

Providing Personalized Services and Information to All Campus Users



Delivering a user experience as individual as the user, with app profiles, roles and homepage personalization



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Users are used to a personal experience from retail and social media – Amazon, YouTube, Netflix know who you are and show you what you want as well as enable you to customize your experience. The more personal an experience is, the better it is.

Integration with institutional identity management systems give an experience as unique as the individual, and users have the ability to personalize their own app homepage simply and securely

User Experience #1	Information tailored to individual needs makes the app more relevant
User Experience #2	Less clutter on homescreen means better user experience
Usefulness	Increase app “stickiness” making it the place to go
Management	Personalized notifications as part of student communications
Utilization	More relevant, timely and personal information distribution

Being able to offer universities the tools to be able to create an app that students come back to time and again, that becomes their one-stop-shop to access services and vital information should be a key focus for mobile vendors

Mobile is the perfect vehicle for delivering integrated services through an intuitive, personalized interface focused on what the user needs, and allowing them to have an app experience as individual as they are.