

NYU Digital Communications Group
web | mobile | social media

Mobile Analytics

Jim Robertson

Exec Director
jim@nyu.edu
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- Private university
- 40,000+ students
- 12,500 in residence halls
- 18 schools and colleges
 - Stern School of Business
 - Tisch School of the Arts
- Opened Abu Dhabi campus in 2010
- Opening Shanghai campus in 2013



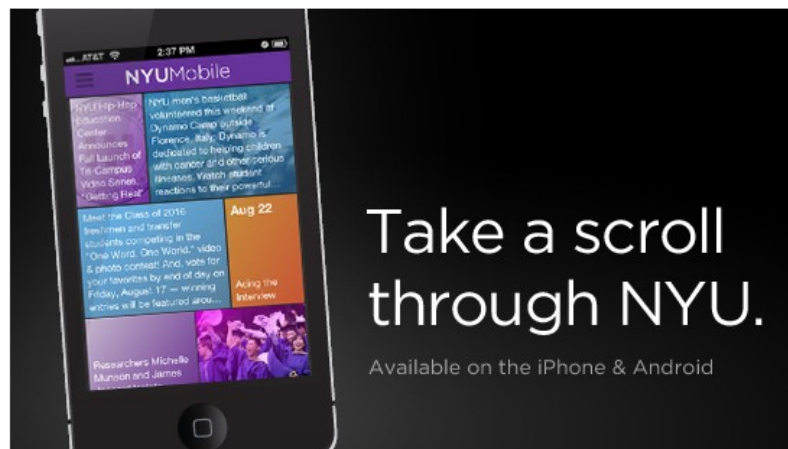
Digital Communications Group

- Blended group in both Public Affairs & IT
- "Web+"
 - Central NYU.edu website (including central administrative units) powered by our enterprise web CMS
 - Mobile app and web
 - Social media initiatives for central NYU
 - Webmaster support:
 - legacy web server
 - Google Search Appliance
 - analytics
 - UI/UX
 - MySQL & ePayment Gateway liaison
 - NYU Home portal
 - Mass HTML email tool
 - Blog platform
 - etc.



NYU Mobile app for iOS and Android

Mobile



Staying connected today means being "mobile." Instant access to information wherever you are is becoming essential to our day-to-day lives.

NYU students are digital natives, highly social, always connected, and collaborative. They consume diverse media, demand open access to everything, and they lead 24/7 lives not just in a city that doesn't sleep, but around the world.

NYU faculty looks for opportunities to experiment with and improve the learning experience, creating a teaching and learning environment that goes beyond the confines of the traditional classroom.

Our staff keeps all the important pieces all around the world moving smoothly for a great education experience.

NYU is mobile.

Version 2.3 Now Available!

For your iPhone, iPod Touch, and Android.

- » Real-time shuttle tracking
- » University events
- » Job postings on CareerNet
- » Service opportunities on ServiceConnect
- » Campus map
- » Contact information from the NYU Directory
- » University news
- » And more

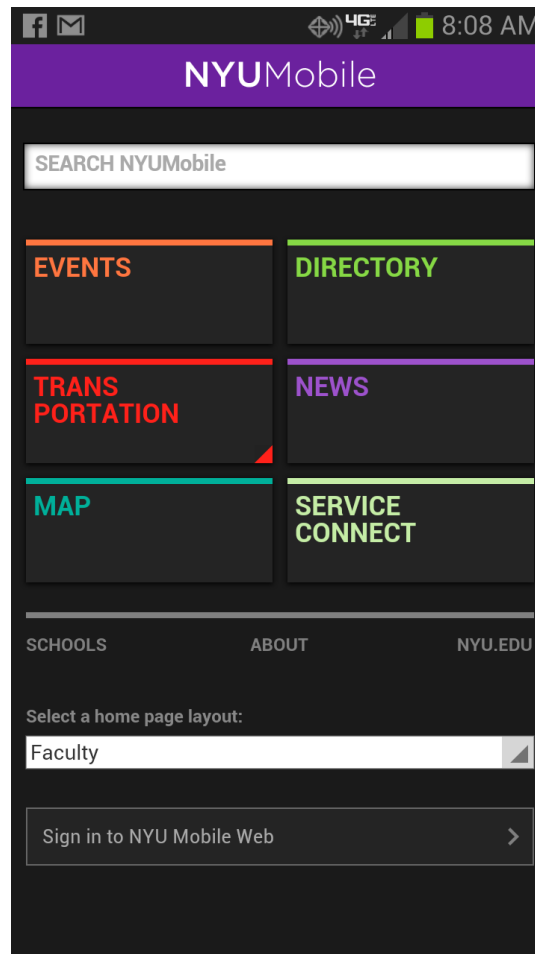


Need Support? Ask ITS!

- » AskITS@nyu.edu
- » 212.998.3333
- » or [go to the IT Service Desk](#) (for global IT support contact information).



