

FINAL PROJECT: Designing an App

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**PSYC 315 – COMPUTATIONAL
THINKING**

ASo1

Introduction

The mobile app industry has developed at an unprecedented rate. It discusses the industry's distinctive features responsible for the widespread popularity of smartphones and other mobile devices, as well as transforming electronic gaming, internet retailing, and social networking. Further, in comparing publicly available data about Internet usage with their client data concerning mobile app usage, Flurry concluded that users spend more time on mobile apps than on the Internet (Newark-French, 2011).

The next big thing on the campuses will be university mobile apps that cater to *students'* administrative needs, as 98 percent of millennials now own smartphones and use apps to do virtually everything [7]. The digital campus development is based on how a traditional campus works and then to transform it into digital space in the network world. An on-campus network enables all the activities on a traditional campus to be constructed into a digital environment. Over two decades of development, universities have achieved decent results applied to education, department publicity, recruitment, and all the efforts have received wide praise.

Digital College construction has become a necessary mainstream of the times and an essential sign of colleges in the new education era. Smartphones are becoming popular among college students and making them more and more dependent on them. University Campuses can take advantage of this trend. Meanwhile, it can optimize all sorts of limited campus resources and convey the information resource onto the students' phones by forming a dynamic system to make sure its availability at any moment.

User Needs

The digital campus platform of MacEwan University remains unsound at present, and online communication service is in an almost bleak status. There is no official network, only social media platforms such as Facebook and Instagram, and segregated campus apps such as Blackboard, Safe@Macewan, and myStudentSystem with small coverage and unsound development.

The students here at MacEwan do not have a platform to freely keep track of the college's latest news or an online communication platform with complete functions, making them unable to access the newest information. The service platform (Blackboard Newsletter) and public account that the University has do not have complete functions and thus serve few students. They can only browse the information on the Universities' official website. This channel is single and inconvenient; for instance, when there come some significant event or events that the students are concerned about, the single platform may not work for the busy operation.

In a manner, the user does not have convenience while using the current system. It should also be noted that there is no seamless cross-device integration, which results in the students not being able to access the data in the way they are when using a desktop app.

Underlying Problem

The underlying problem of elevating student experience, extending student services, and improving student engagement app is solving.

Students can have everything they need to know on one single app. Specific to the problems of MacEwan University's digital campus, the integrated mobile app can divide the service function into several modules:

- Campus news advertisement
- Mobile welcome for the new arrivals
- Teaching affair information inquiry
- Study space
- Library mobile campus service
- Campus marketplace
- Health and wellness
- Recruitment and acquisition management
- Booking appointments
- Booking presentation rooms
- Access Courses
- Emergency Feature
- Access myStudentSystem

By combining the various features of the individual apps MacEwan currently uses, this new app can solve the underlying problem of keeping track of the scattered flow of information from college authorities and faculty. The app's core purpose would be to facilitate communication between all levels of the University and promote educational growth. Furthermore, new communication technologies can help reduce isolation and loneliness by enhancing opportunities for social connectedness. Due to recent social health threats resulting from the virus, students have now been forced to learn from home, which has given student services another dimension - giving students access to mental health and wellness services through their everyday devices. In college and universities, more students choose to use mobile apps to locate campus, register for classes, raise an issue or query, book appointments with staff members, attend events online and on-campus, join clubs and communities, and pay tuition. Therefore, they would naturally prefer to perform these tasks in a more user-friendly app that is comprehensive and serves them as a 'one-stop app,' rather than having to access multiple apps on their phone.

Value Proposition

“All your tools and services in one step.”

MC App (MacEwan University Campus App) is the collaboration hub that brings the right people, information, services, and tools together to get users' work done.

MC app features include responsive and high-quality student service, dynamic interactions, and tools to engage staff and students: Chat, Service Desk, Appointment Scheduler, Event Manager, Campus News, Maps, Notifications, Learning Community for lecturers and students, class schedules, mentoring, multi-channel communication, etc. The idea is to develop lifelong relationships by enhancing the student experience and building strong bonds between educational institutions.

Insights from Course

Through the help of decomposition process, I concluded that we have apps like blackboard, mystudentSystem, Safe@Macewan, which are doing the work assigned to them effectively. Still, as an end-user, like all other students, the usage of these existing apps can be further improved if students from one entry point can access them. Instead of 3 applications, the end-user has only managed one application and can still access all the same data all in one place. The approach of using an algorithm based approach assisted me in thinking about how to integrate user flow inside the new application. We can make it like that with one log-in; abstraction allows students to access all the services and tools. Workflow automation can be a crucial point in building and maintaining this app. Community news, events regarding the University can be automated, tasks like sharing updates and streamlining any process from onboarding to gathering feedback. Gathering requests, sending shout-outs, or crowdsourcing new ideas.

The student service staff will see everything about the student in one dashboard without toggling between systems to deliver consistent and meaningful service to each student. This approach for launching a student mobile app will eliminate the departmental silos and resultant student frustration. Being a student is not always easy. You have a lot going on, and the last thing you want is a confusing app that gives you information everywhere.

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