# Planning, developing & deploying a mobile app to enhance the student experience

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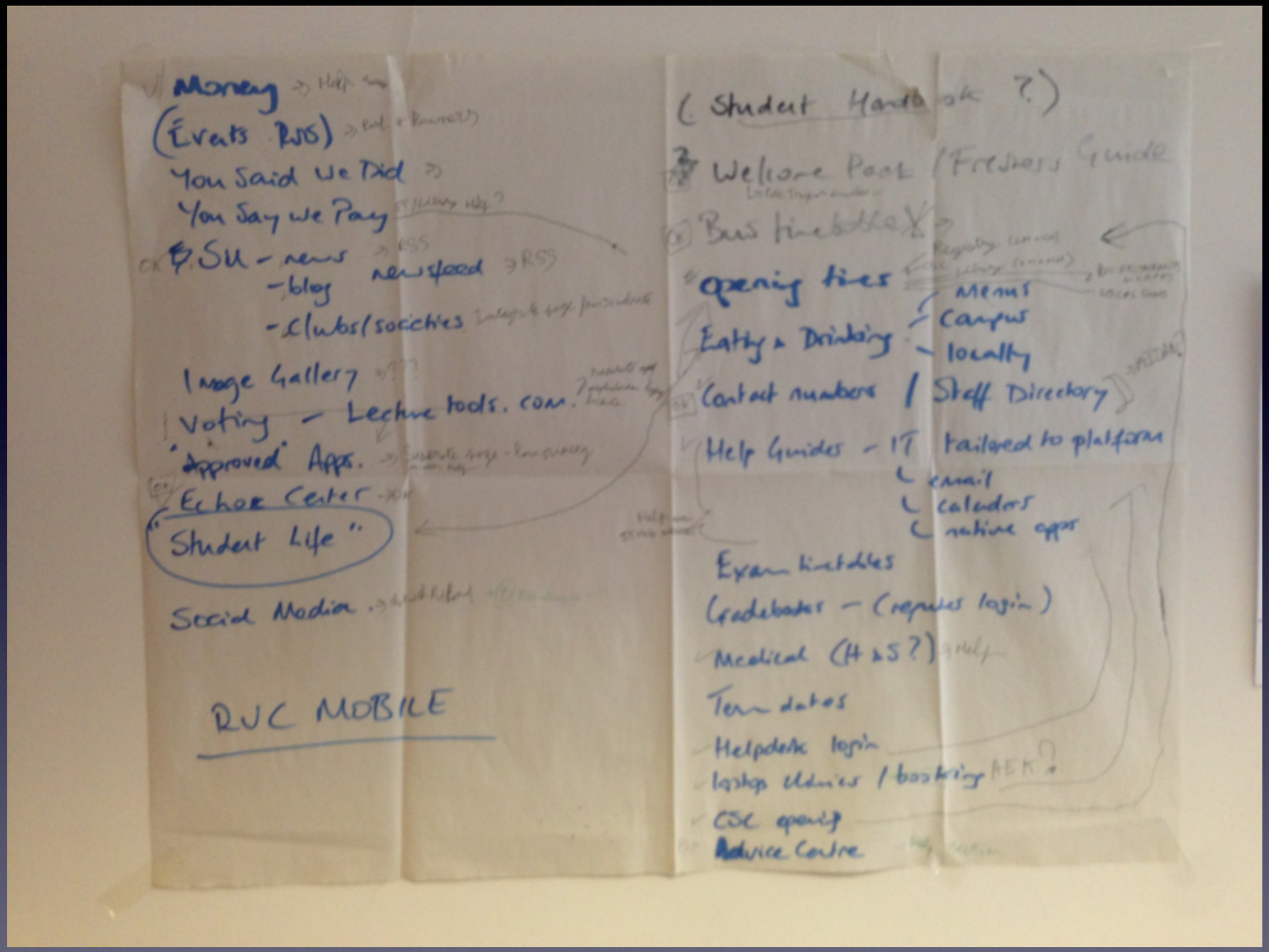
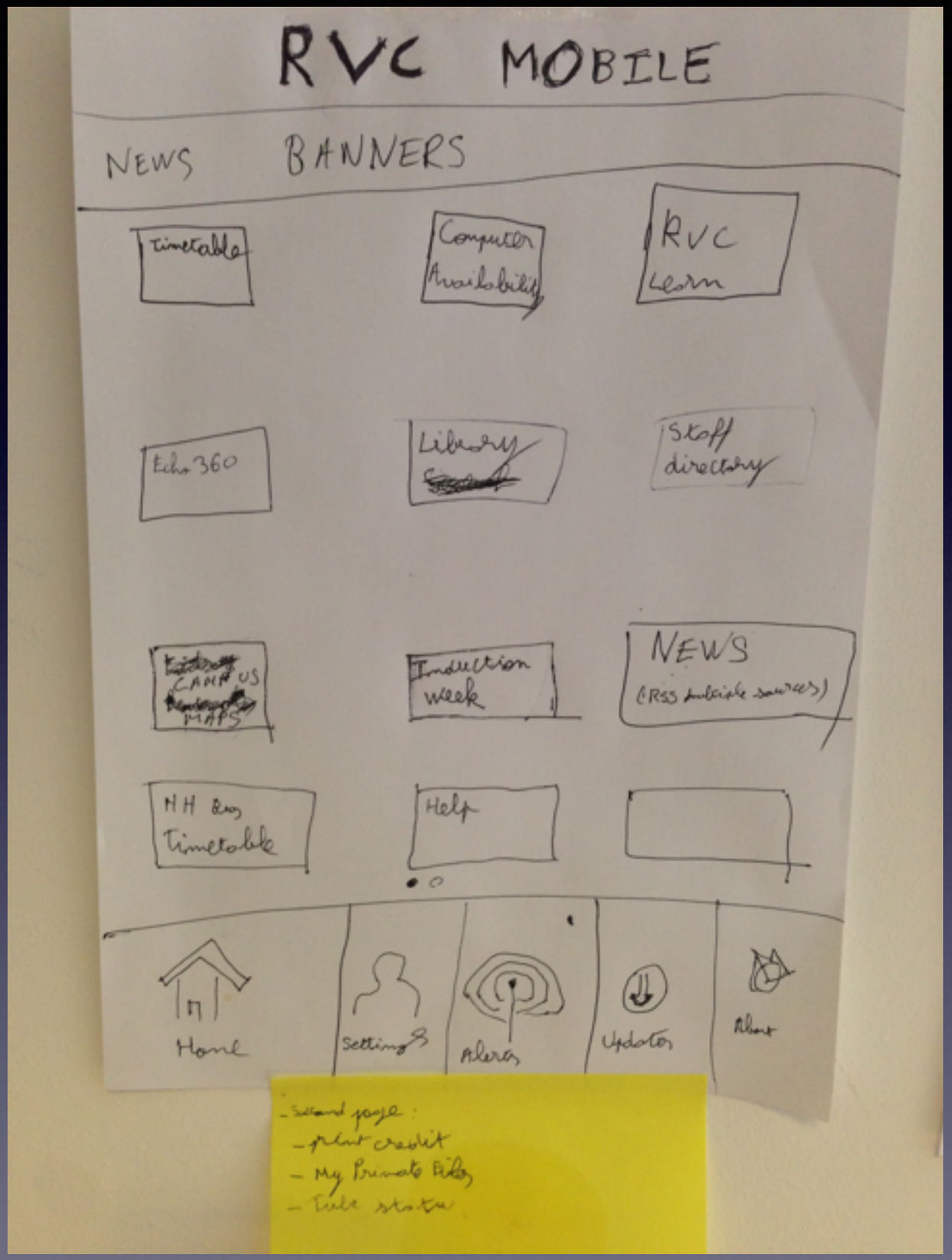
# Timeline