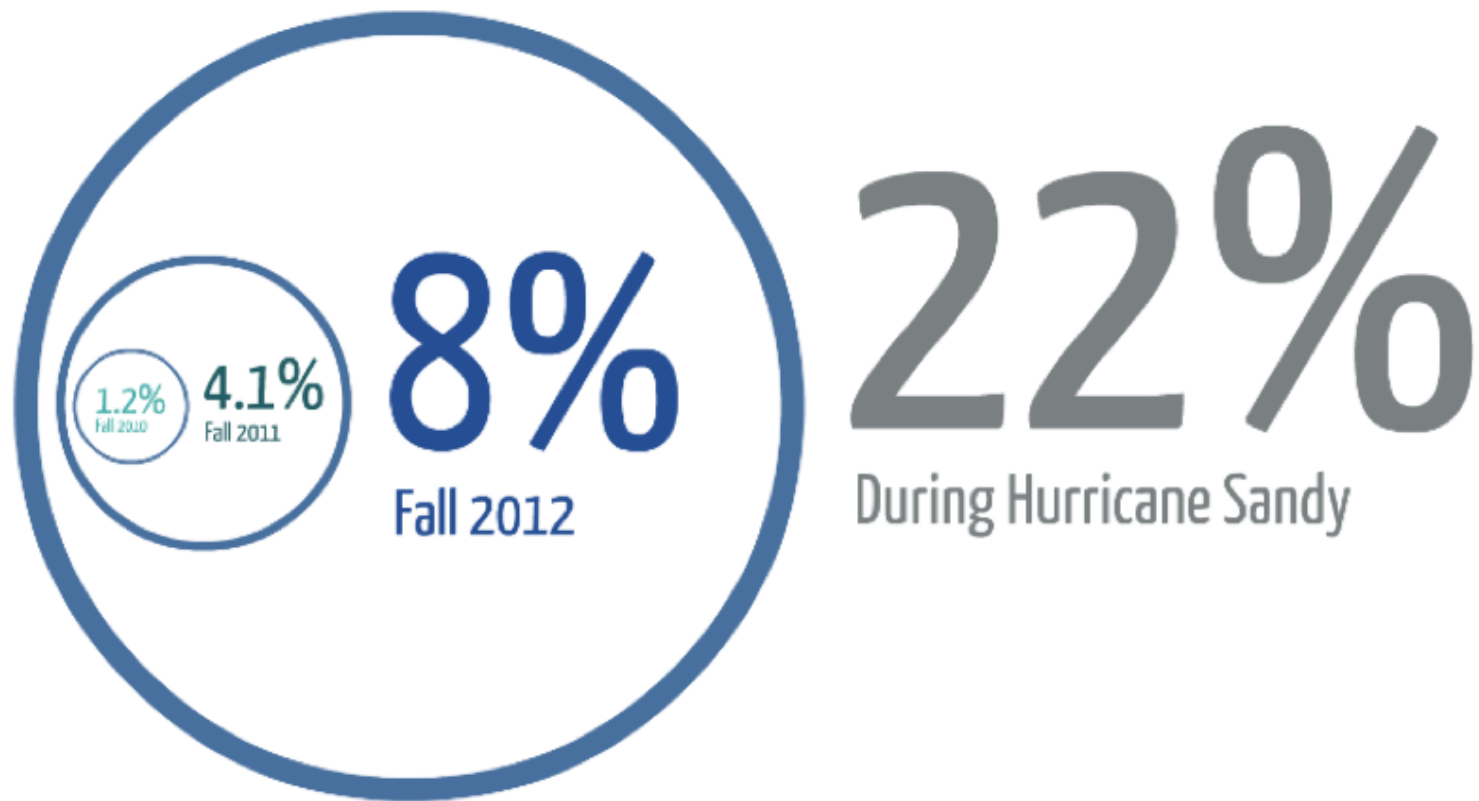
NYU Mobile web



Planning



Mobile web traffic



Mobile web traffic



NYU Mobile app

<input type="checkbox"/> Mobile Device Info	Operating System	Visits
<input type="checkbox"/> 1. Apple iPhone	iOS	735,316
<input type="checkbox"/> 2. Apple iPad	iOS	558,089
<input type="checkbox"/> 3. Apple iPhone	iPhone	232,782
<input type="checkbox"/> 4. Apple iPad	iPad	182,712
<input type="checkbox"/> 5. (not set)	Android	55,758
<input type="checkbox"/> 6. SonyEricsson LT15i Xperia Arc	Android	37,071
<input type="checkbox"/> 7. Apple iPod	iOS	22,445
<input type="checkbox"/> 8. Apple iPod Touch	iOS	19,399
<input type="checkbox"/> 9. Apple iPod Touch	iPod	17,570
<input type="checkbox"/> 10. T-Mobile myTouch4G	Android	14,930
<input type="checkbox"/> 11. (not set)	BlackBerry	10,766
<input type="checkbox"/> 12. Samsung SGH-T679 Exhibit II 4G	Android	8,938
<input type="checkbox"/> 13. Samsung GT-I9000 Galaxy S	Android	8,633
<input type="checkbox"/> 14. Samsung Galaxy Nexus	Android	7,922
<input type="checkbox"/> 15. HTC Inspire 4G	Android	6,805
<input type="checkbox"/> 16. Motorola xt875 Droid Bionic	Android	6,805
<input type="checkbox"/> 17. HTC ADR6400L Thunderbolt 4G	Android	6,398
<input type="checkbox"/> 18. Motorola MOTXT912B Droid Razr 4G	Android	6,195
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<input type="checkbox"/> 20. Samsung SGH-T999 Galaxy S3	Android	6,195
<input type="checkbox"/> 21. HTC ADR6350 Droid Incredible 2	Android	5,789
<input type="checkbox"/> 22. Samsung SPH-D700 Epic 4G	Android	5,789
<input type="checkbox"/> 23. HTC EVO 4G	Android	5,078
<input type="checkbox"/> 24. Motorola DroidX	Android	5,078
<input type="checkbox"/> 25. HTC PJ83100 One X	Android	4,977



NYU Mobile app

Now available

12K+
downloads
and counting...



