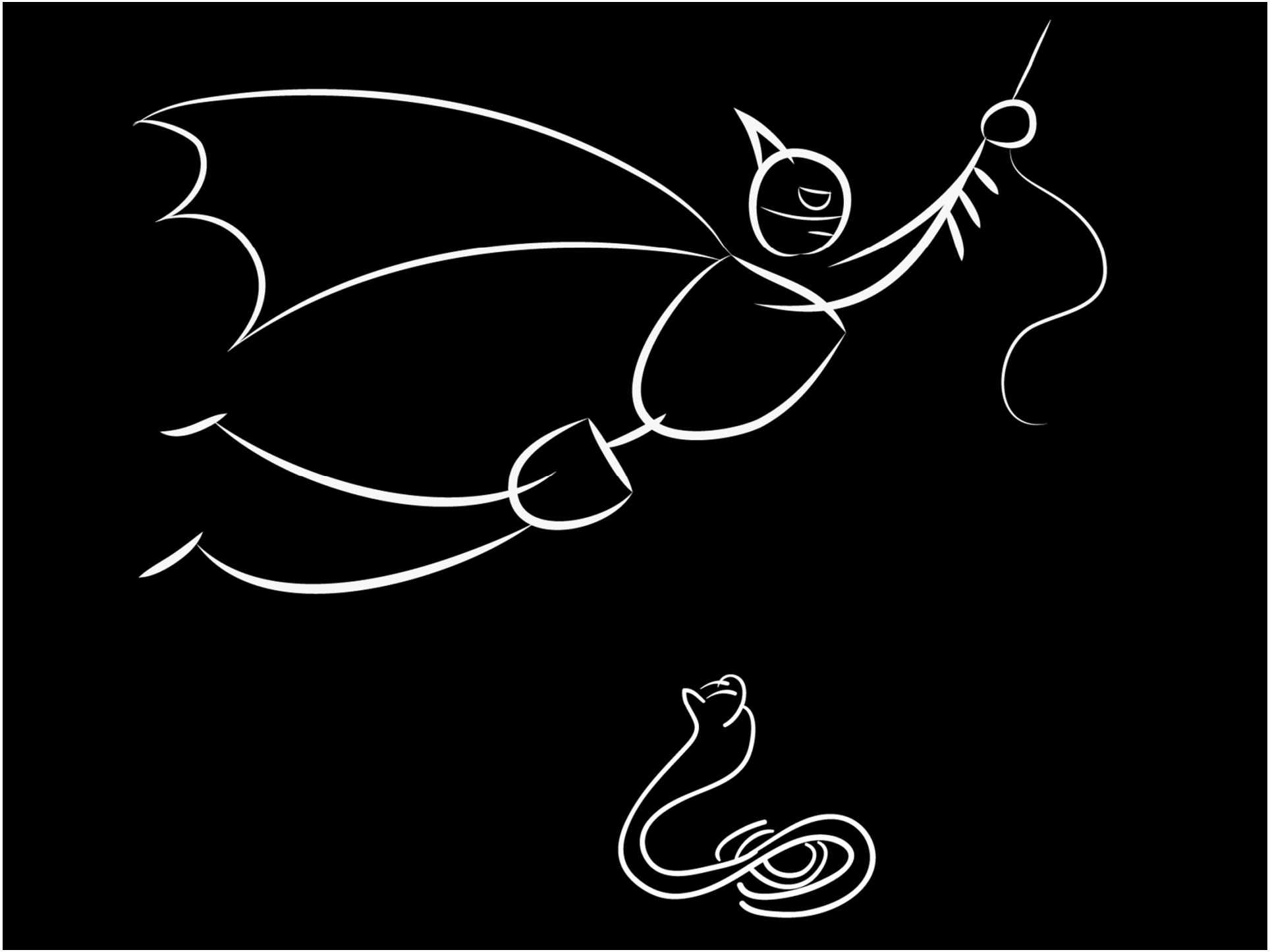
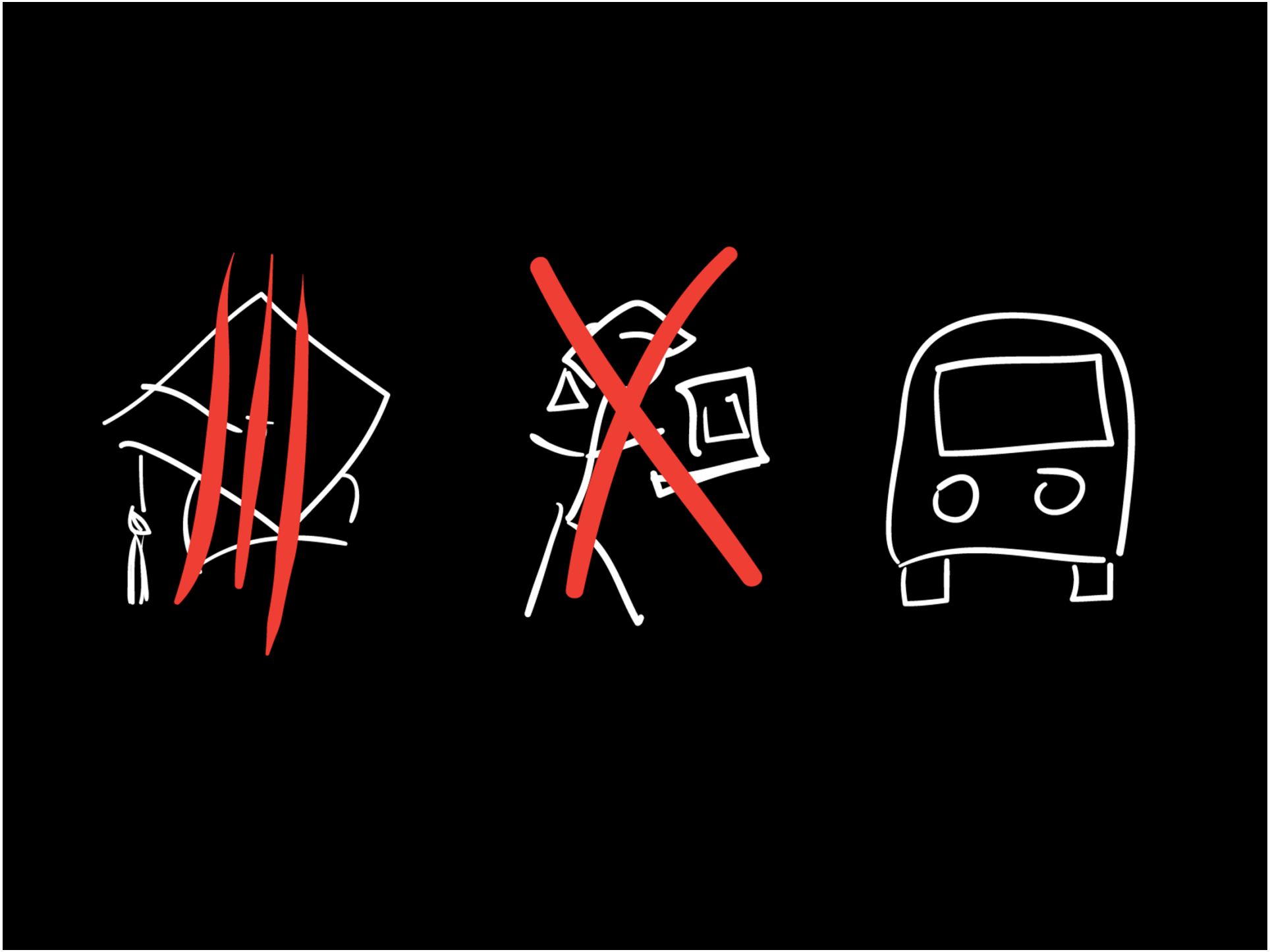
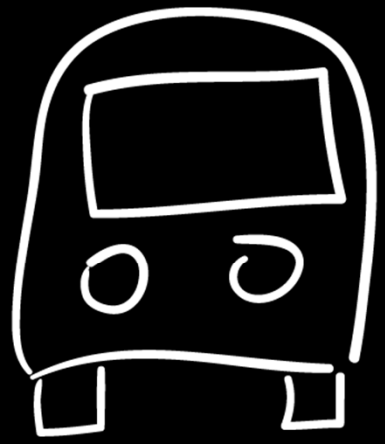


