



Business Case

Universities Going Mobile: Creating More than Just a Mobile Website

Background

Colleges today face a new kind of challenge to engage with students, a challenge played out on small screens. Nearly everyone on a campus owns or has access to an advanced mobile device, whether that's an iPhone, an Android phone, or a tablet. Current and prospective students expect access to campus information from these devices.

Communication departments at universities must therefore provide the information for them in a way that is both convenient and engaging. Providing standard websites will not cut it. Users need information delivered to them through both native applications and mobile websites.

The Problem: Different Content on Different Platforms Means Confusion

At a large, private university in Philadelphia that prides itself on delivering a personalized student experience, administrators sought a solution to manage this new landscape. Essentially, the school's mobile presence was its website. The mobile users simply looked at the big site on their small screens.

Administrators knew that increased mobile usability would lead to a better student experience. Students could feel more connected and important to the university because the institution made all school information easy to access anywhere through a device.

Unfortunately, the various tools the university initially used built different content elements on different platforms. Class schedules and campus maps were in one system while game



Highlights:

- Students and prospective students view schools without a mobile presence as lacking technology awareness
- Students and prospective students learn about a school on their own time. From school events to cafeteria menus, library hours, and course schedules.
- Modo Labs Mobile Campus Solution addresses all these needs

Customer Case Study: Universities Going Mobile: Creating More than Just a Mobile Website

schedules and news were in another. This is a common problem among higher-ed institutions testing mobile presence platforms.

The inconsistency between web and mobile content confused users, rather than informed them. Additionally, there were no long-lasting positive results from the investment made.

The solution: Unite information and make it usable

Mobile Campus, from Modo Labs, was brought to the university. With Mobile Campus, all of the university's web elements, from staff directories, to cafeteria menus, and event ticket information, were consolidated into a sophisticated design, yet easy-to-use format, which was accessible from any mobile device.

Mobile Campus contains Kurogo Mobile Optimized Middleware (MOM) that takes information from any system and pushes it to mobile users in a method and format that allows for easy consumption. Kurogo MOM seamlessly draws data and content from existing data sources, helping universities rapidly and painlessly integrate with existing IT systems and is a software platform built for architecting a complete enterprise mobile application strategy.

Kurogo's ability to deliver mobile applications seamlessly from mobile web to native applications allows a university to control the development cost of the application.

Modo Labs provides the Mobile Campus solution out of the box but can also work alongside university development teams from the proof-of-concept stage to the deployment of sophisticated, customized solutions.

Summary: Immediate Results

The institution noticed a difference in communication with students, specifically with the use of self-guided campus tours, class schedules, and the sharing of multimedia featuring students and groups.

Modo Labs grows as fast or slow as an institution would like, upholding two core values: complete open source flexibility and the best user experience. This means developers can build without restrictions. Simultaneously, all mobile content works just as it would on a desktop or laptop. In addition, clients remain the owners of all their data; no binding contracts retain the information after a project is finalized. Ownership is scalable, so clients can own and host the application, completely outsource it to Modo Labs or do something in between.

Like this university, hundreds of schools across the U.S. are using Mobile Campus to connect, engage and communicate with students across borders

About Modo Labs

Modo Labs offers mobile solutions and support services to help universities and enterprises take advantage of the fast growing Kurogo Open Source Mobile Platform. Our technology integrates with and transforms data and content from any source, and presents it on any mobile device.

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