97.3%

iPhone, iPad,
iPod Touch,
or Android



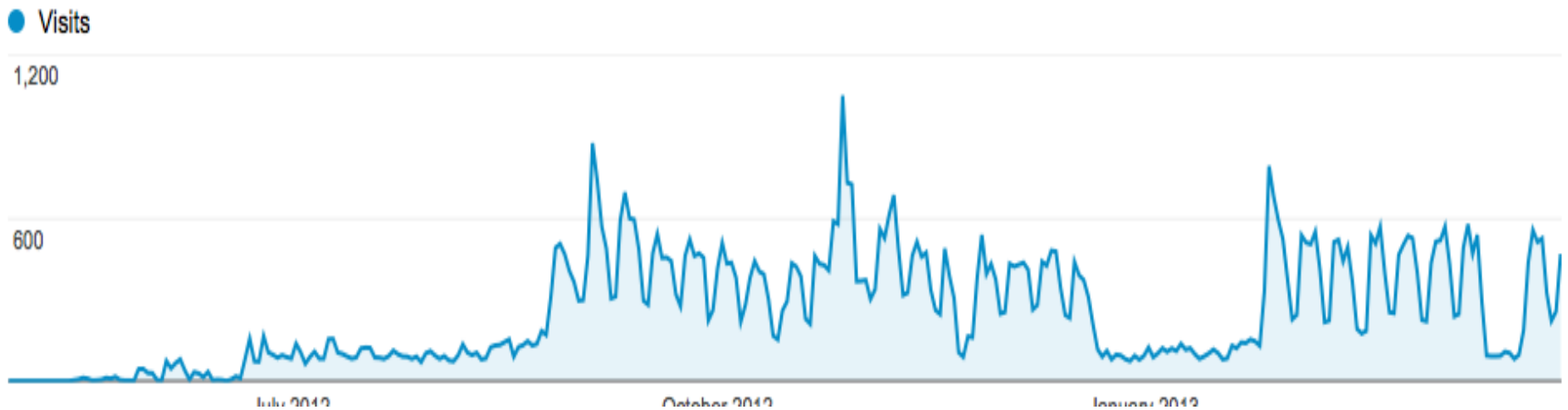
NEW YORK UNIVERSITY

Mobile Analytics

Post-launch

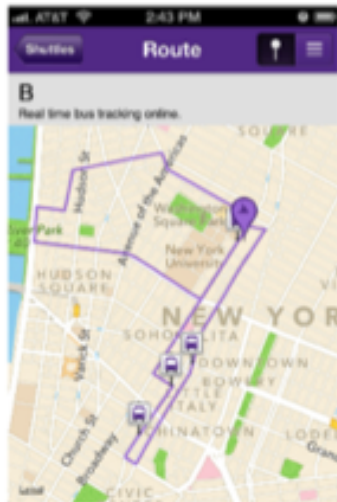


NYU Mobile app usage



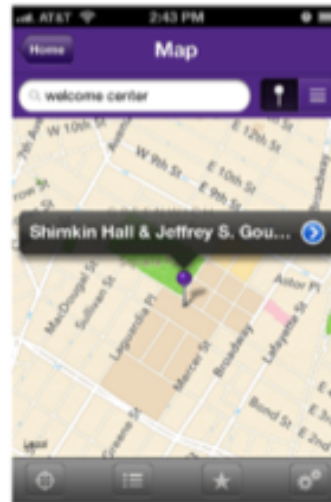
Usage patterns

Shuttle Buses



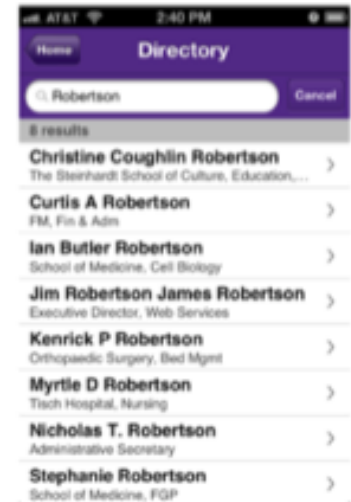
#1 used feature

Campus Map

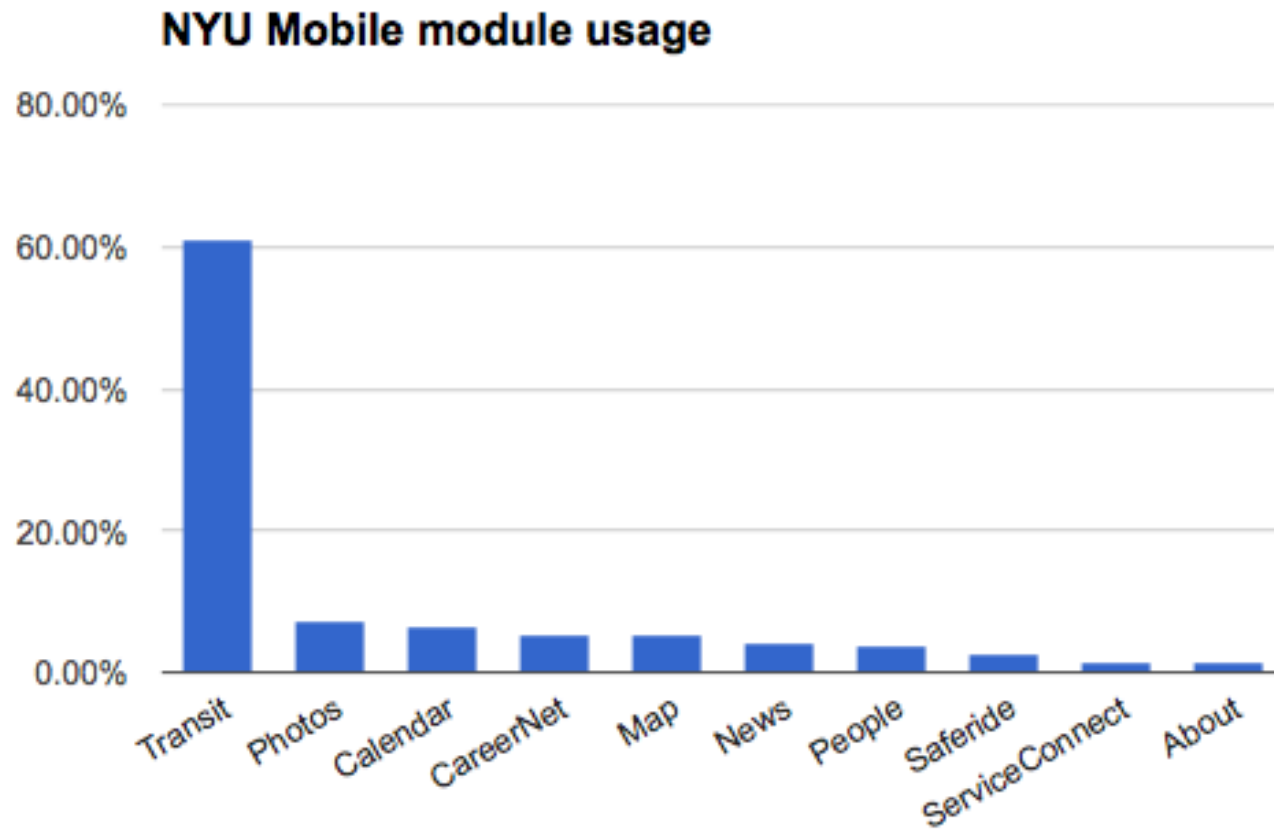


4,000 views