Online Learning

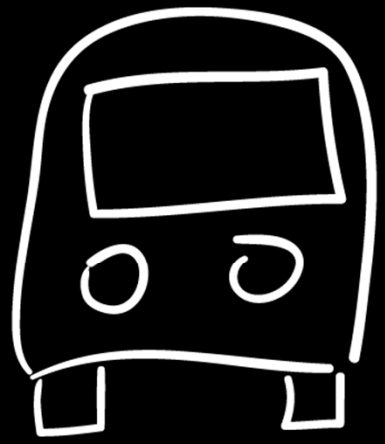

Bb







Parking and Transportation



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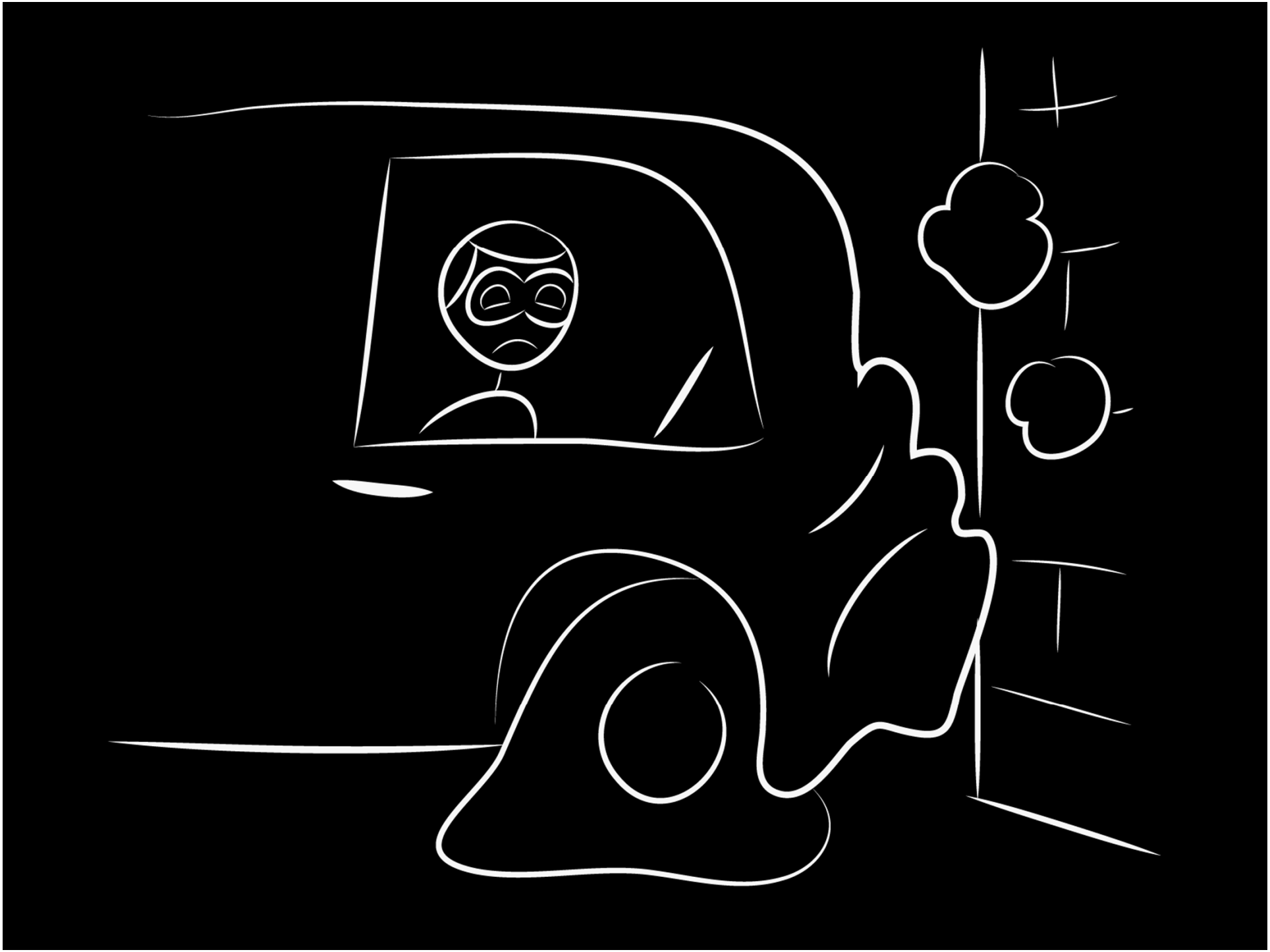
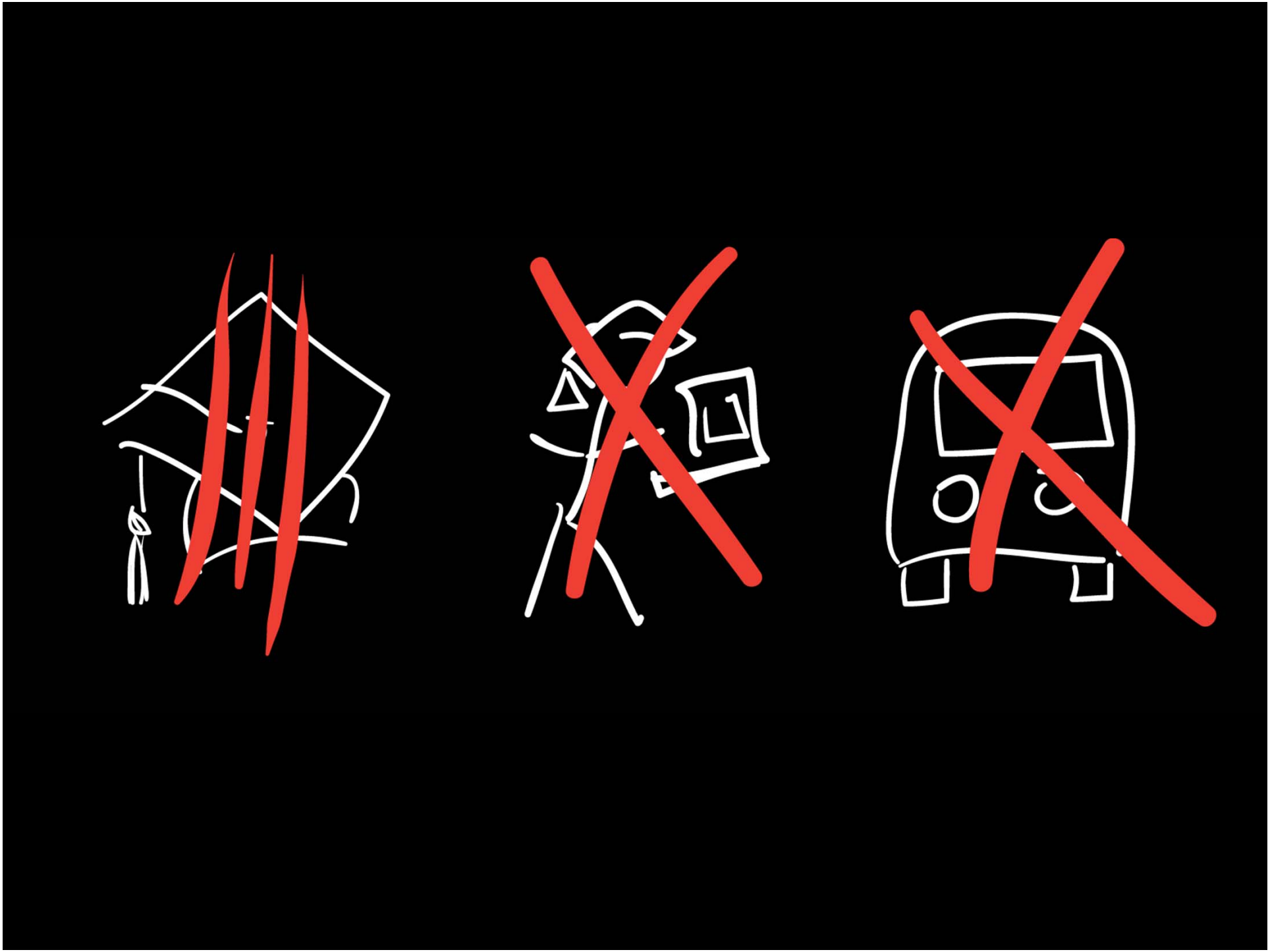
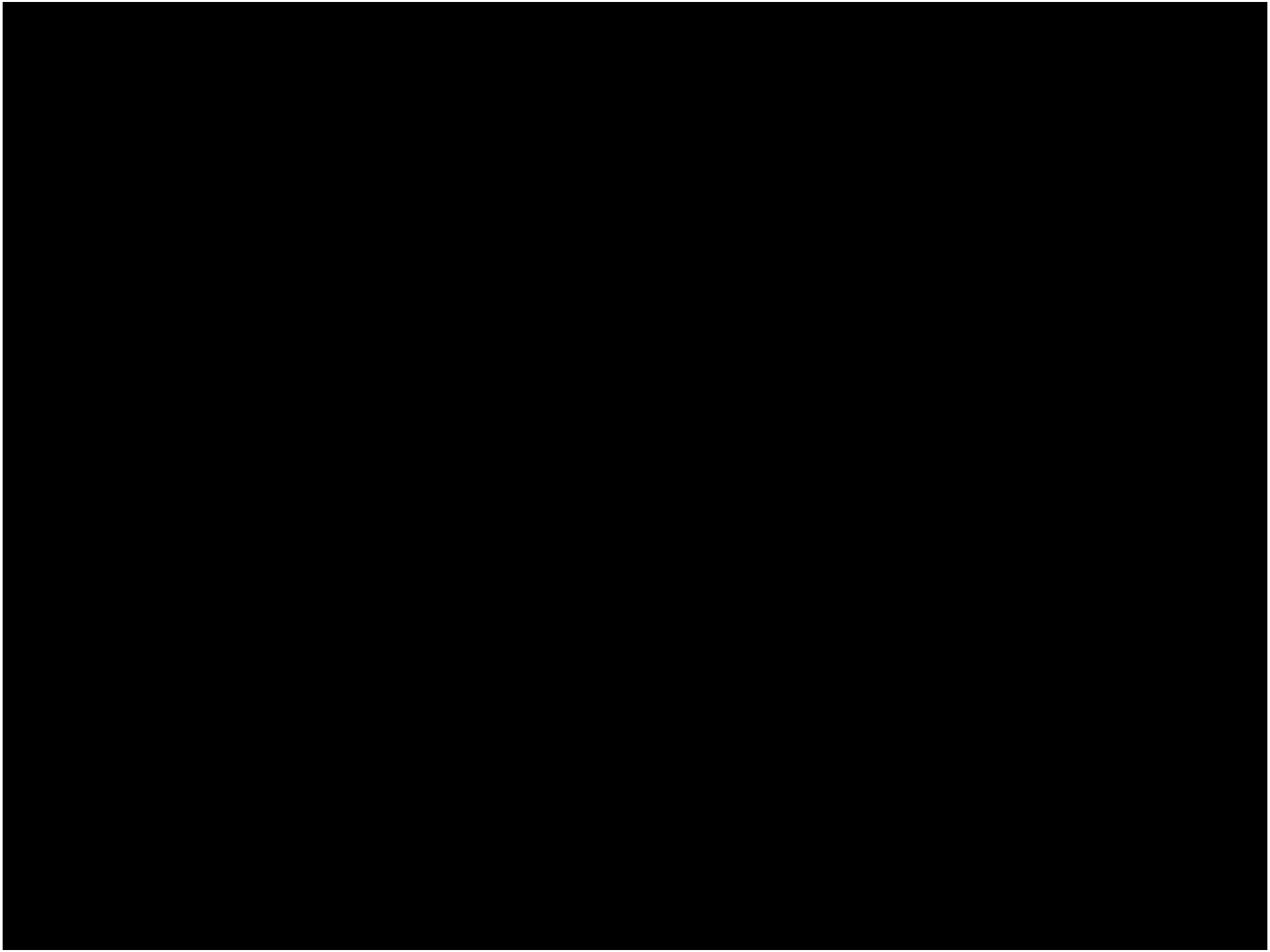
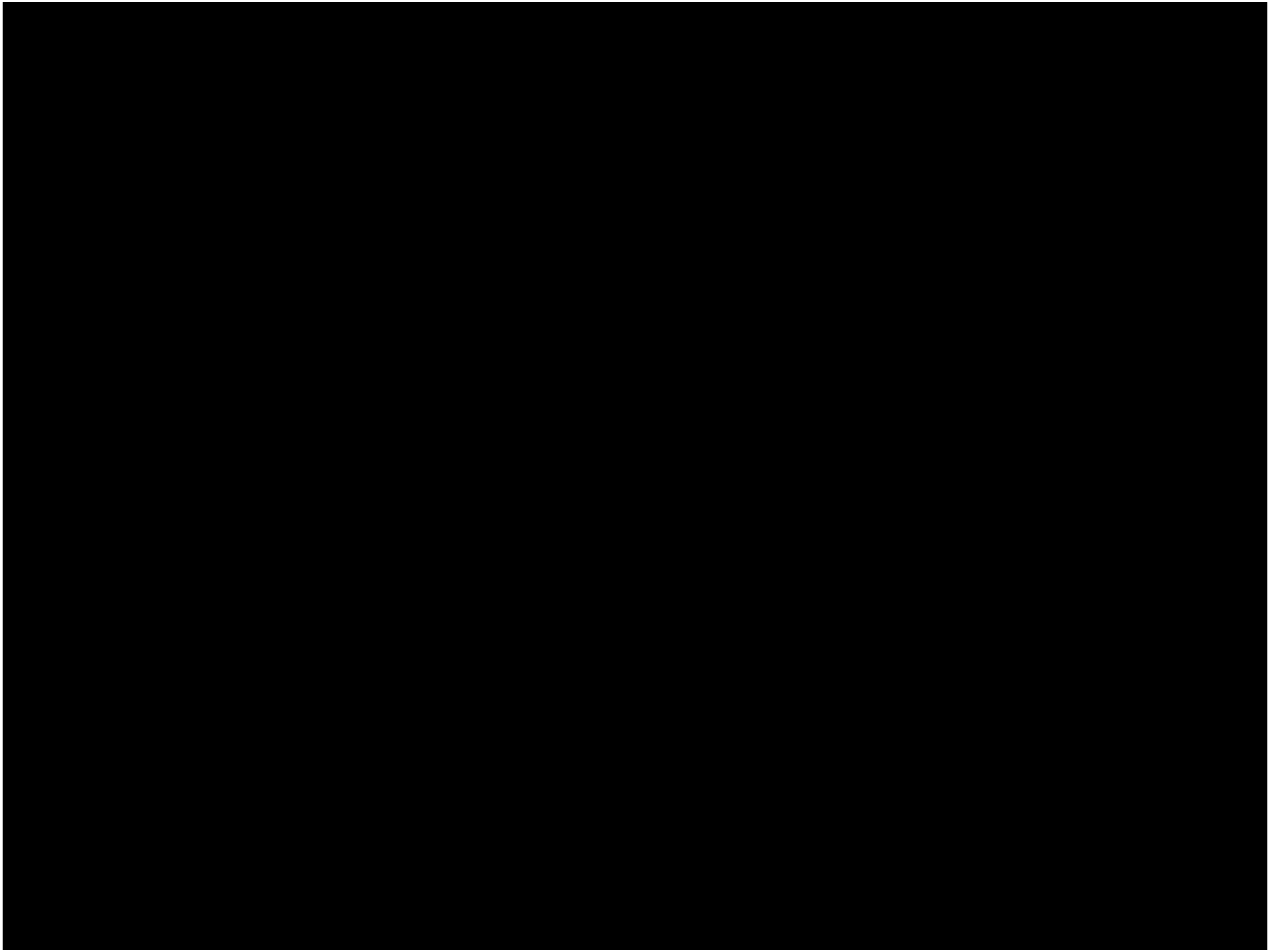








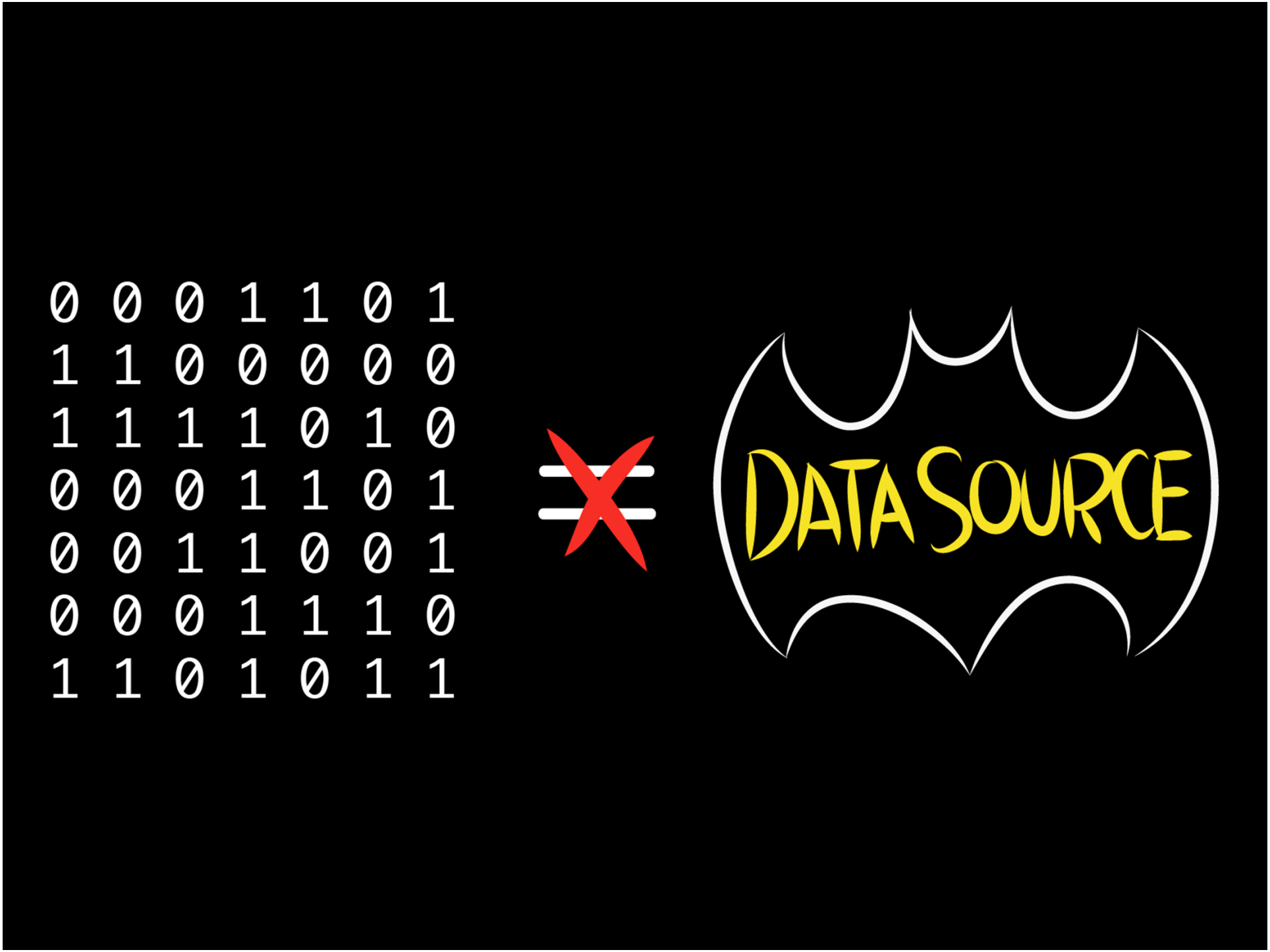
Do you hold this data?

