

# Simplifying Student Use of Campus-Wide Systems



Delivering students, prospects, alumni and other university users a simple and consistent user experience across campus-wide systems



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Universities are complex places. With numerous departments servicing different user groups across multiple campuses and even countries. This can lead to a lack of cohesion, a disjointed user experience and an ineffective use of resource and service provision.

campusM allows all university users, from student and staff through prospects and alumni, to use services such as library accounts, emails, finance systems and more, all within a single native mobile app and desktop interface, helping them access systems even when not on campus.

<b>User Experience #1</b>	Consistent user experience across native app and desktop environments
<b>User Experience #2</b>	Users move seamlessly across services without needing to log in multiple times
<b>Usefulness</b>	Increase app “stickiness” making it the place to go
<b>Management</b>	Simplified administration of service provision
<b>Utilization</b>	Better, more consolidated use of resources across the institution

With mobile phones, students carry their institution around with them wherever they go and they expect to be able to manage every part of their life via their phones. Making this process as easy and intuitive as possible, allowing them to access services on the go.

Mobile is the perfect vehicle for delivering integrated services through an intuitive, personalized interface focused on what the user needs, rather than the system in use, all accessed from a device that travels with the student every step of the way