Brief analysis on "HeYuanTong" Campus Mobile Phone APP Design

Shiyong Zheng 1, a, Hongyan Zhang 2, b, Lu Jiang 3, a, Biqing Li 2, b

^ajanliful@163.com, ^b229292710@qq.com Corresponding Author : Lu Jiang

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Abstract. With the enhancement of the intelligence on mobile phone, various mobile phone APPs targeted at college digital campus have also risen in response. Based on the current situation of the digital campus of Hezhou College, the development of the college campus mobile phone APP"HeYuanTong"has been taken as example to analyze the development status and background of domestic campus mobile phone APP, explore the functional requirements campus mobile phone APP, and come up with a practical APP design scheme.

1. Research background

1.1 The development of intelligent mobile phone

As the generalization of intelligent mobile phone increases, the related technology has come to relatively mature, and increasing enterprises have branched off to produce mobile phones and pushed their own brands, such as Xiao Mi and XiaoLaJiao. According to the incomplete statistics, China's mobile phone market is expanding year by year, and the quantity of the mobile phone users has reached the barrier of 600 million, which means that almost half of Chinese have their own mobile phones.

1.2 The development of mobile phone user

Mobile internet has brought another huge shock to IT industry and allow it to develop at a fast pace. With the rapid development of the mobile internet, the user of the mobile phone user end is on a sharp increase. Mobile marketing is the kind of marketing mode that comes to function relying on the internet with a whole new marketing method, pattern and concept. The marketing activities are organized through precise planning. Now people are already unable to go without the network, especially the wireless network—Wi-Fi, which can allow people to go online as they please, such as visiting Taobao shopping mall, reading news and watching live broadcast NBA.

1.3 The development of the digital campus

The digital campus develops on the basis of the traditional campus and builds a digital space in the network world. It relies on campus network to construct the original teaching, management and entertainment into a digital environment. Over two decades of development, they have achieved some decent results which have been applied into teaching, department publicity, recruitment and entertainment, and all the efforts have received a wide praise. College digital construction now has become a necessary mainstream of the times and an important sign of colleges in the new education of science and technology.

2. The significance of campus mobile phone APP development

With the constant development of campus mobile phone APP, intelligent mobile phone has gained increasing popularity on campus.Its implementation cannot only build or enhance the network system of the colleges', and can also help the long-term dynamic system transform to the

¹ College of Computer Science and Information Engineering, Hezhou university, Hezhou Guangxi 542899, China:

² College of Mechanical and Electronic Engineering, Hezhou university, Hezhou Guangxi 542899, China

all-directional intelligent system with the combination of dynamic and static. Thus it has the following significance:

2.1 Realize the popularization of campus network

The popularization of campus network can get each student rapidly receive the corresponding information or notice at any moment and form an information network construction system on campus. Currently, intelligent mobile phones are quite popular among college students and getting them more and more dependent. That can be utilized in the development of campus mobile phone APP terminal to strengthen the publicize of mobile phones, build a powerful platform for the development of campus mobile phone APP and attract more eyesight from the students. Meanwhile it can optimize all sorts of limited campus resources and convey the information resource onto the phones of the students to form a dynamic system to make sure its availability at any moment.

2.2 Build an excellent campus culture system

Culture exists anywhere, while campus culture is one of the types that are much related to students. It includes wide and rich education system, mainly touching students' life, study and entertainment. The development of campus mobile phone APP terminal can right optimize the campus culture and allow its culture system to exquisitely develop.

2.3 Expanding the construction of information communication platform

The development of campus mobile phone APP terminal can strengthen information communication between humans and make it possible for us to check information at any time, give our own opinions or get us into emotional communication on the happenings and feelings of the day. As a result, it can form a wide international circle. We will have less and less close space and have our distance pulled closer, especially between students and their parents, which can help better settle their communication problems. At the same time, information communication can also be enlarged and its upgrade speed can also be correspondingly enhanced.

3. Campus mobile phone APP customer end scheme

3.1 Analysis on current status

The digital campus platform of Hezhou College remains unsound at present, and online communication service is in a almost bleak status. There is only an official network, a Wechat public account and several campus APPs with small coverage and unsound development. The students there do not have a platform to freely keep track of the latest news of the college, nor a online communication platform with complete functions, which makes them unable to give their own judgment on the latest news. The service platform and public account that the college has do not have complete functions and thus serve few students, so that they can only browse the information on the official website of the college, the channel that is single and inconvenient, just for instance, when there comes some big events or the events that the students concern so much, the single platform may not be able to work for busy operation.

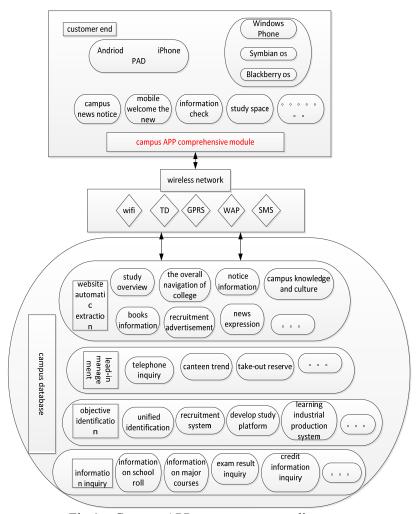


Fig 1 Campus APP system structure diagram

3.2 Function demand analysis

Hezhou College is a second-tier university in China, enjoying a long history. Despite an improvement in its development status, it still faces a limited improvement space. Specific to the problems of Hezhou College in digital campus, campus mobile phone APP terminal 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, recruitment and acquisitus management.

3.3 The function location of campus mobile phone APP

Campus news notice: News media plays an important role in daily life as a kind of medium through which people acquire related information.

The function of welcoming news arrival: The function of welcoming news arrival mainly include admission notice, welcome procedure, freshmen registration and tuition fee prepayment and bed selection.

Teaching affair information inquiry function: Teaching affair information mainly includes payment information, school roll information, term syllabus, exam inquiry, teaching material subscription, exam monitoring arrangement, credit bank and information on professional courses.

Study space function: The function mainly includes study resource sharing, interaction between teachers and students and mobile teaching resource.

4. Conclusion and outlook

The development of campus mobile phone APP terminal starts in the era of the rapid development of the internet under the background of high use rate of the intelligent phones. Its expansion has further improved the development of campus digital culture. In a sense, the

development of the campus mobile phone APP terminal carries the visage of campus information development. It is believed that, with the progress of the technicians in design and development, as well as their pursuit in technical creation, the overall level of the developed software will achieve further improvement.

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