Directory & Phonebook

Academics & Degrees

Maps

Library Catalog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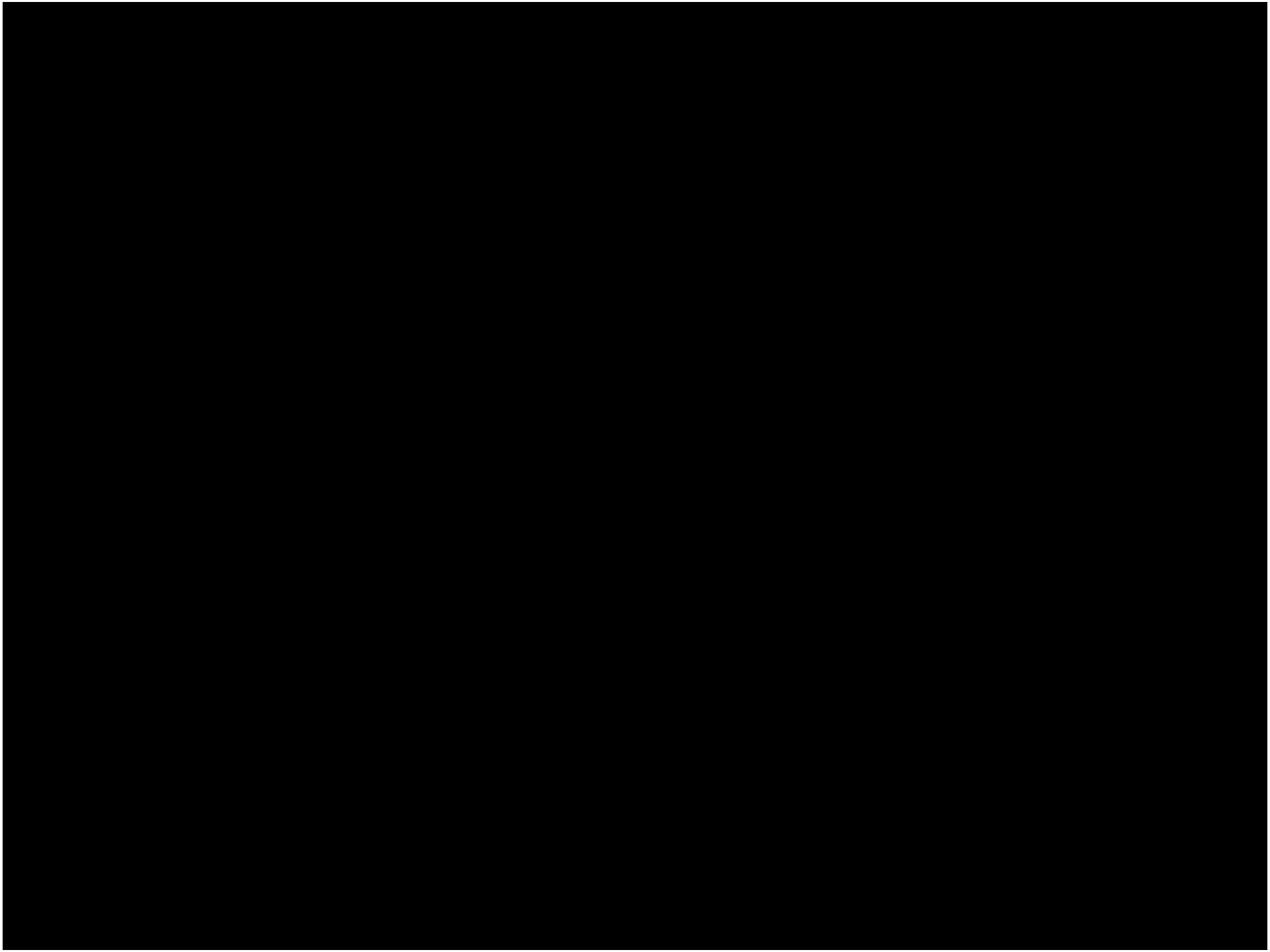
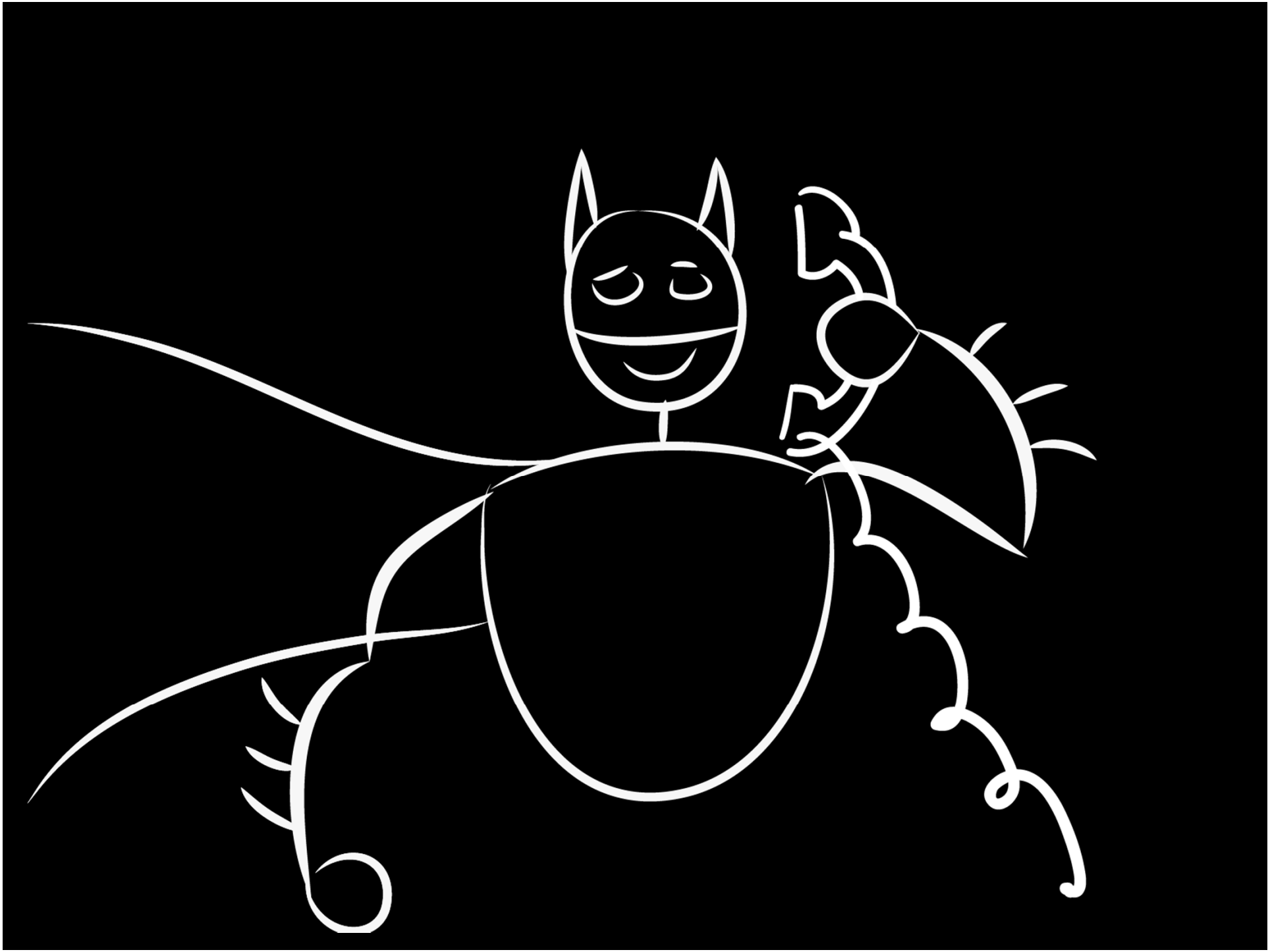
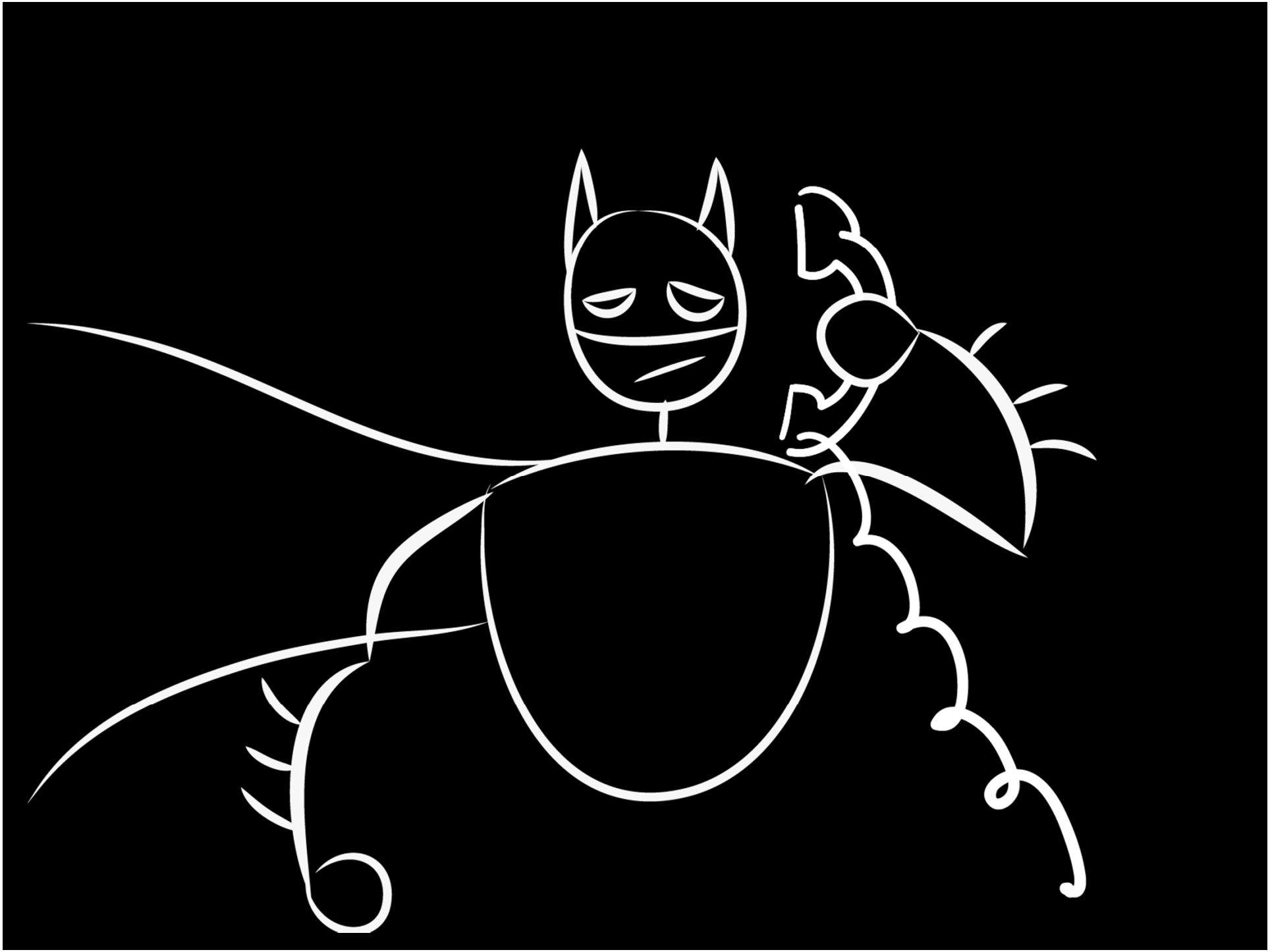
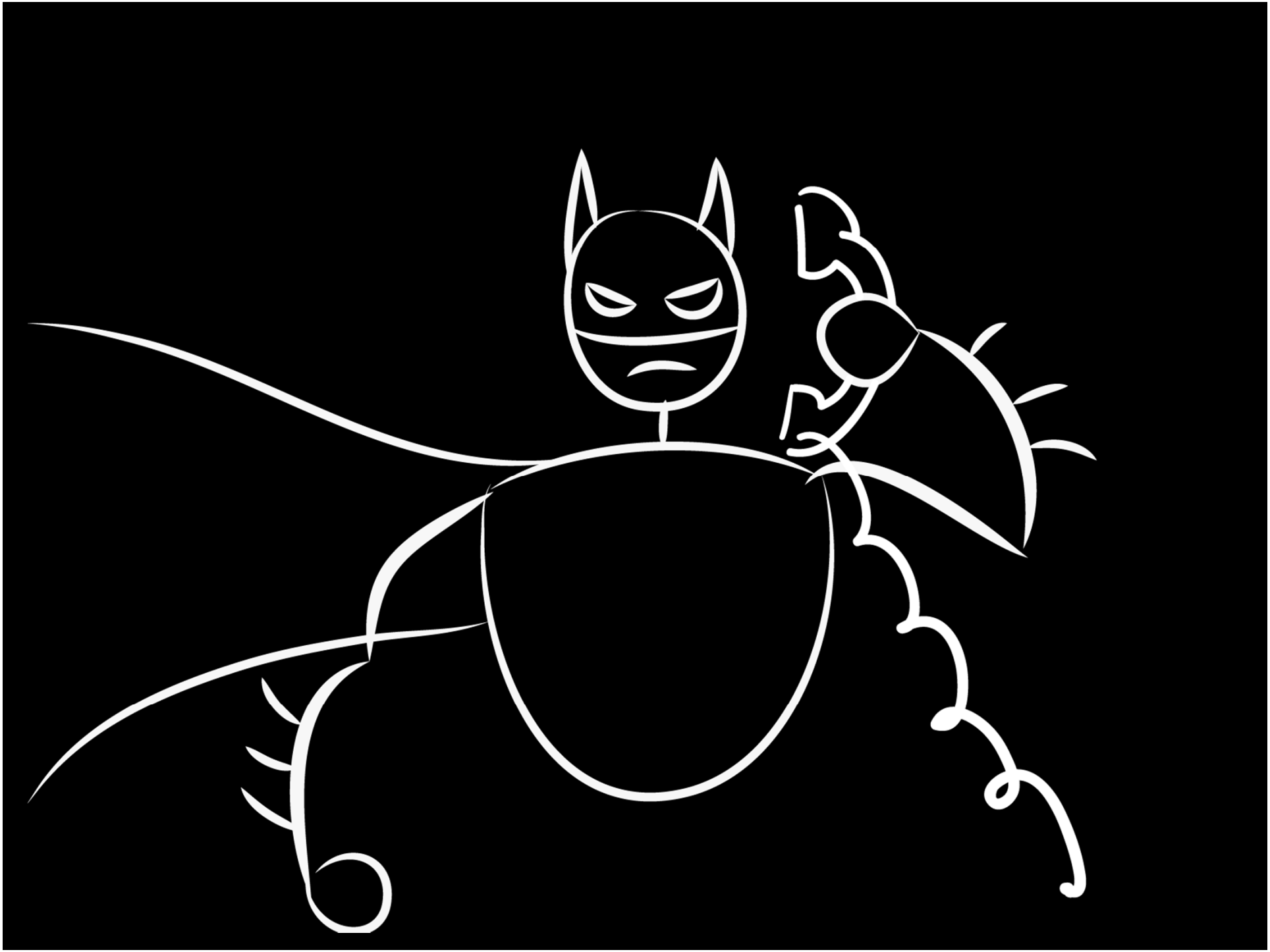
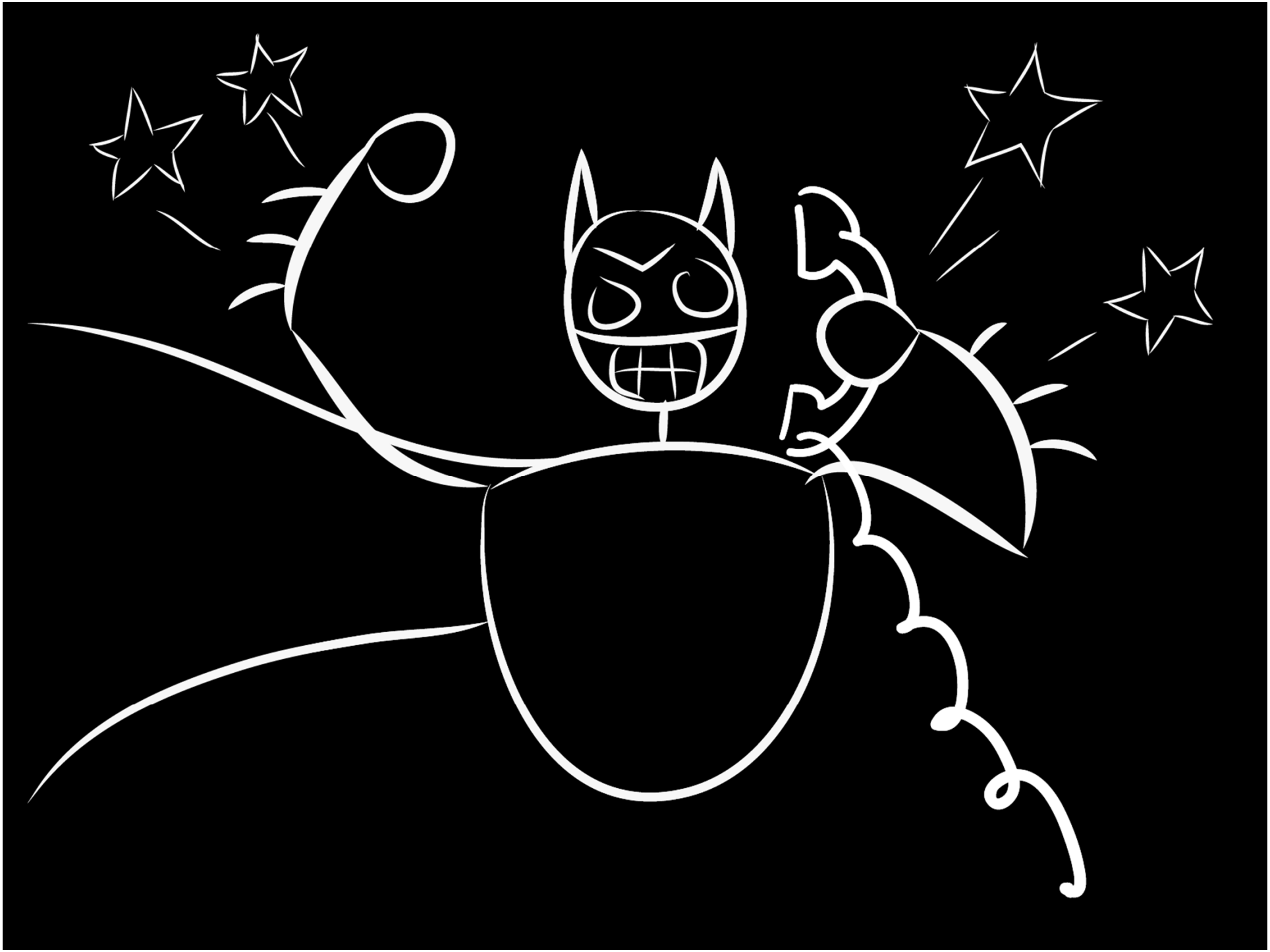
DATA SOURCE

