



This Time It's Personal!

App Personalization with Ex Libris campusM

**ExLibris**
a ProQuest Company

Current Challenges

1

One size does not fit all – users are unique

2

User expectations – used to individualized retail experiences

3

Staying relevant – fighting for space on users devices

4

What the user wants verses what the institution wants to show

5

Disjointed transition and multiple access protocols

Provide a Personalized Mobile Experience



The campusM Approach



A Unique App Experience

An app experience as individual as the user with campusM Profiles and Roles



Homescreen Personalization

Allow users to prioritise their app features with simple to use homescreen personalization



Cross Platform Support

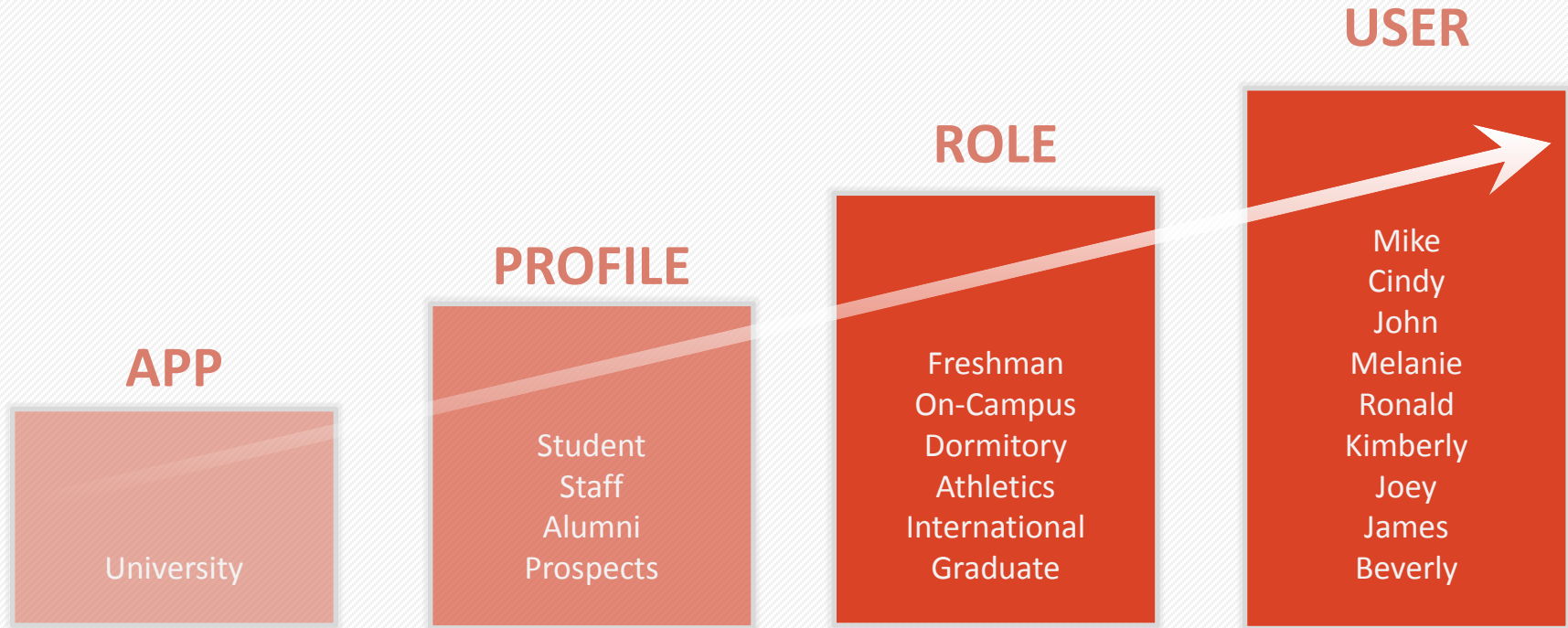
Consistent, personalized user experience across native apps and desktop portals



Identification Authentication

Integration with common authentication services for institutional peace of mind

Multi-Layer Personalization Approach



One App for the Complete Student Life Cycle



Making It Personal



Travels by bus



Like science lectures



Lives on campus



Making It Personal



Travels by car



Likes live music concerts



Lives at home



What's New?

campusM Personalization:

https://knowledge.exlibrisgroup.com/campusM/Product_Documentation/010Introduction/Personalization

ExLibris Knowledge Center
a ProQuest Company

More Sites ▾ System Status ▾ Submit a Case

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Personalization

◀ campusM Infrastructure | App Manager ▶

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What is campusM Personalization?

The campusM Personalization features allow users to better enhance their experience by customizing various areas and functions of their app and web interface.

The homescreen personalization includes the ability for users to customize their tile layout, moving, adding and selectively removing tiles. In this way, users can make the app their own, moving what's important to them to the top of the screen and removing those tiles that may not apply to their situation.

Benefits

1

User Experience #1

Information tailored to individual needs makes the app more relevant

2

User Experience #2

Less clutter on homescreen means better user experience

3

Usefulness

Increase app “stickiness” making it the place to go

4

Management

Personalized notifications as part of student communications

5

Utilization

More relevant, timely and personal information distribution



THANK YOU!

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