Welcome Week

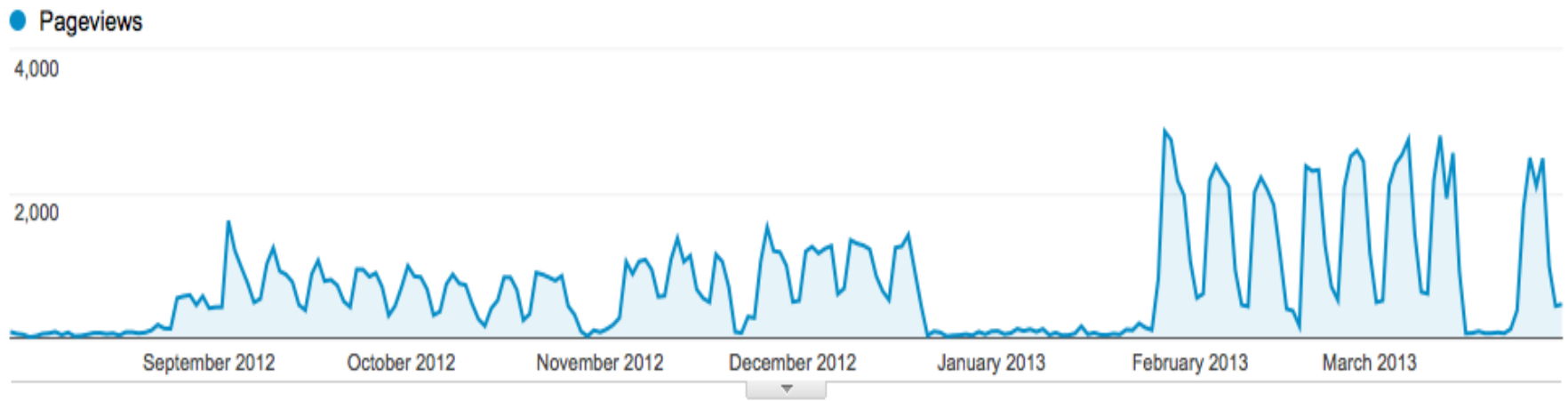
Directory



Usage patterns



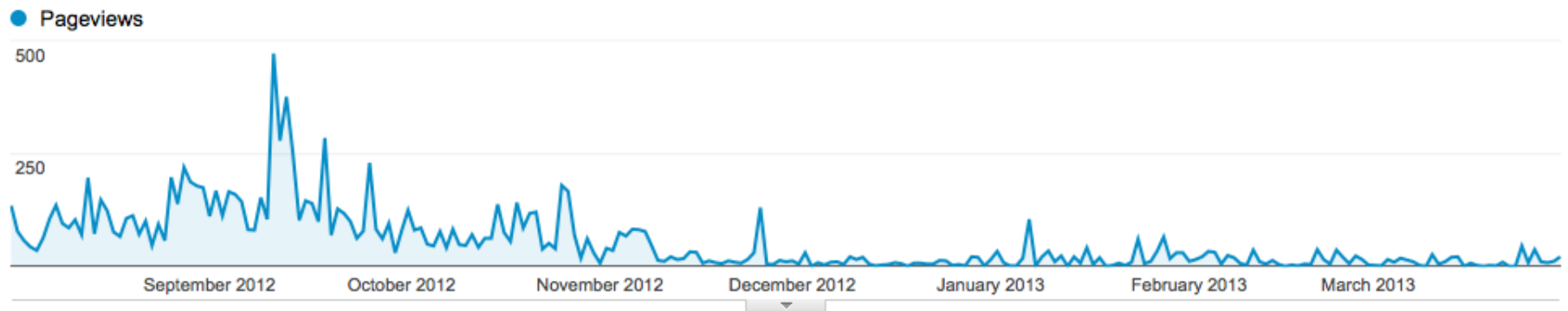
Usage patterns - transit



Usage patterns - map and people



Usage patterns - CareerNet



Search



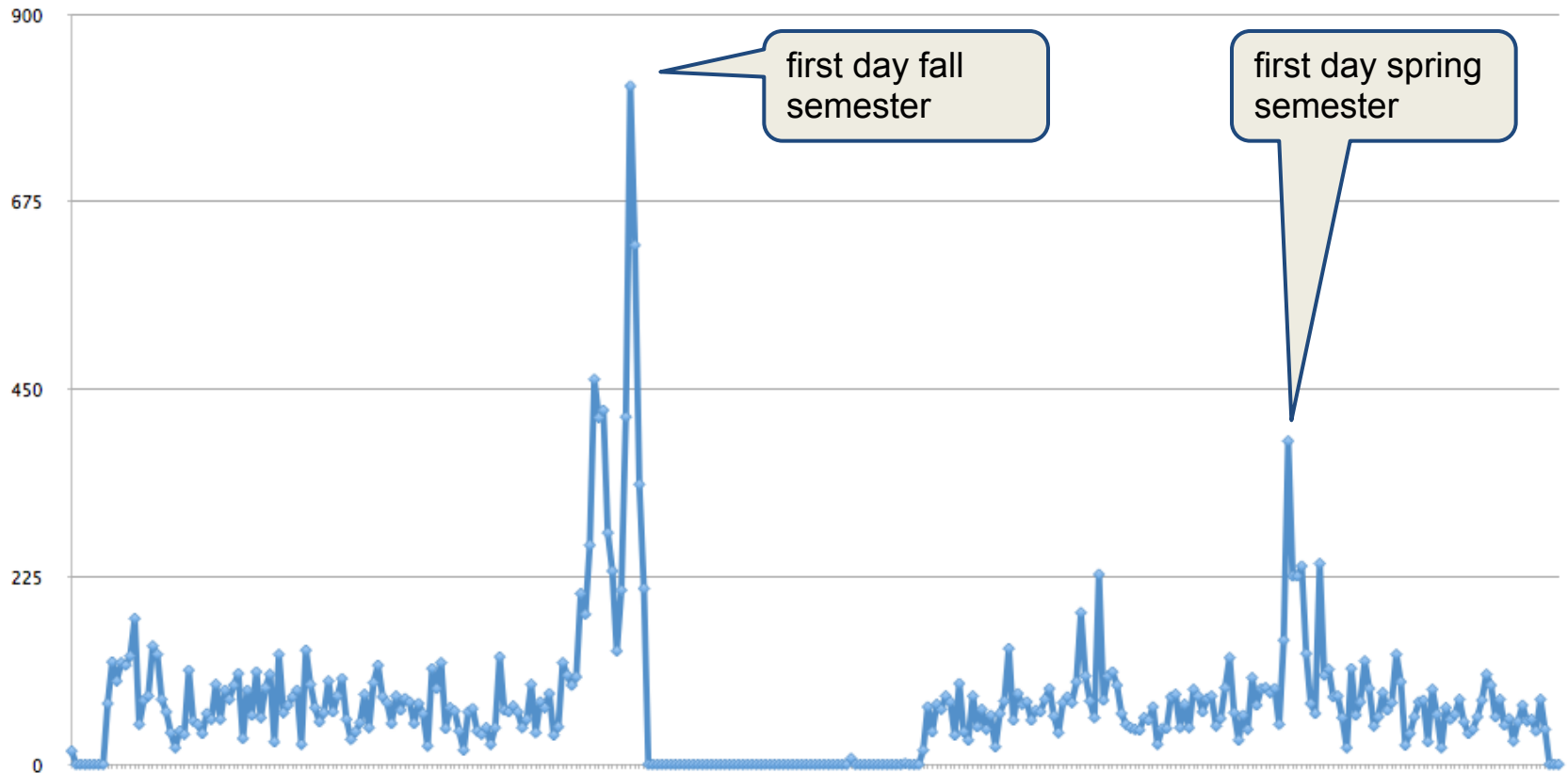
Search

Every time someone types a search keyword into your page, they're telling you what link they wanted to find on that page.