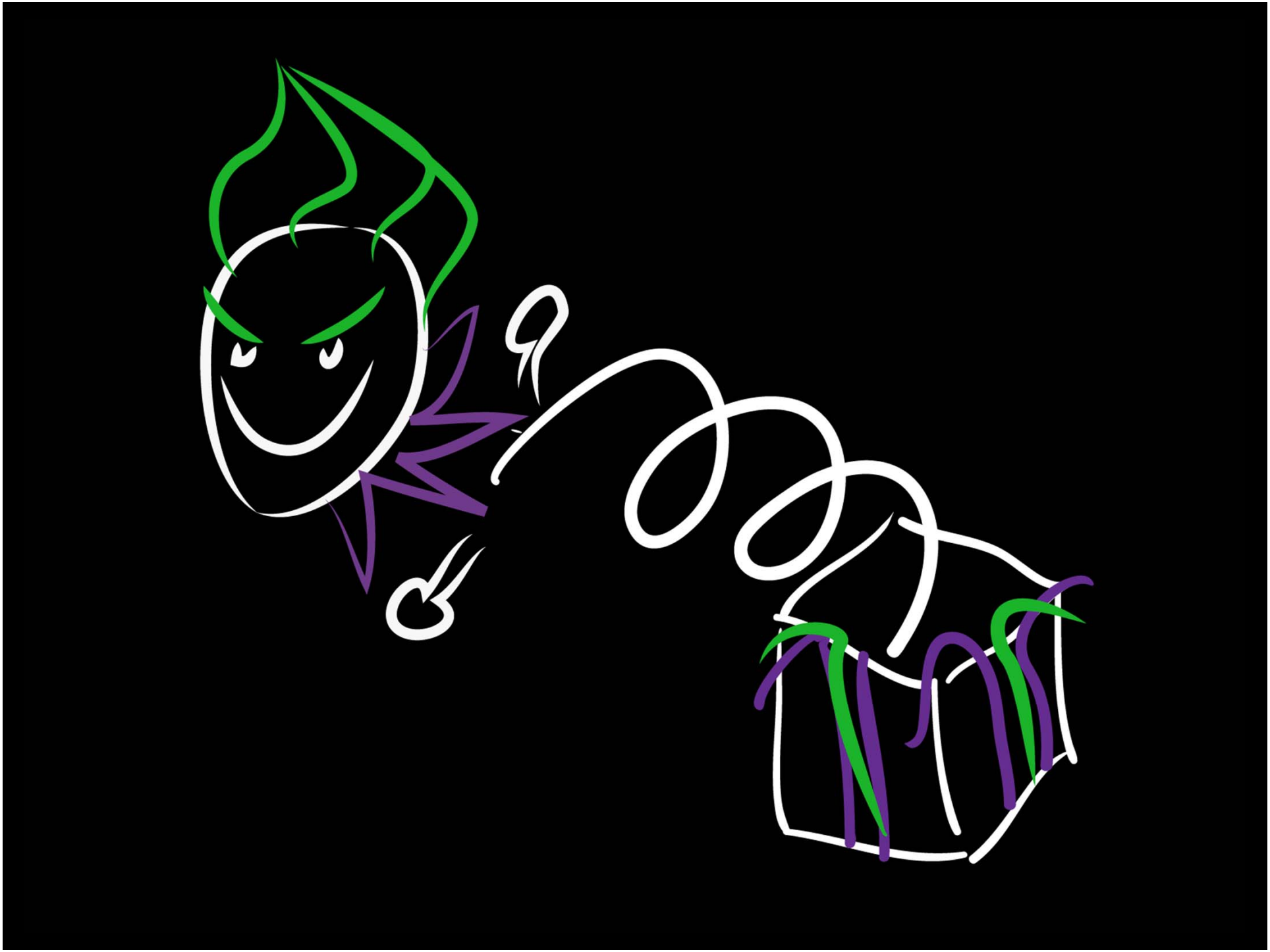


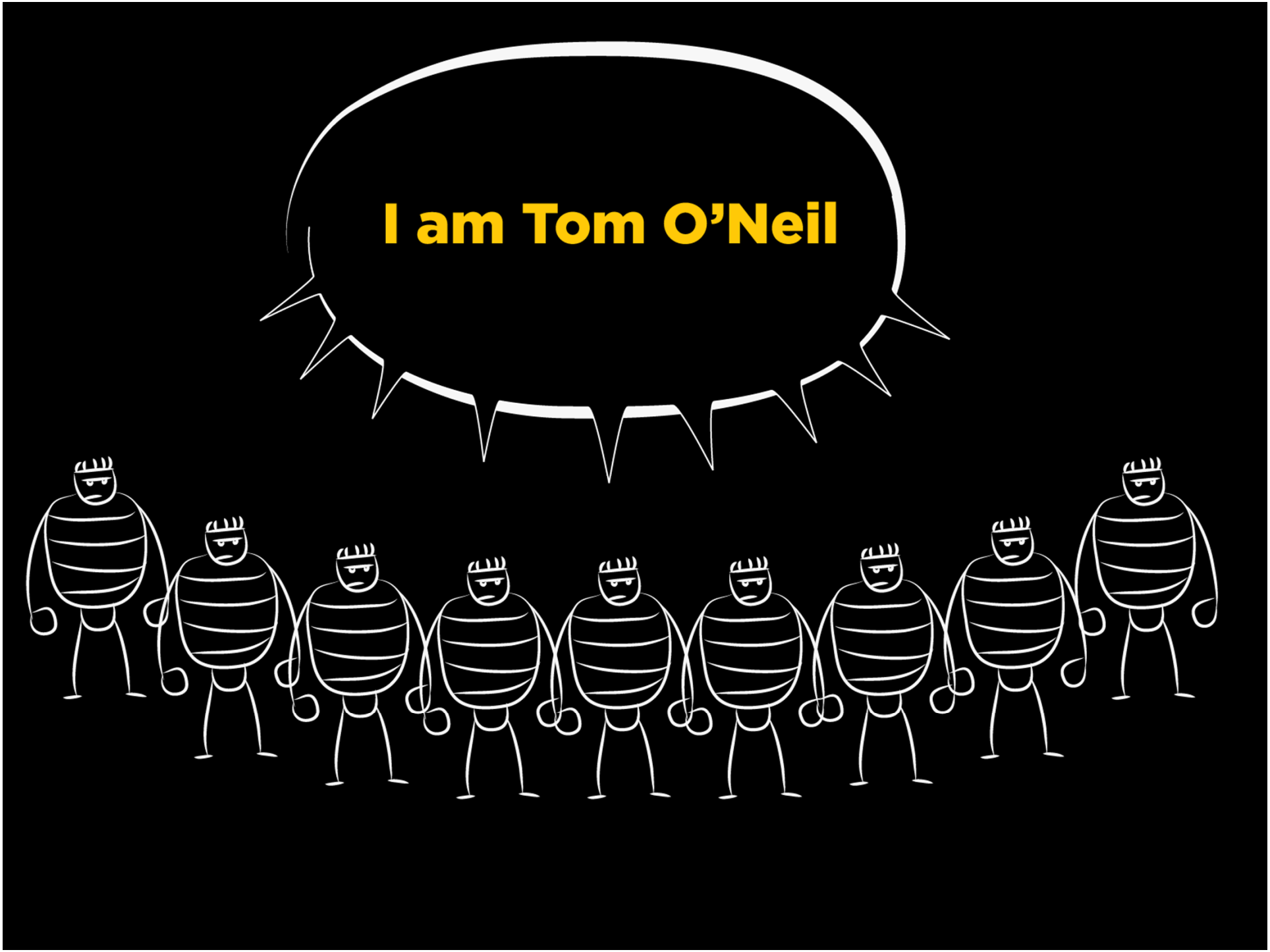




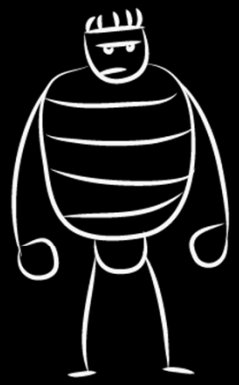


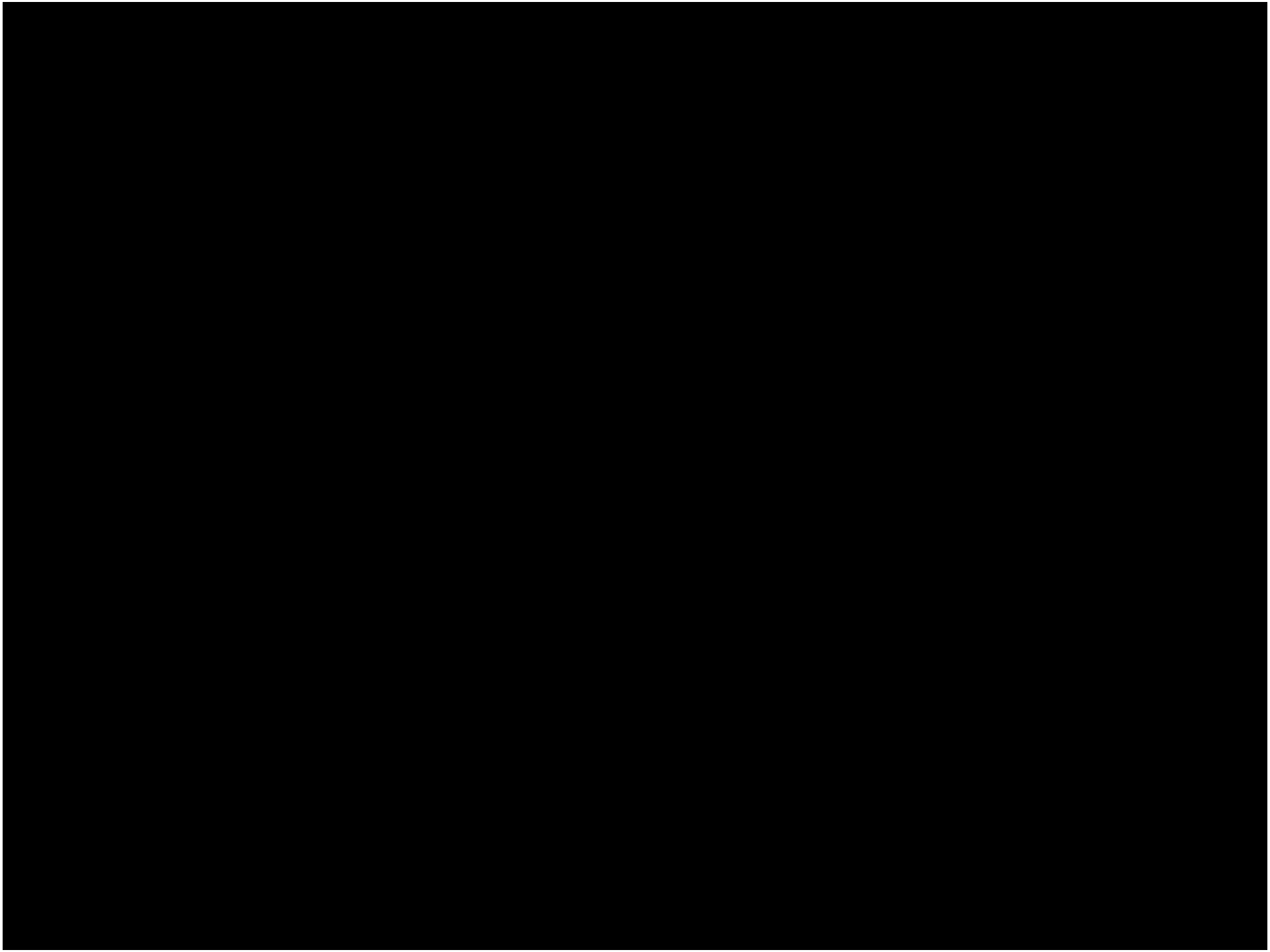


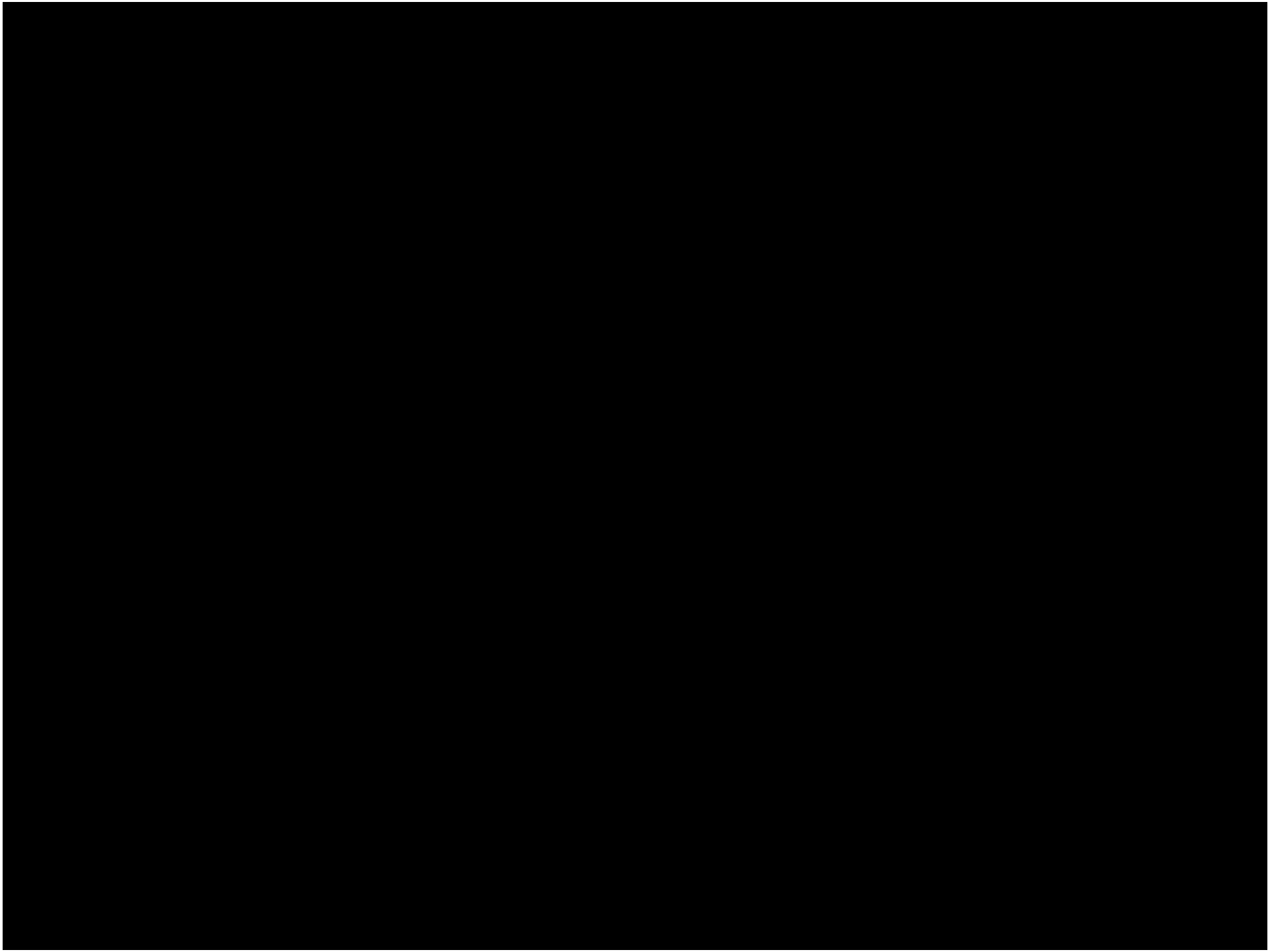


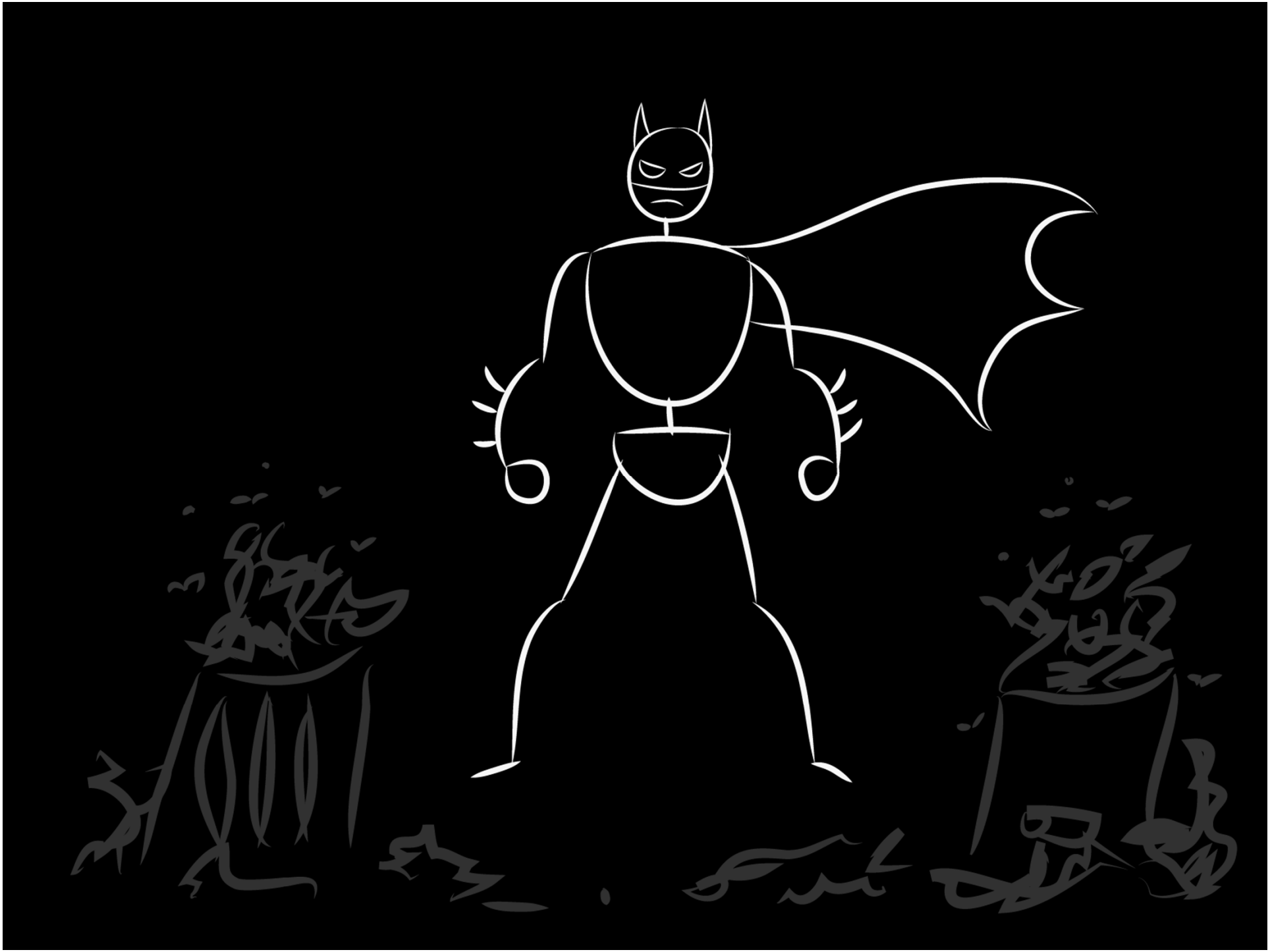

