

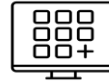


## A new and “BETTER” edition of the R.I.T. app for students and faculty

What are some things that students dislike about the old app?



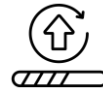
**65% say** The app is too cluttered and confusing



**76% say** There are too many separate apps



**81% say** The map is unhelpful for navigating campus



**52% say** The app needs to be upgraded for quality of life improvements

## How can a new app fix these problems and why is it necessary?



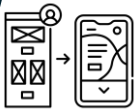
### Brand New Features:

- Gracie's Swipe to Dining Dollar Converter
- A population tracker for different areas on campus



### New Upgrades for a “Better” app:

- A unified campus schedule with a built in reservation and bookmark system
- Live-tracking on the campus map



### Quality of Life Improvements:

- Improved UI / UX
- Integration of the different outside apps like campus groups
- Integration of R.I.T. affiliated apps like Tiger Safe



### Why should R.I.T. invest in “Better R.I.T.?”

- The old app is a common daily frustration
- Better quality app services for freshmen increases student retention
- R.I.T. should have an app that reflects its status as a top tech school