- April 2013 - interest in getting an app
- May 2013 - decision made & Contract signed
- June 2013 - Development Starts!
- September 2013 - launch & advertisement
- December 2013 - V2 release - iOS7 & Responsive Web
- April 2014 - V2 Release - Android & QR code Reader
- May 2014 - SSO With VLE




# Planning - Wishlist

# Plan Layout


RVC MOBILE
NEWS
BANNERS
Timetable
Computer Availability
RVC Learn
Echo 360
Library
Staff directory
CAMPUS MAPS
Induction week
NEWS
(RSS outside sources)
NH Bus Timetable
Help
Home
Settings
Alerts
Updates
About
- Second page:
- print credit
- My Private Files
- Tube status

# Development

- Internal access to databases & setup servers
- On-site days
- Branding
- Content -> information + Freshers week
- Involved the SU early on
- On-going development

# Launch

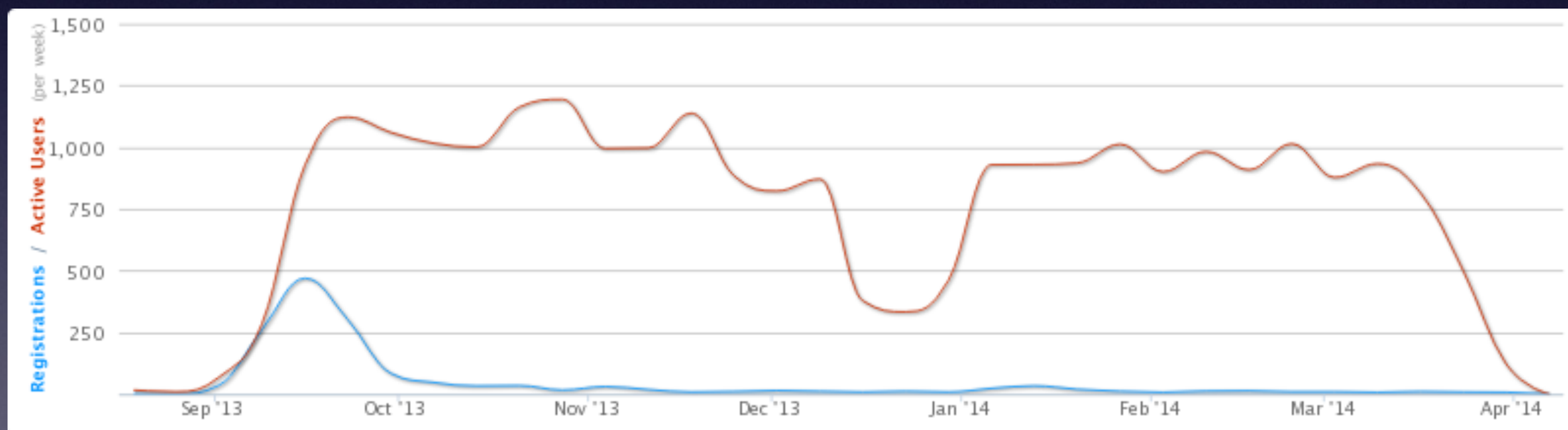
- Mass email to new students
- Presentations to continuing students
- Mass email to all staff
- Posters in teaching rooms
- iOS, Android, Blackberry + responsive web (Win8)