I am Tom O'Neil

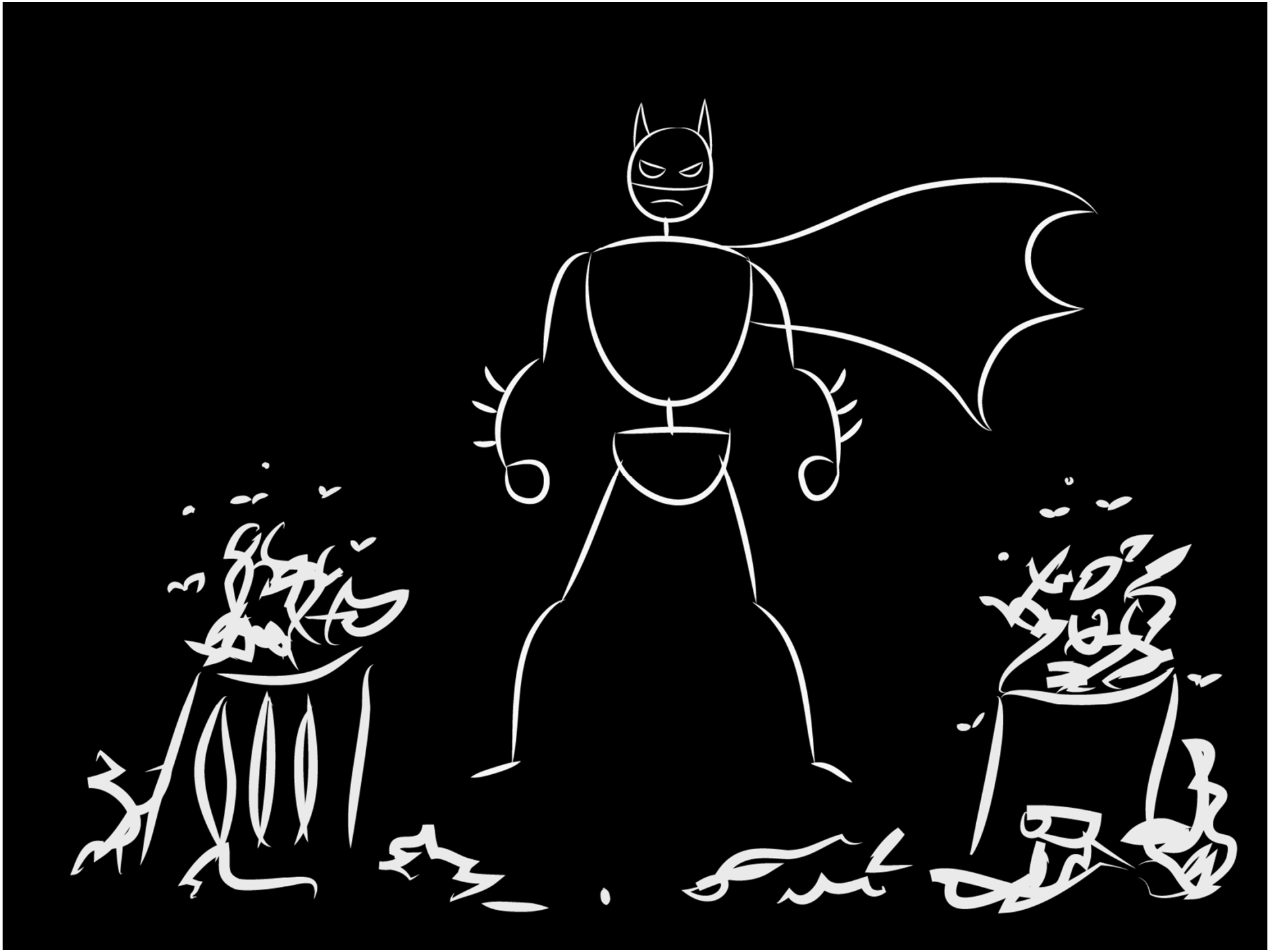
I am Tom O’Neil

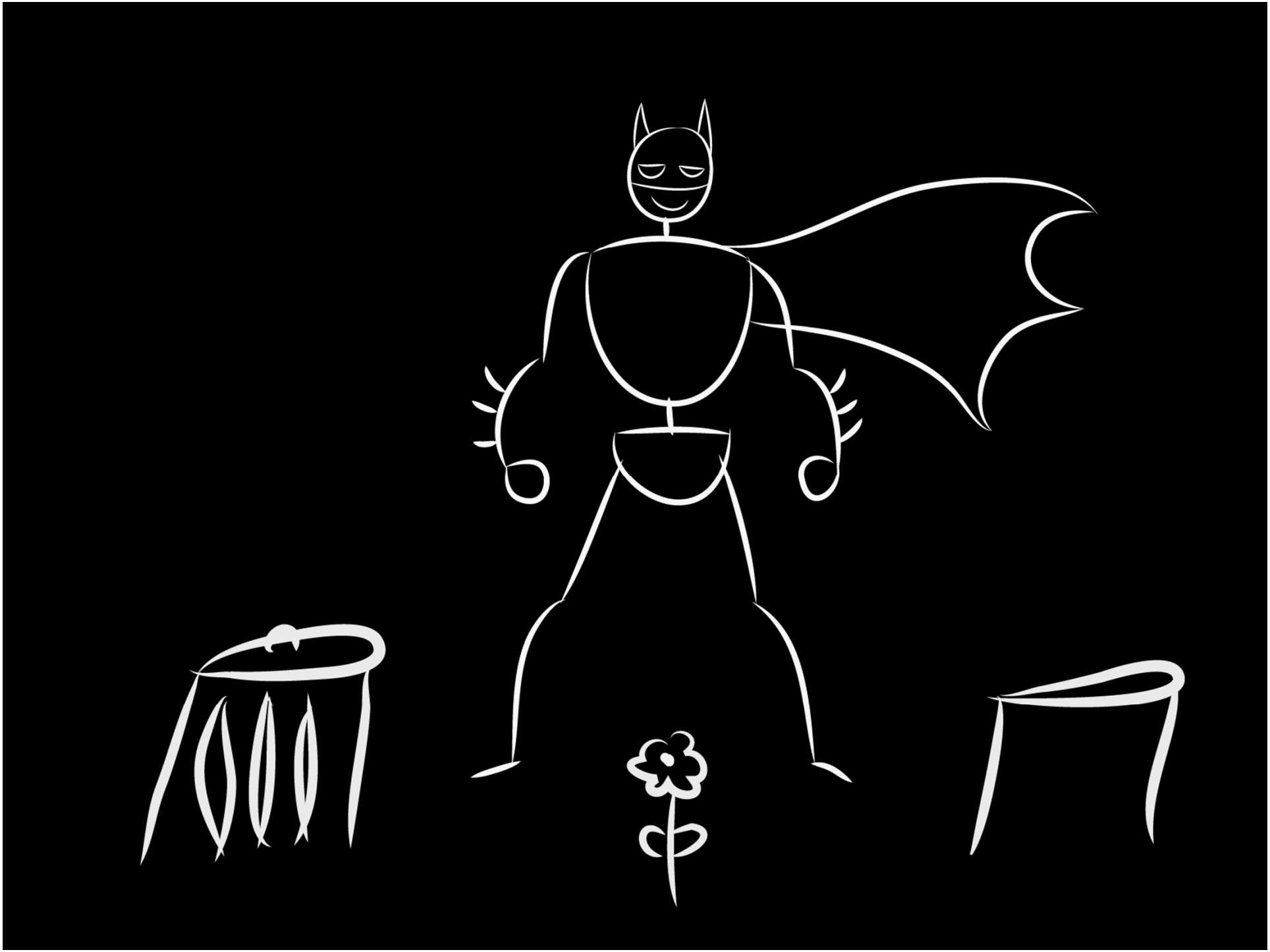




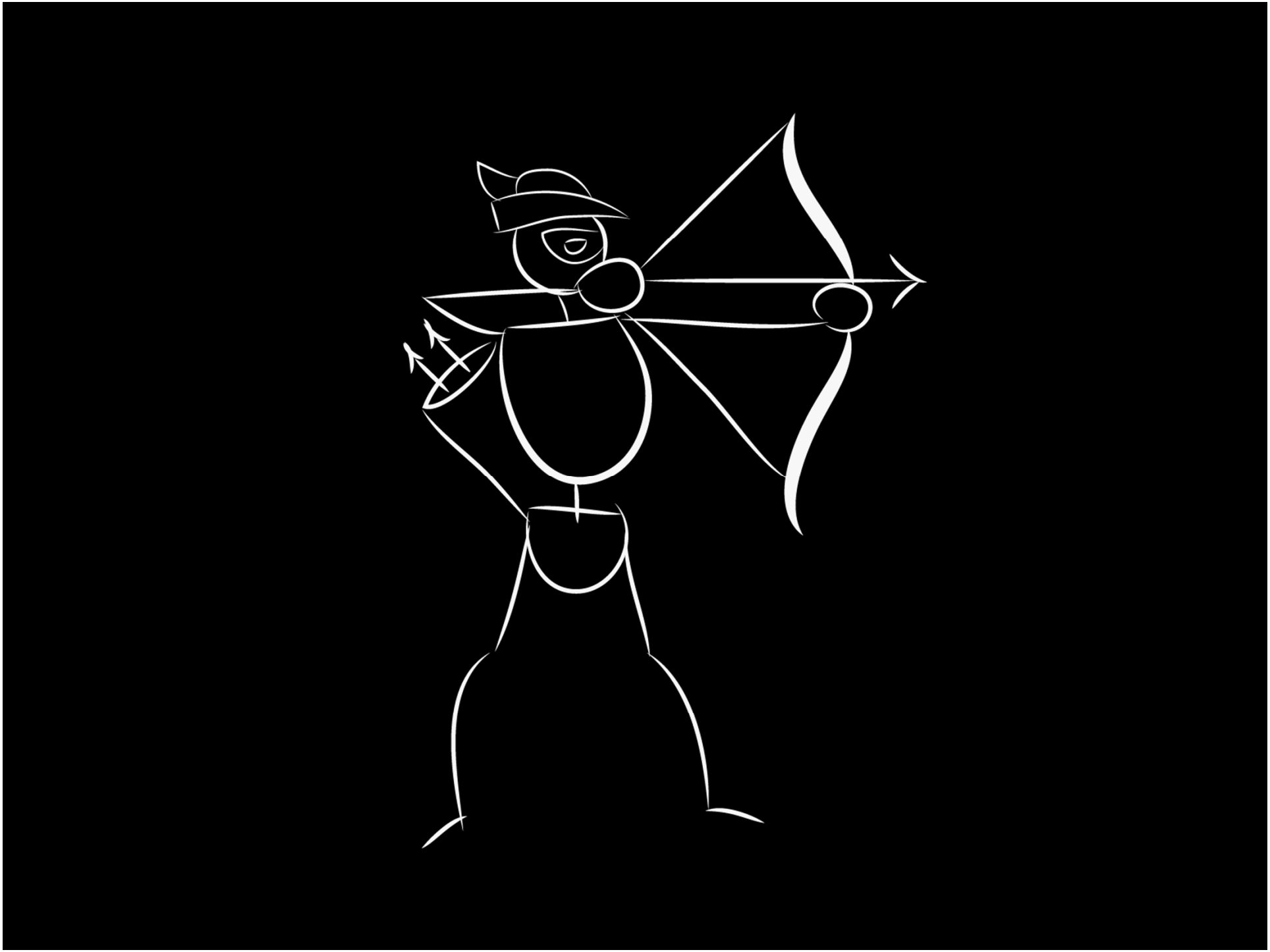


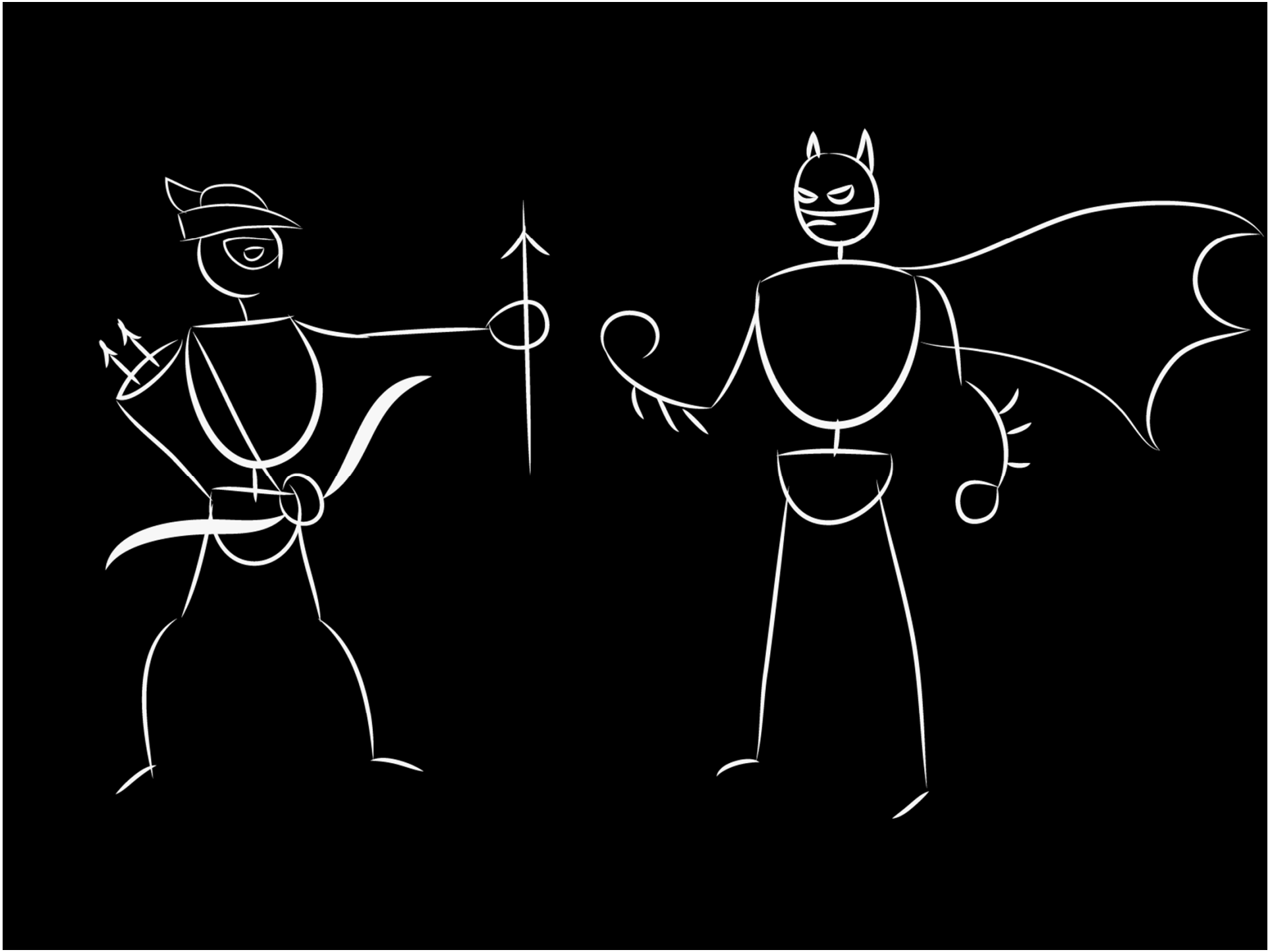


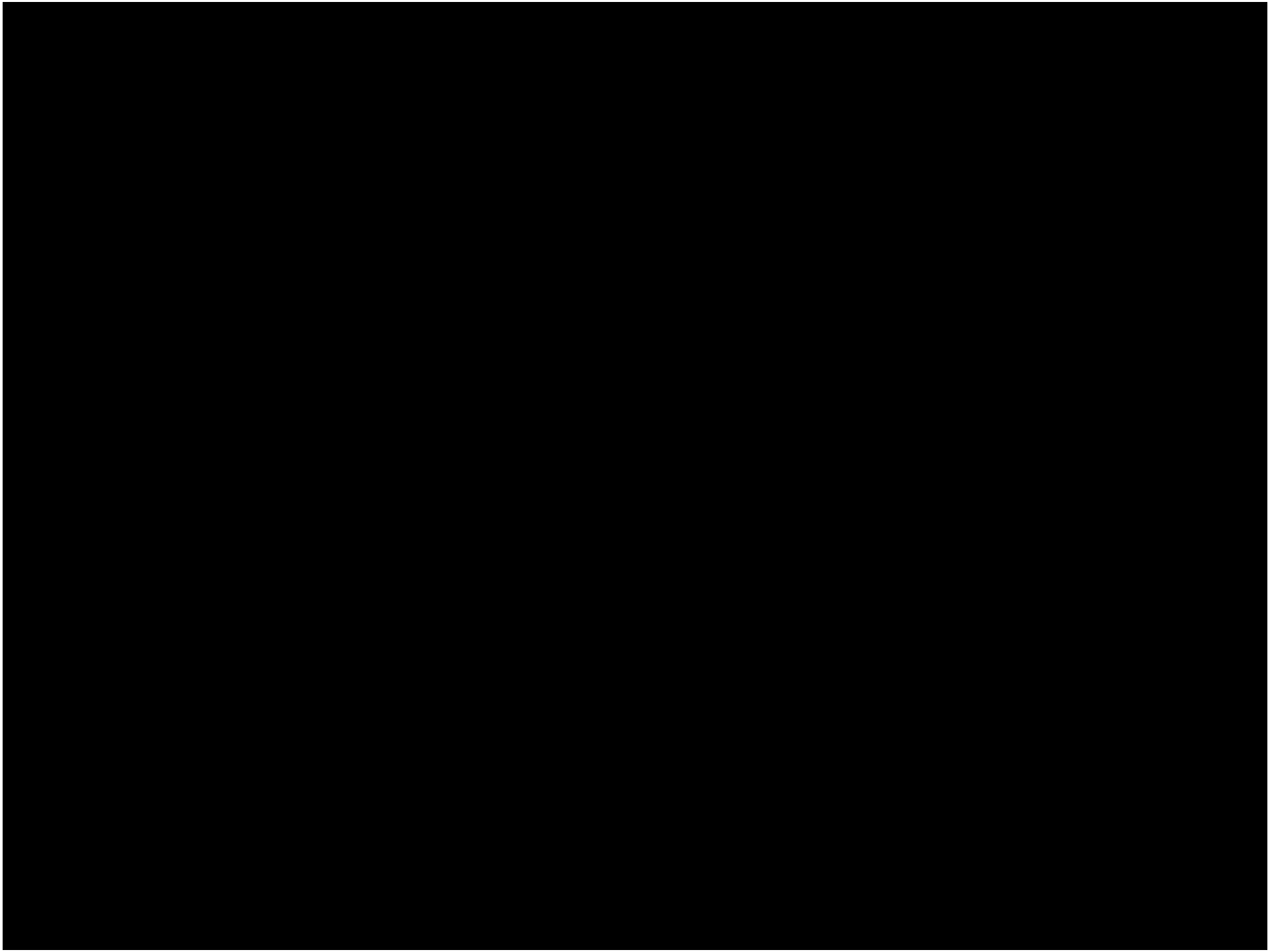