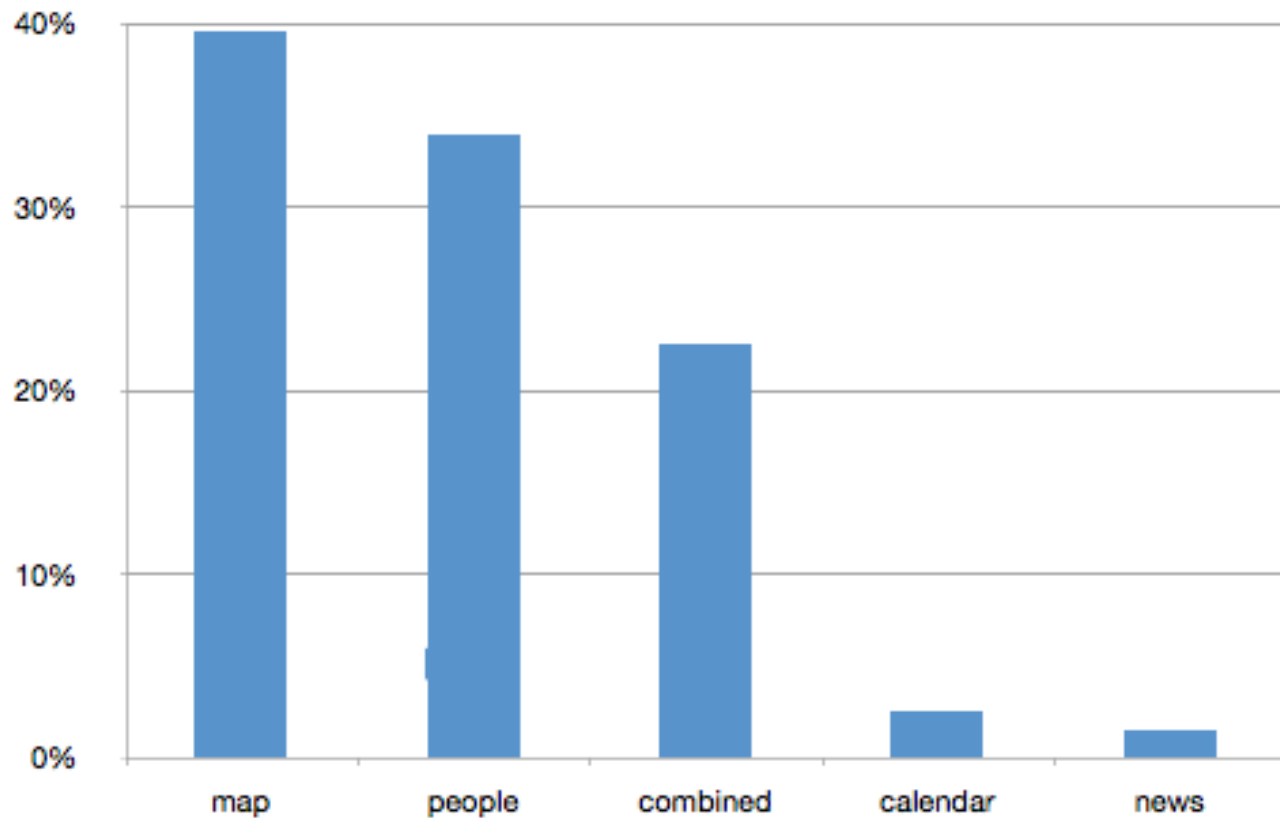
--Jared Spool



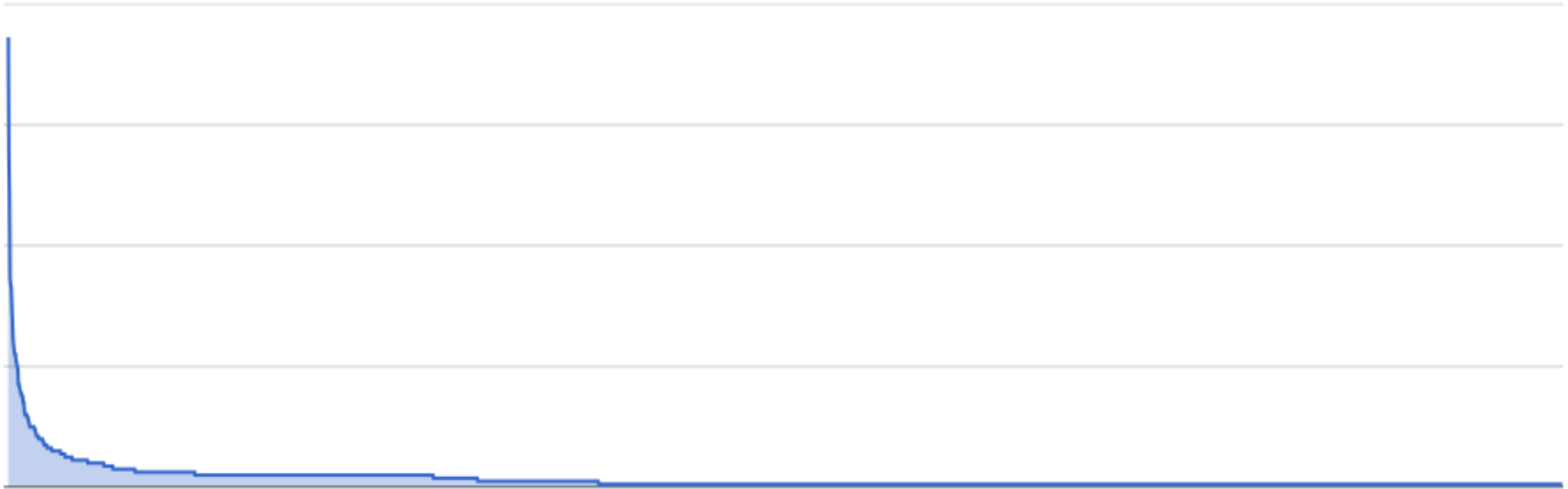
Search (14,000 searches over 11 months)



Search (14,000 searches over 11 months)



Search term distribution (5,962 unique terms)