# Launch Poster

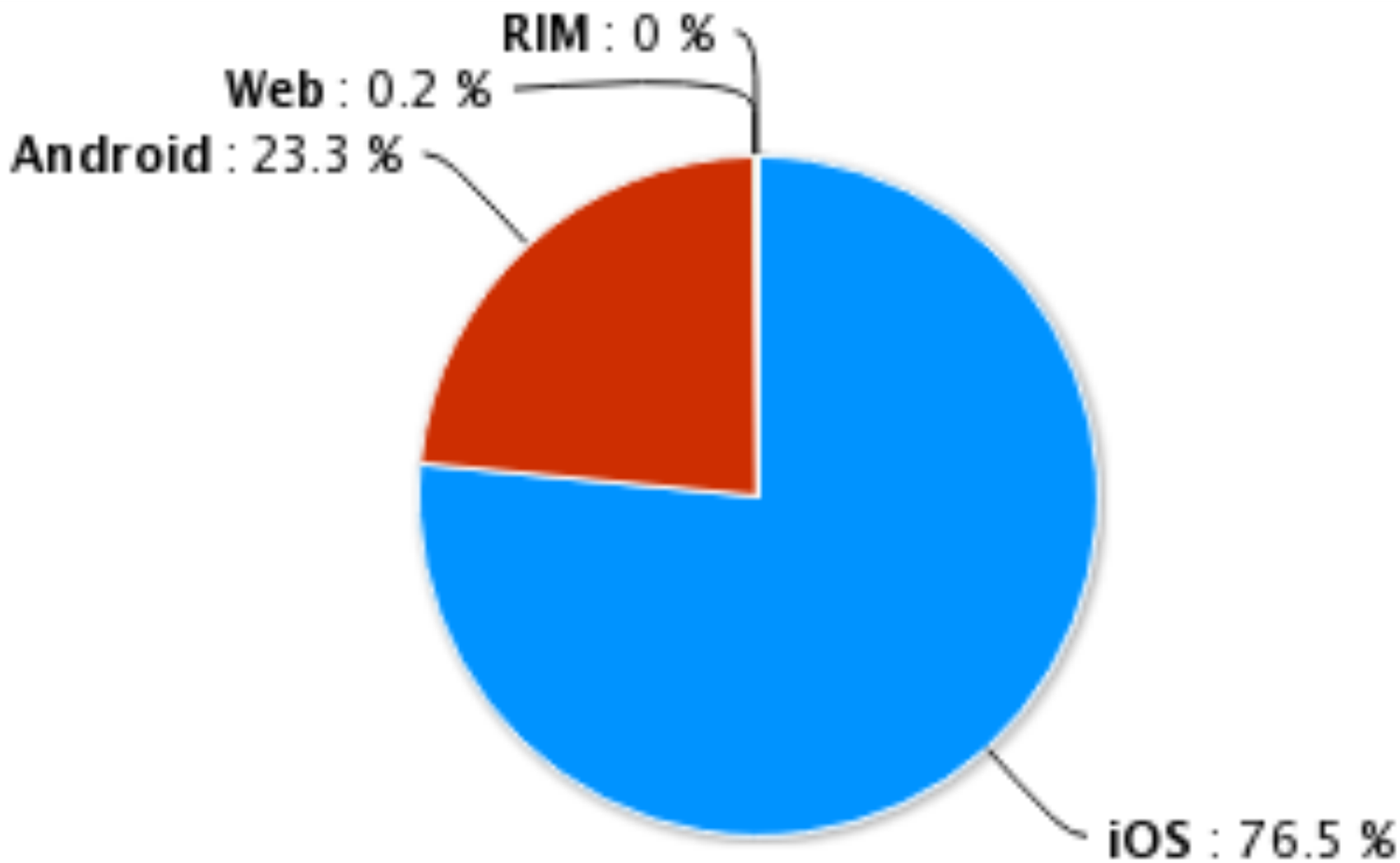
# Usage Stats

- 1600 users
- Installed on 5200 devices
- Total of 1700 students at the RVC
- 70% iOS / 30% Android - No Blackberry