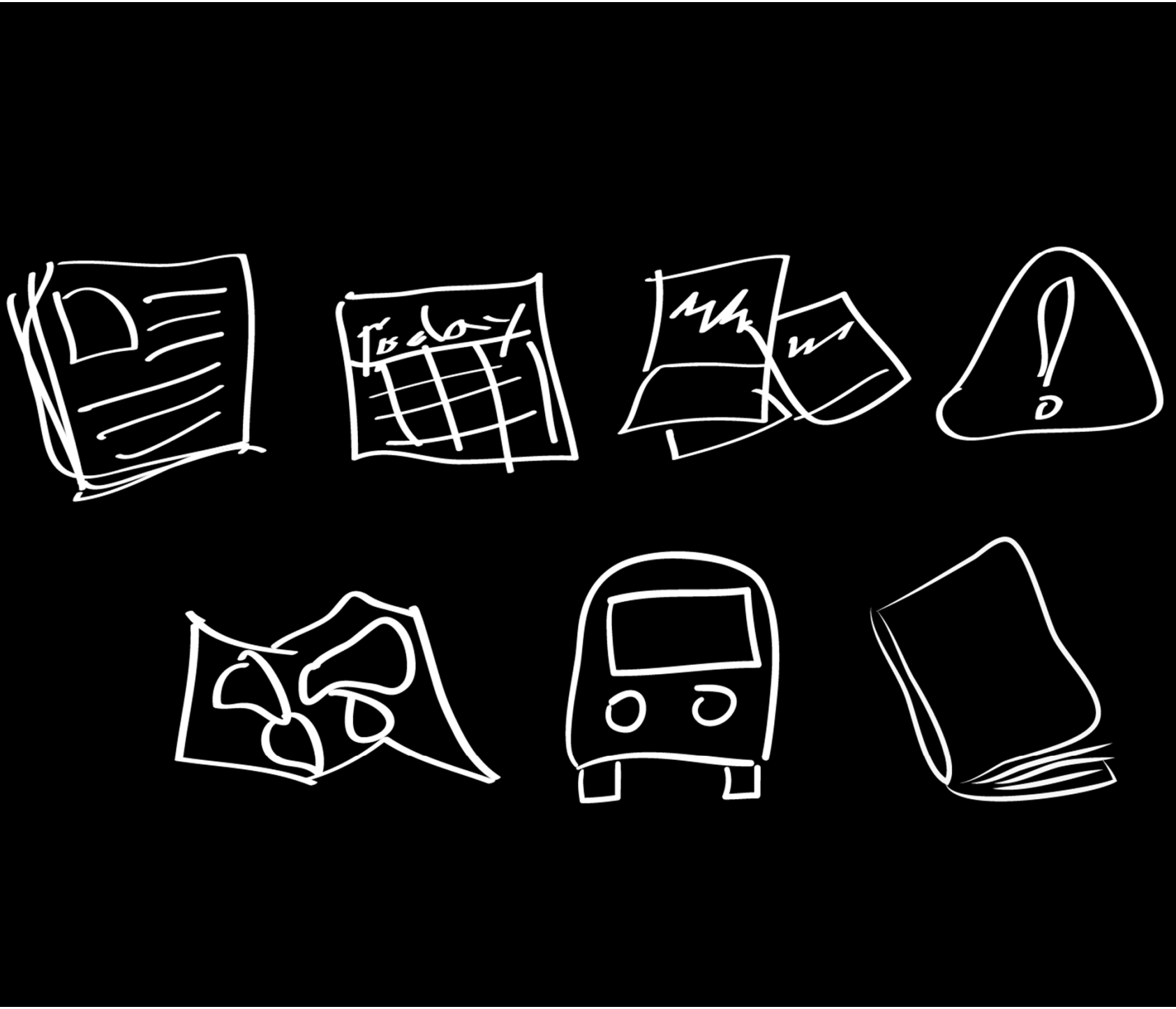


Library Catalog

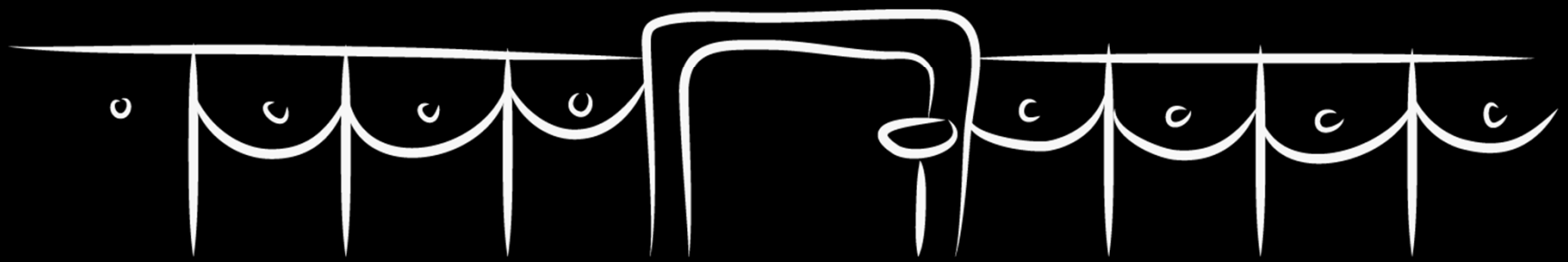




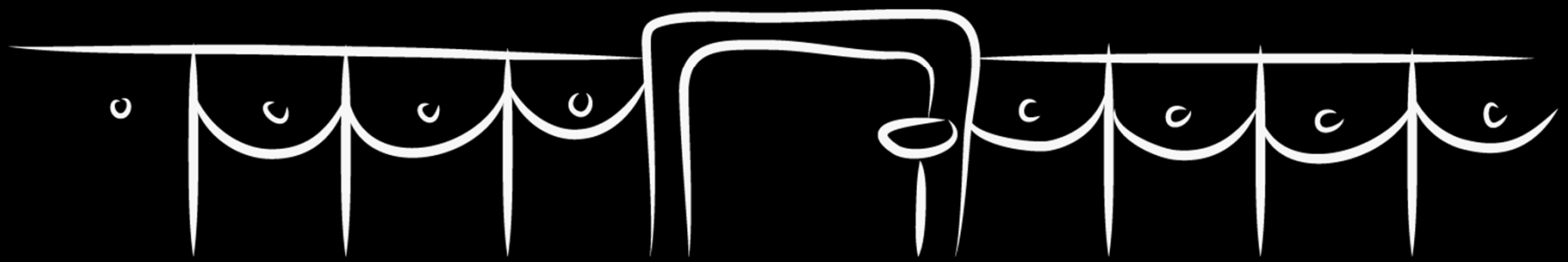


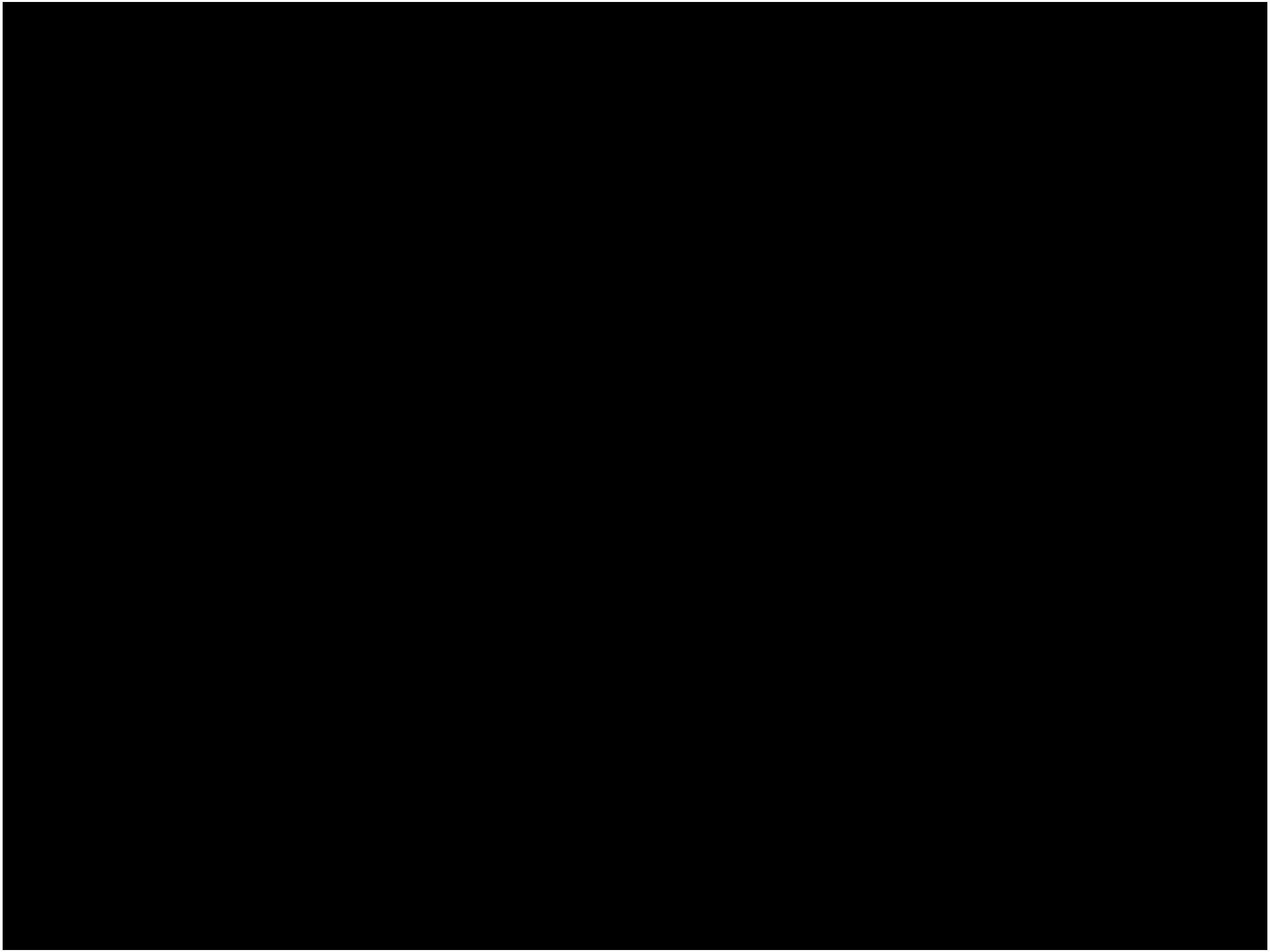


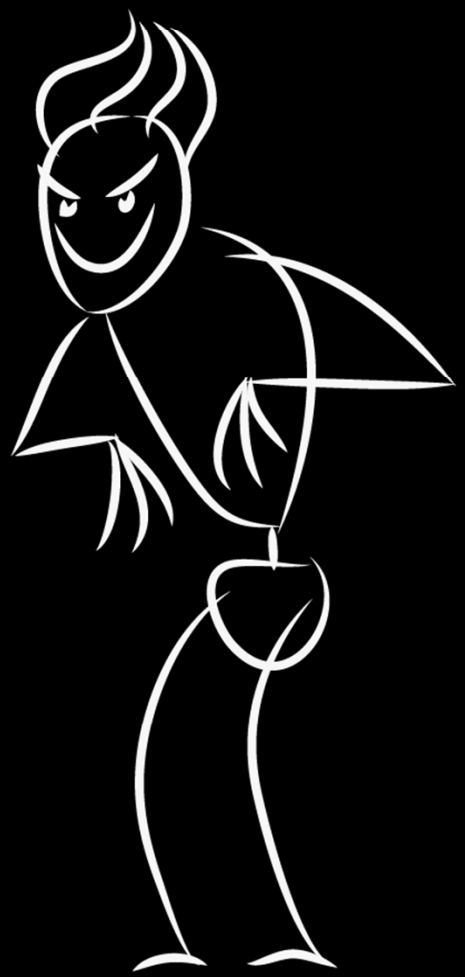
Choose a mobile solution LAST