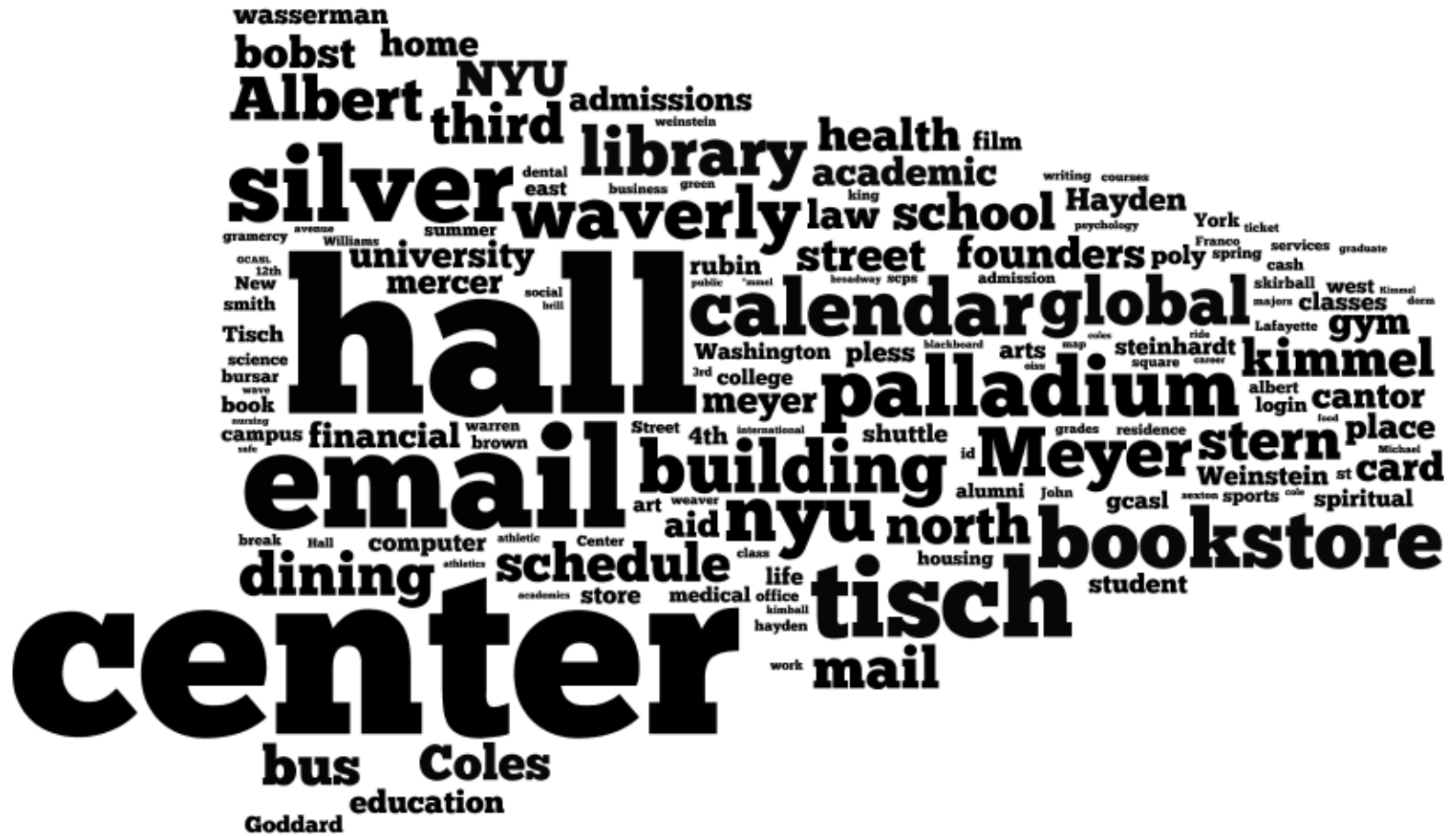


Search terms

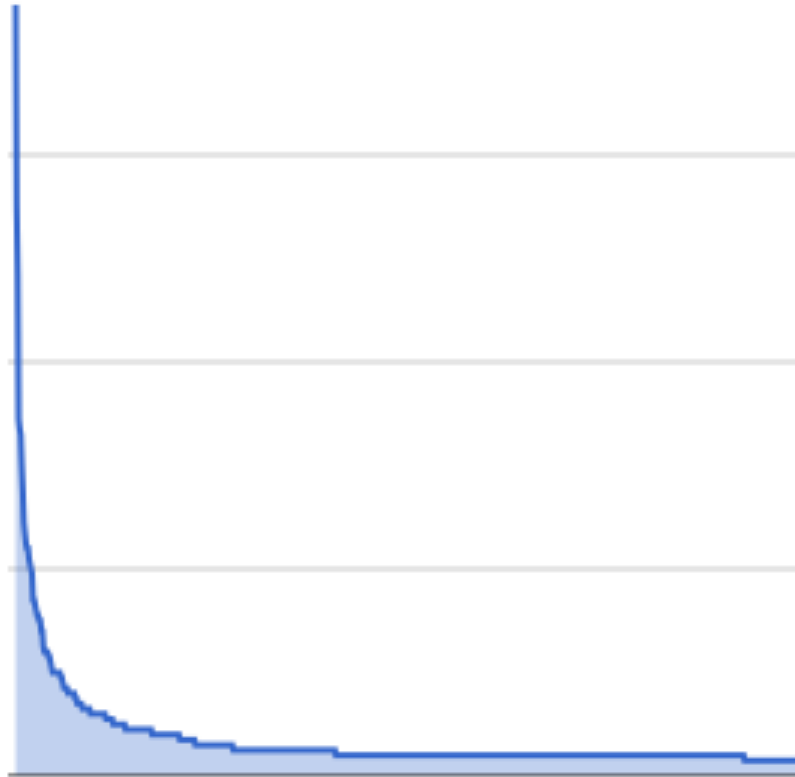
- # 1 -- email
- # 2 -- Albert (SIS system)
- top 10: calendar
- top 20: NYU Home portal
- trends during Welcome Week and first week of classes:
 - bookstore
 - NYU Card or NYU ID



Search terms



Sweet spot of interesting data



Other search terms

- work order
- when do fall classes start
- subway
- Starbucks
- tour



Search improvements?

- auto-complete and -suggest
- catch common spelling errors
- ensure all location and office "nicknames" are in directory and map metadata
- Search vs. navigation
- Search as navigation
- FAQ



Actionable data



Analytics

If we can measure it, we can manage it.