# Active Users & Registrations



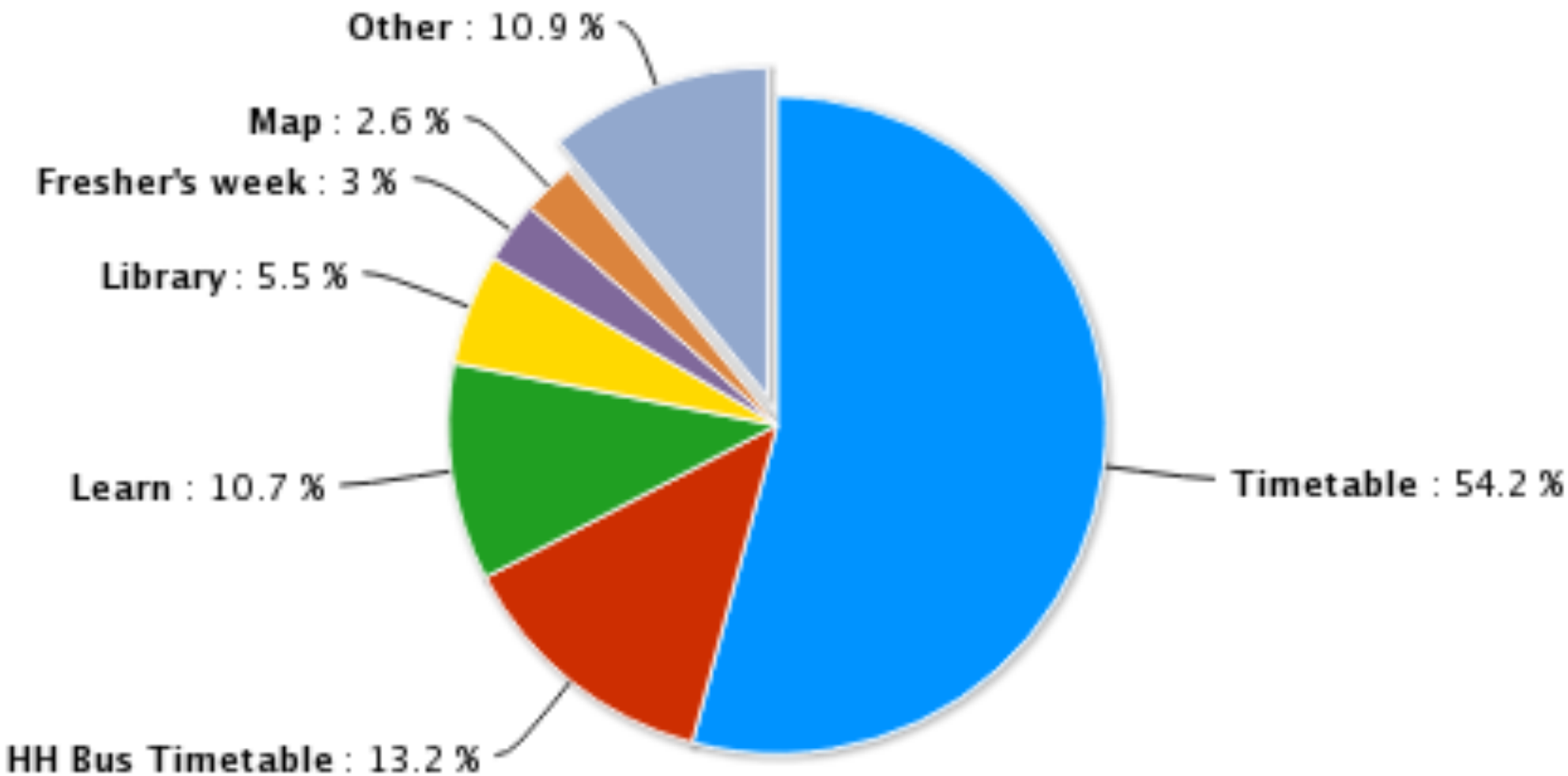
# Platform Breakdown



# Usage Stats

- Most used Functionality is Course Timetable by far (4000 hits / week)
- 2nd is the Bus Timetable for this campus (1000 hits/week)
- 3rd is VLE (600 hits / week - 4000page views / week)

# Resources Breakdown



# Success!

# *Demo*

# What next?

- Summer 2014 - More apps! - student recruitment, application tracking, CPD, Hospitals, .....
- More functionality ( events calendar, live bus service, augmented reality,.....)
- Development based on student suggestions & staff interest

# Questions ?