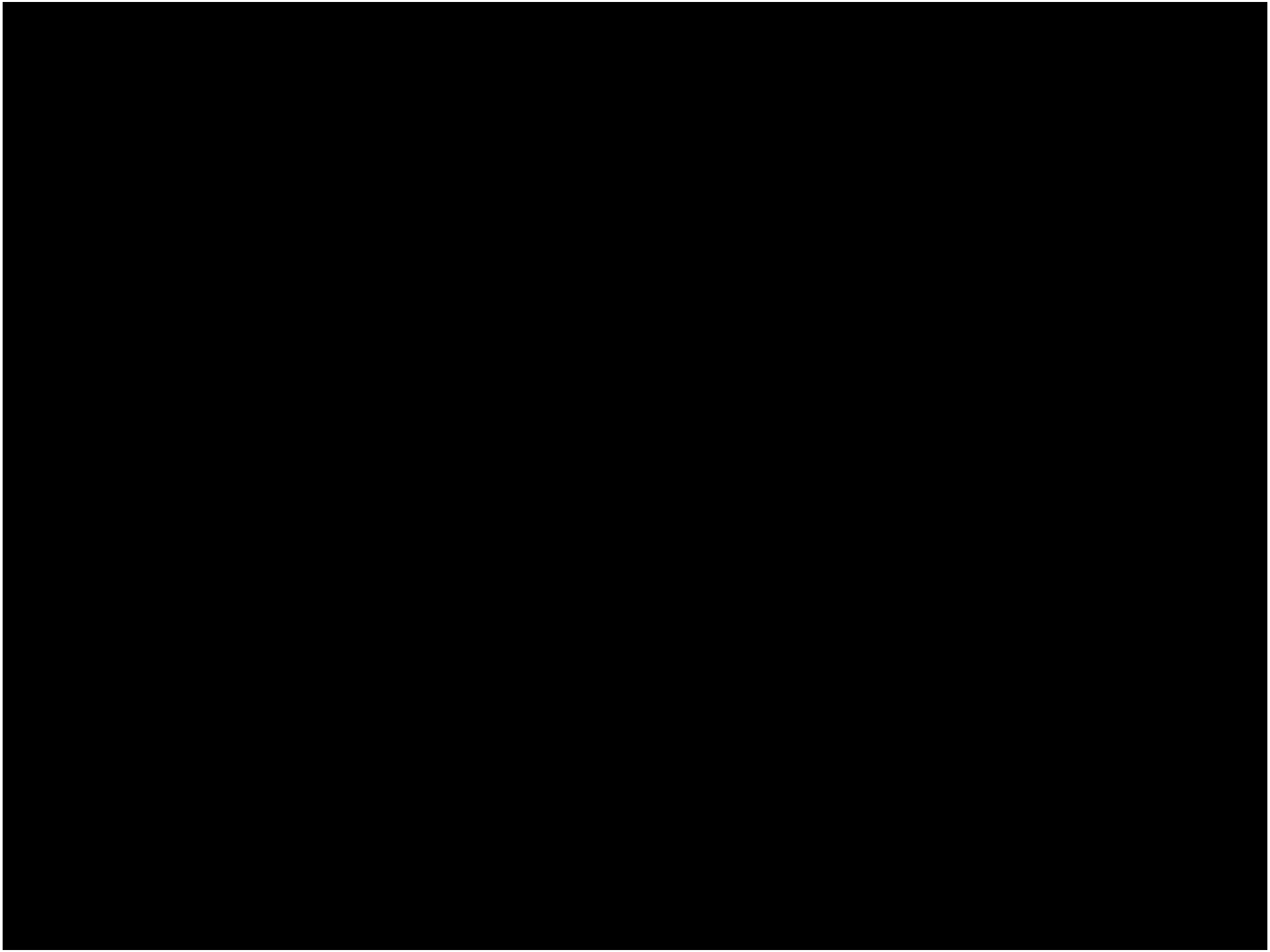


Choose a mobile solution LAST



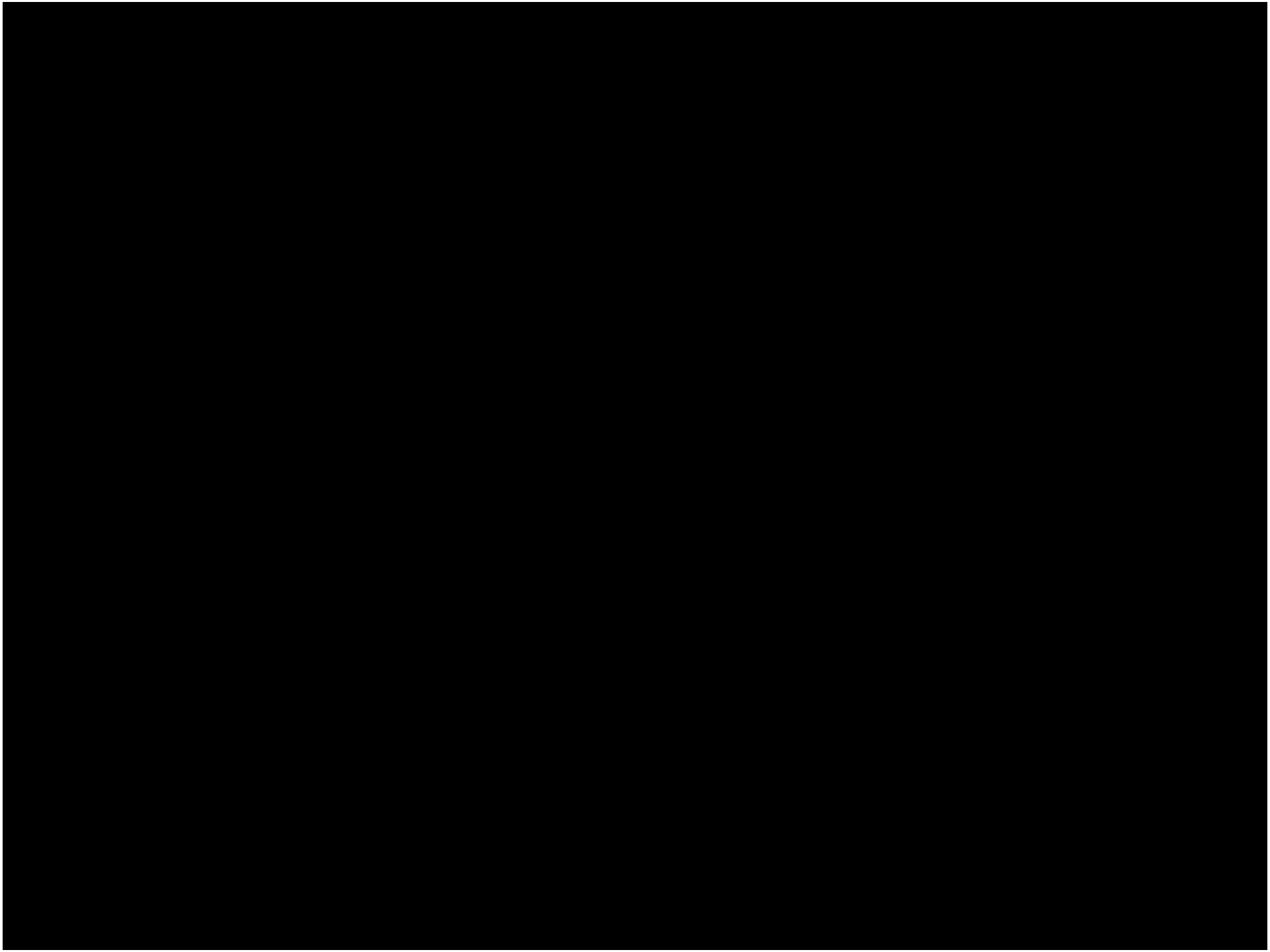


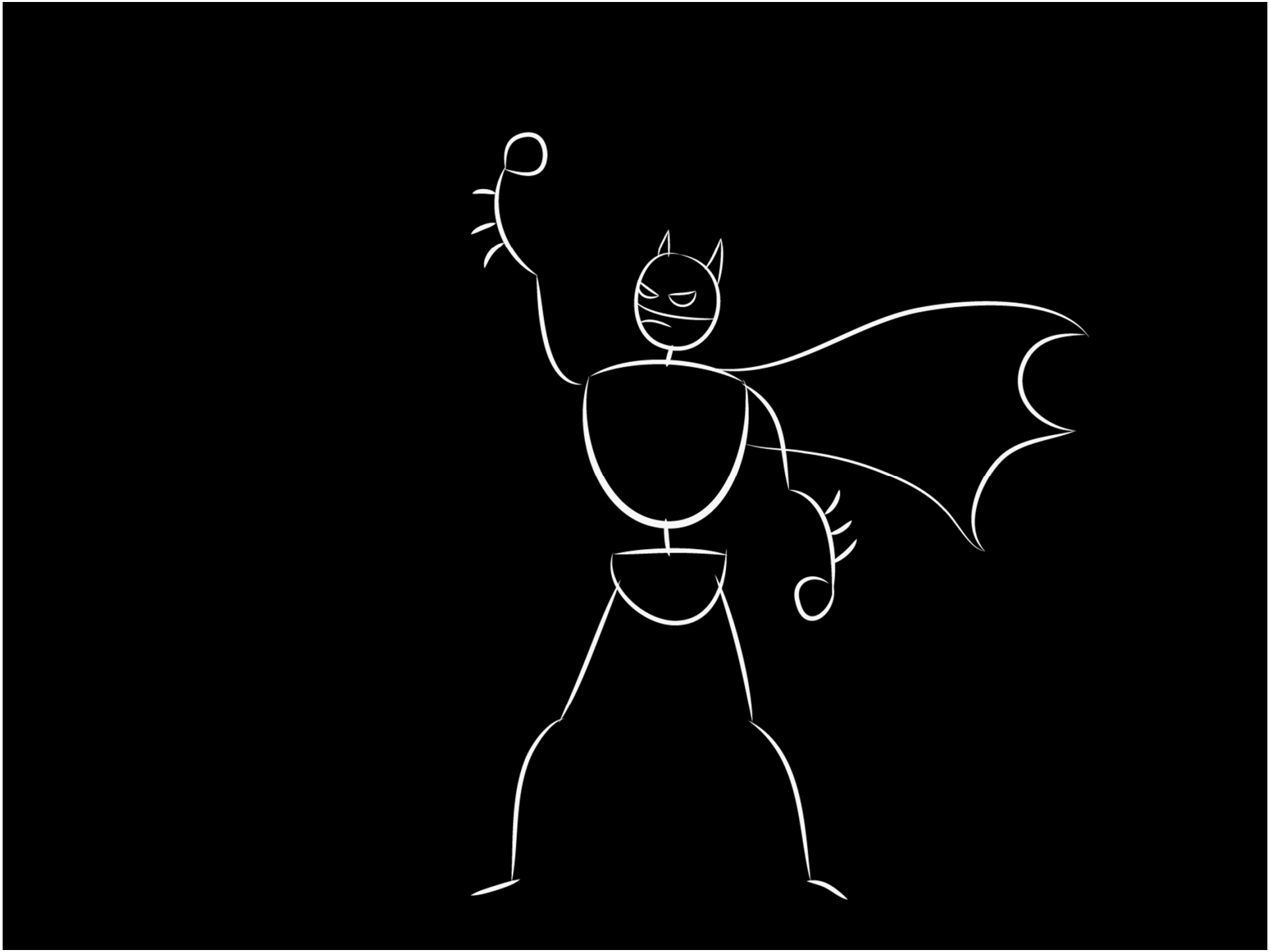


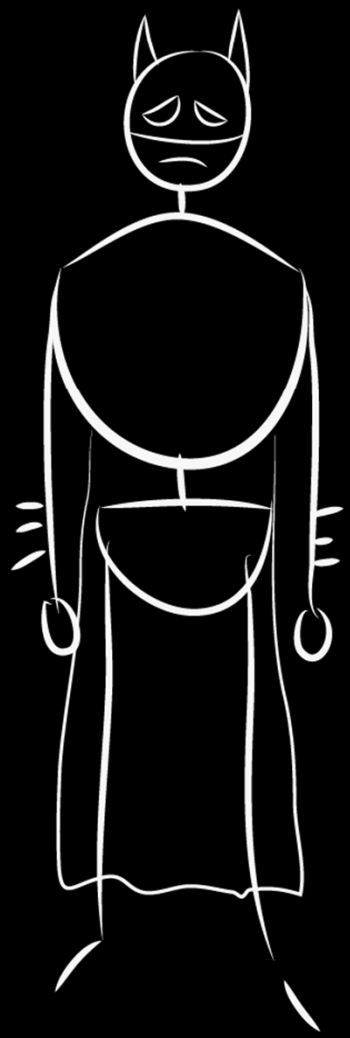


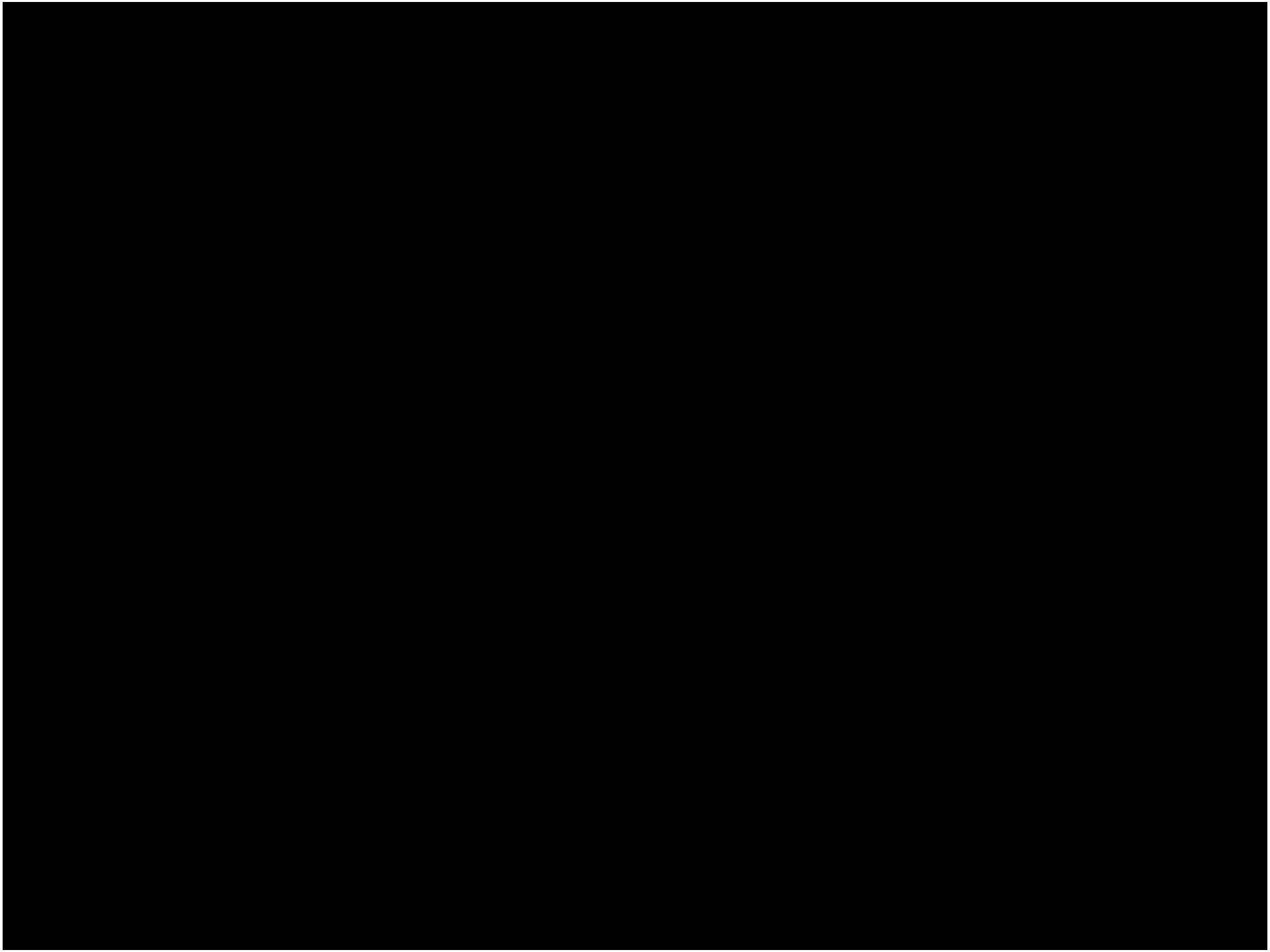
KAPOW!