**Market research
+
Needs assessment
+
Analytics**

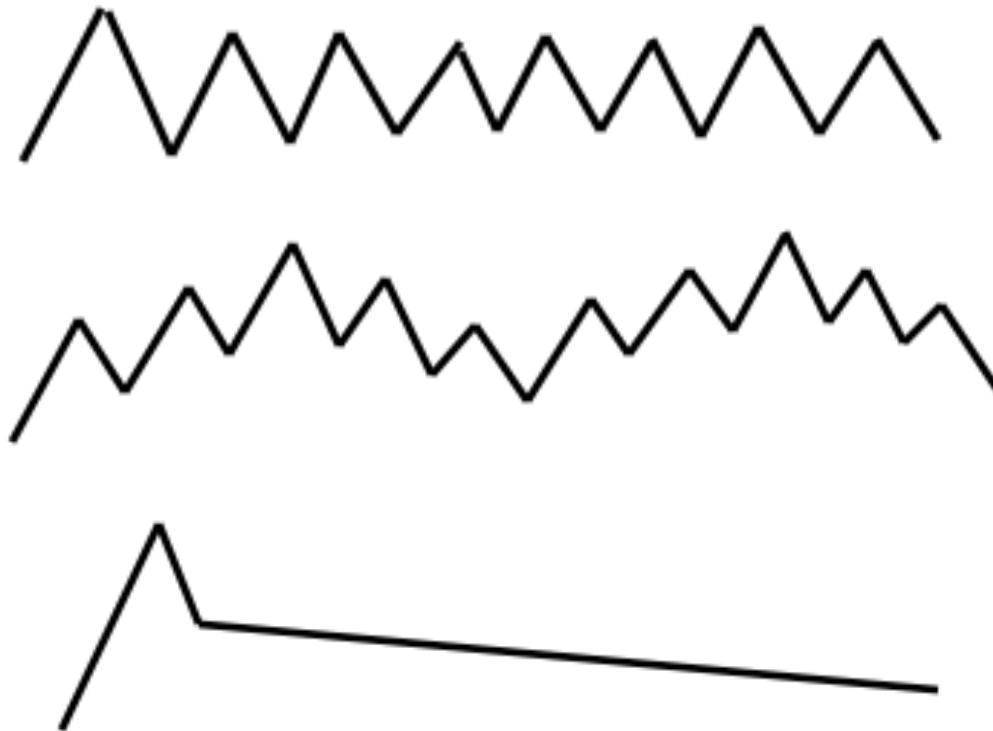


What is needed

- Better raw data
- Better analytics tools



Trend analysis

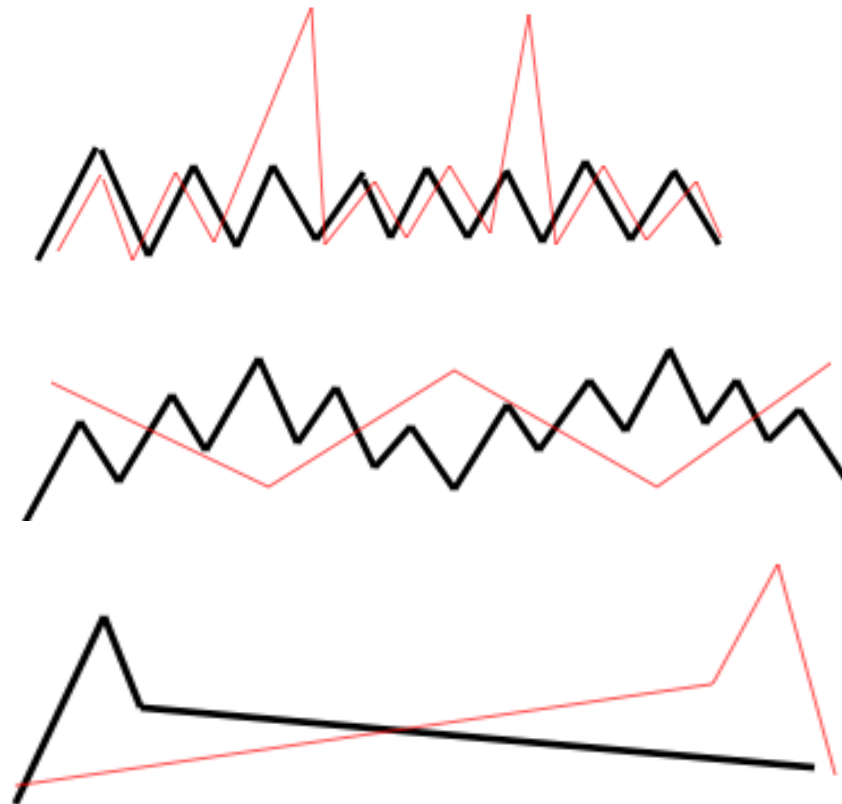


What is needed

- Things we know
- Things we know that we **don't** know
- Things we **don't** know that we **don't** know



Trend analysis



Use of this intelligence

Opportunities

- Prioritization of enhancements
- Content strategy
- Optimization

Risks:

- Optimization vs. innovation
- Self-fulfilling prophecy



Q & A



Questions for the audience

1. How many of you are looking at analytics?
2. What tools are you using?
3. Are you looking at Search?
4. What are you finding that is similar or different from what we are finding?
5. Are you using analytics in governance?



Extra slides

if needed ...



Vision

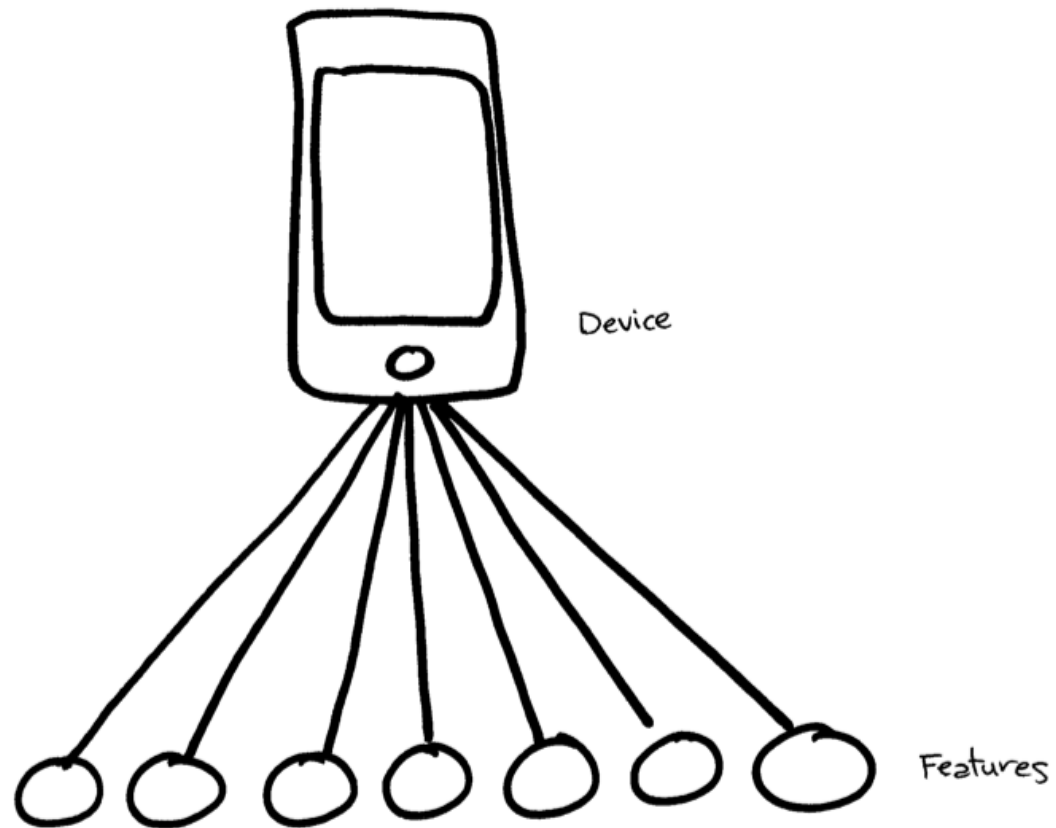
The NYU Mobile app will be a ***single, global, NYU-wide*** flagship app that serves various audiences, but is primarily oriented towards:

- current students first
- current employees second
- the rest of the world third.