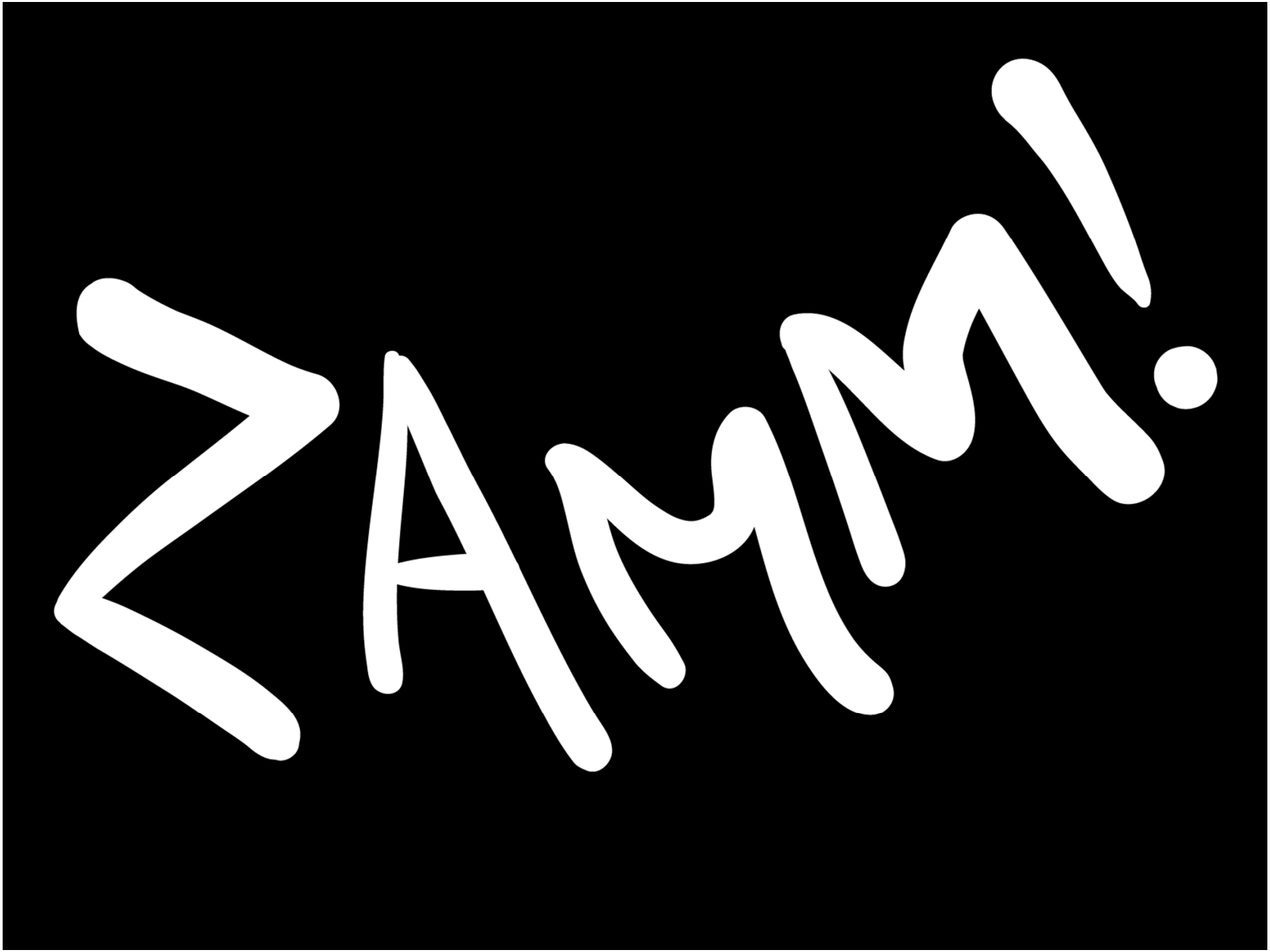
WHAM!!!

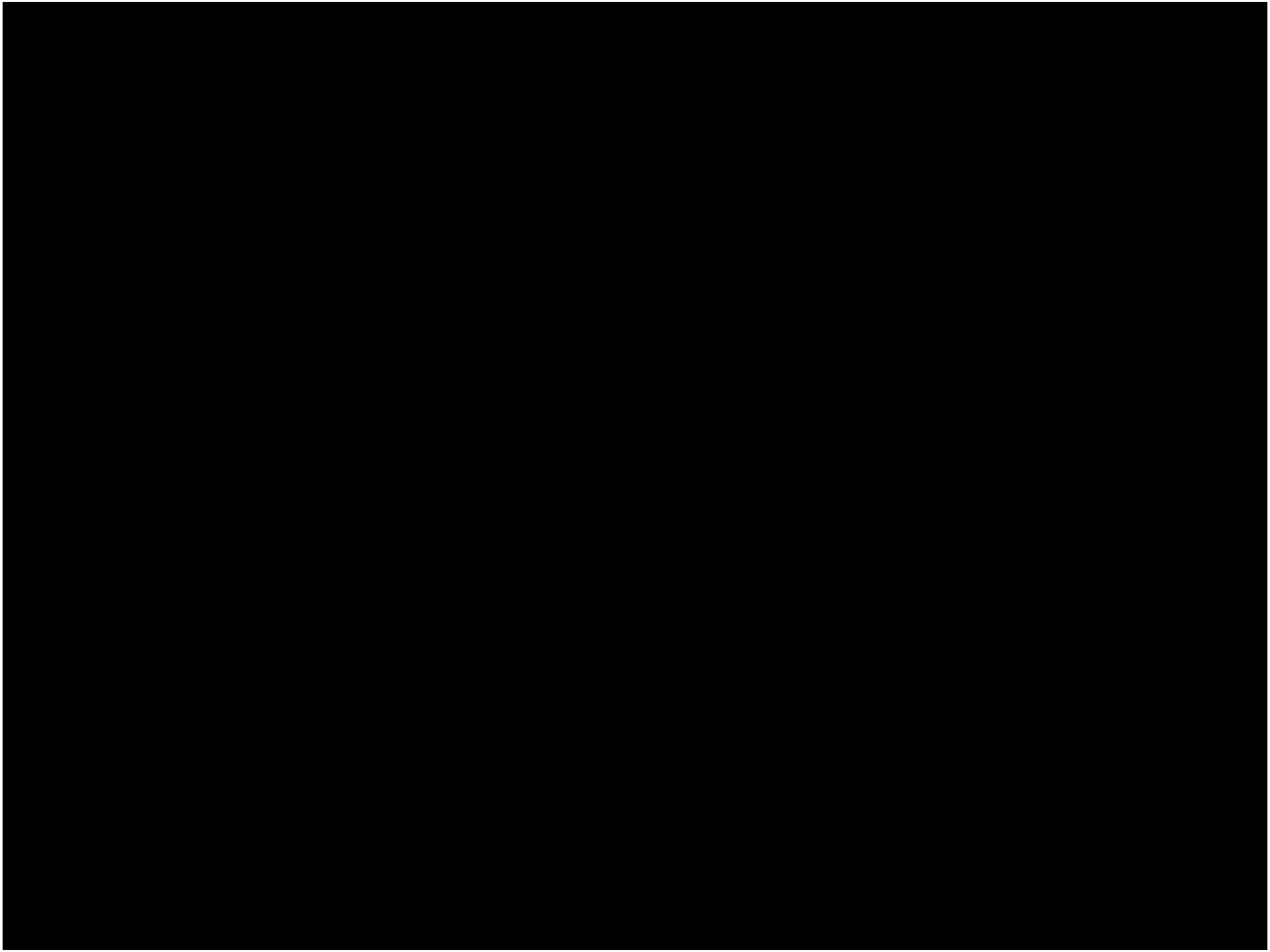


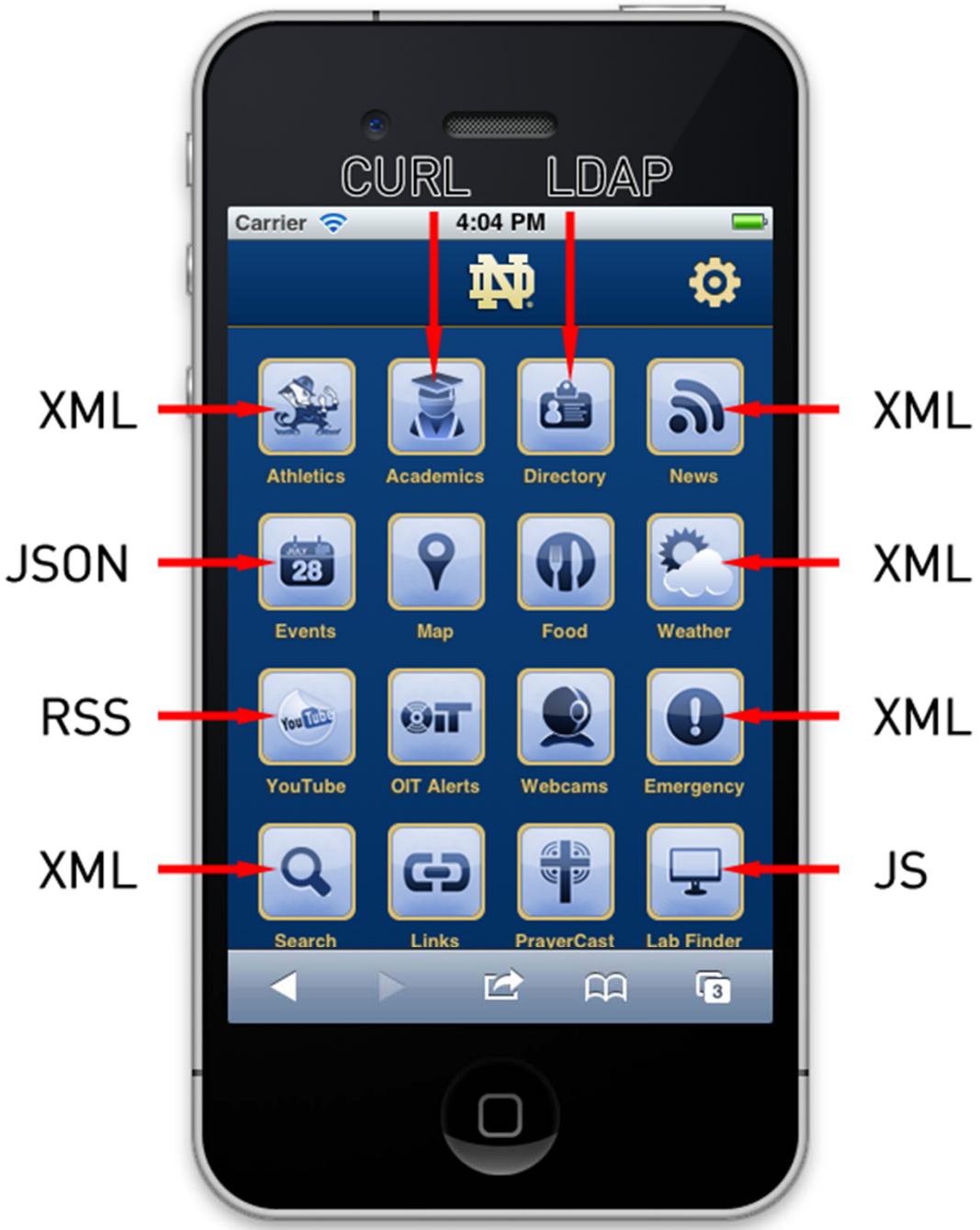







ZAMM!

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LDAP
Carrier
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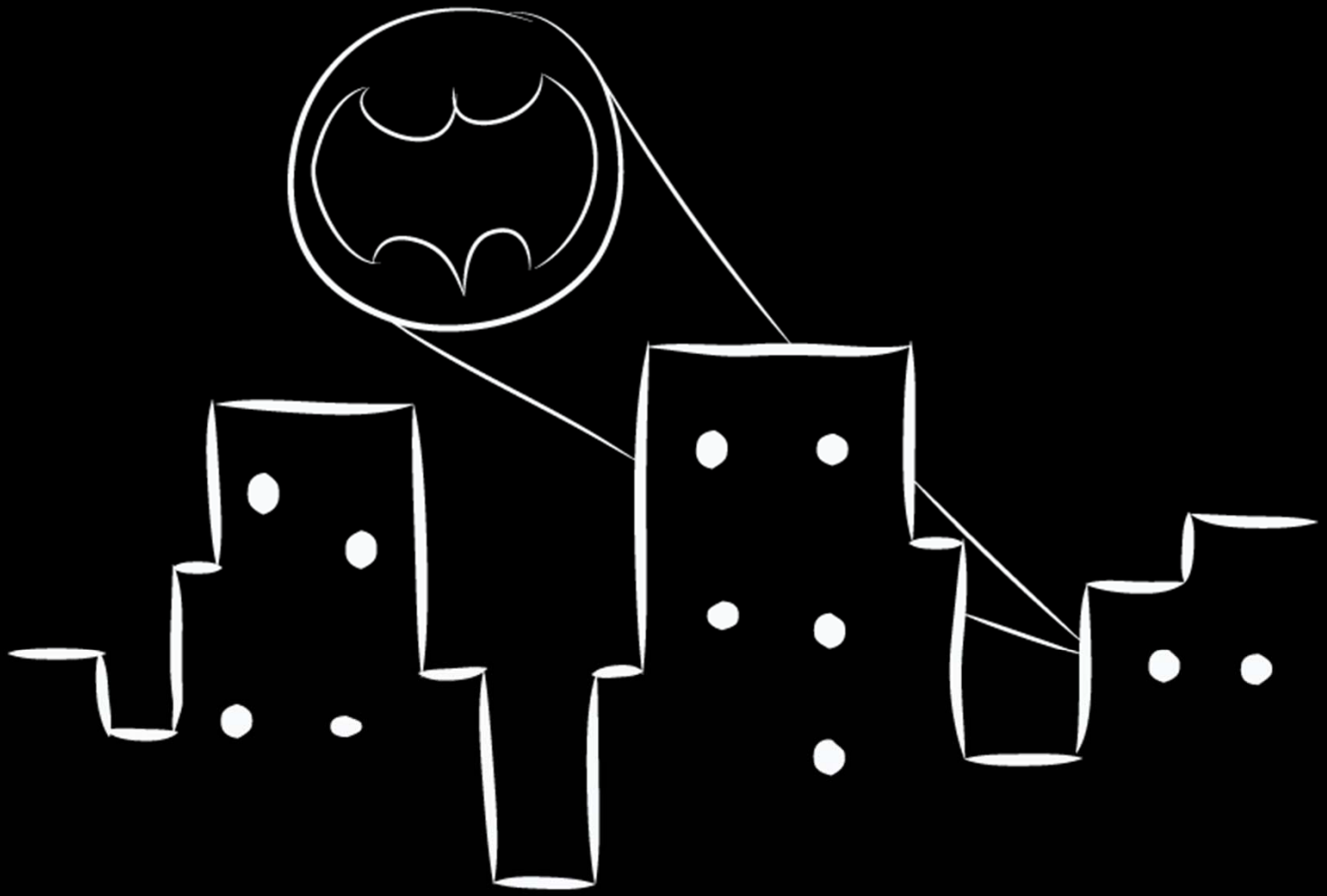
XML
JSON
XML
RSS
XML
XML
JS
Athletics
Academics
Directory
News
Events
Map
Food
Weather
YouTube
OIT Alerts
Webcams
Emergency
Search
Links
PrayerCast
Lab Finder

When the call goes out for MOBILE…



When the call goes out for MOBILE…

(why you do it?)

It's for the users

(how you do it?)

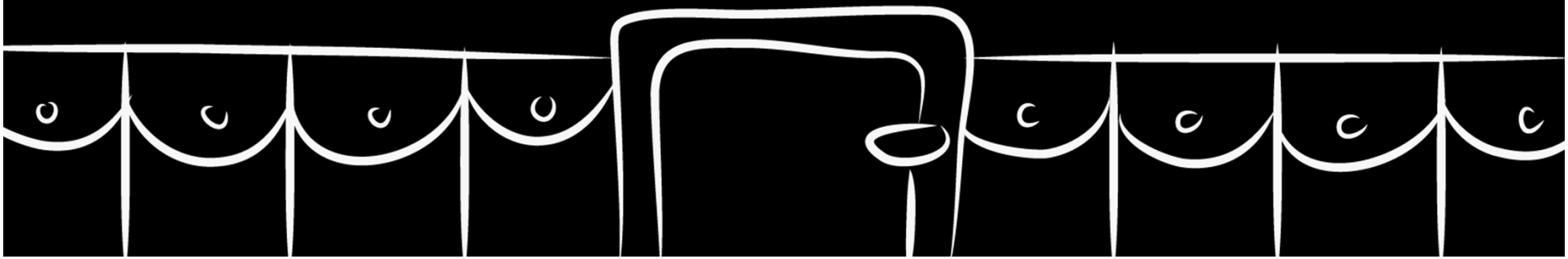
Make content lean & mean at the source

(how you deliver it?)

Data Sources

Choose your mobile solution *LAST*

“Data’s Horses” was a bad joke.

Fin.

Questions?