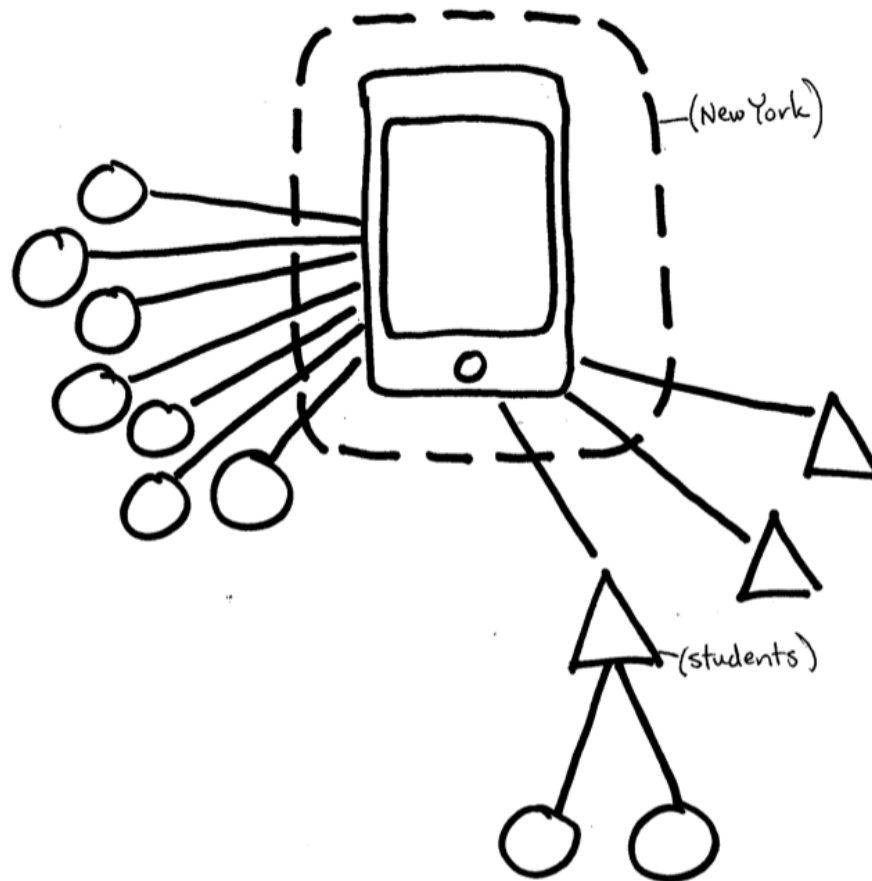
The NYU Mobile app is not oriented to prospective students (although we do hope they download the app to get a preview and taste of the NYU experience).



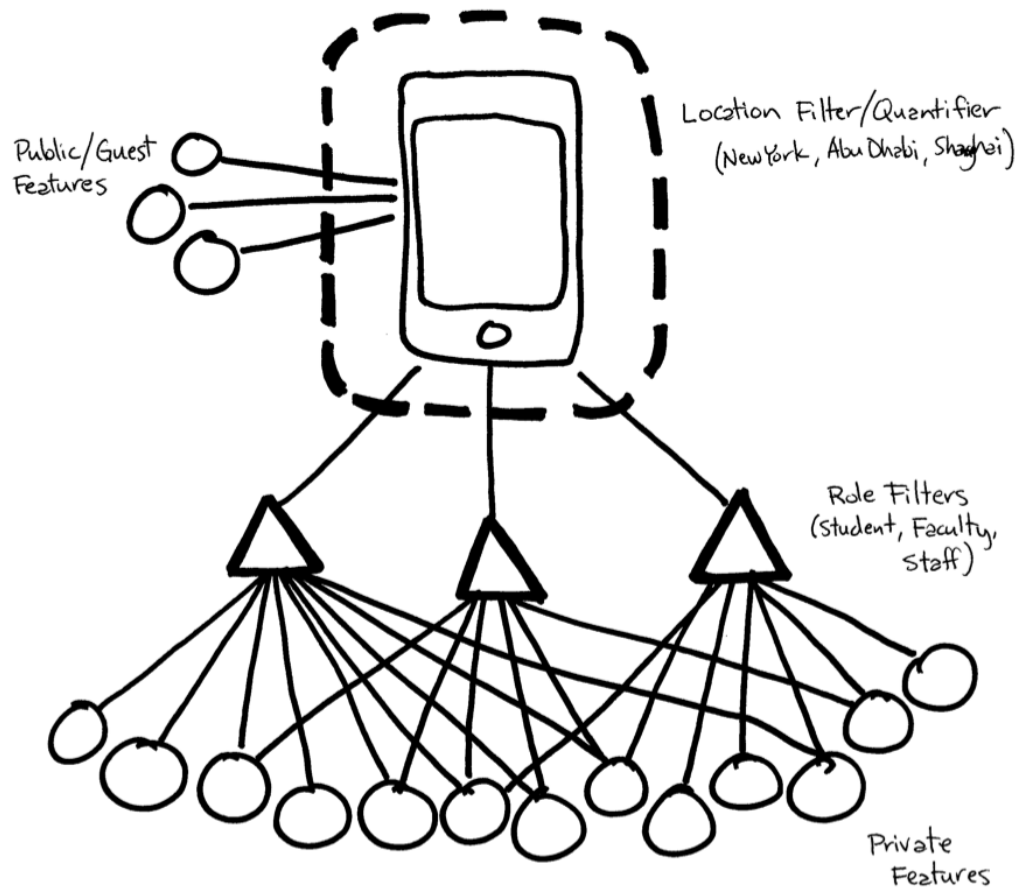
Now



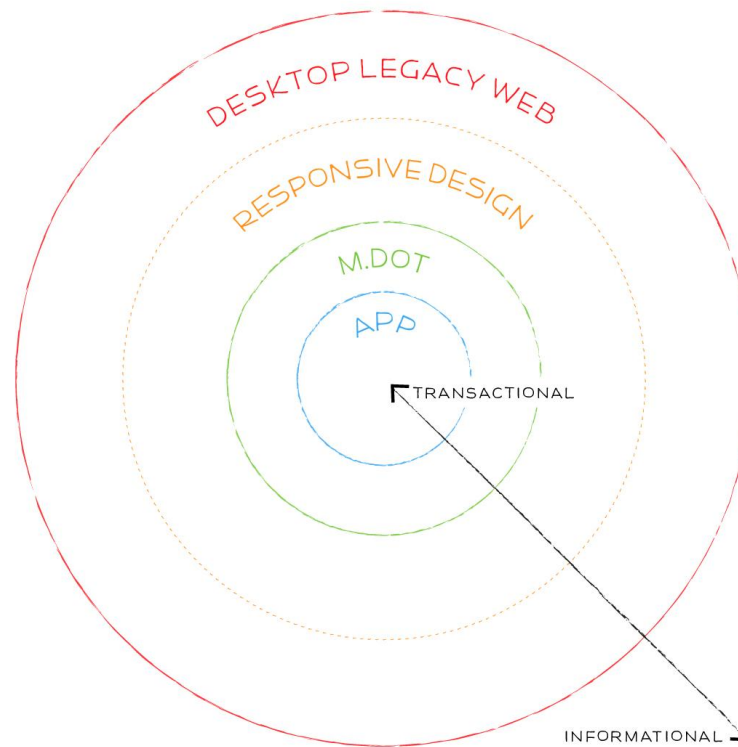
Near future



Ideal future



Big web/mobile picture at NYU



Going forward

Expand & Enhance

Globalize

Localize



Challenges

1. Managing expectations of stakeholders and community
2. Discipline to keep focused
3. NYU systems not being available or ready to for mobile integration
4. Maintain unified user experience



Fini

