

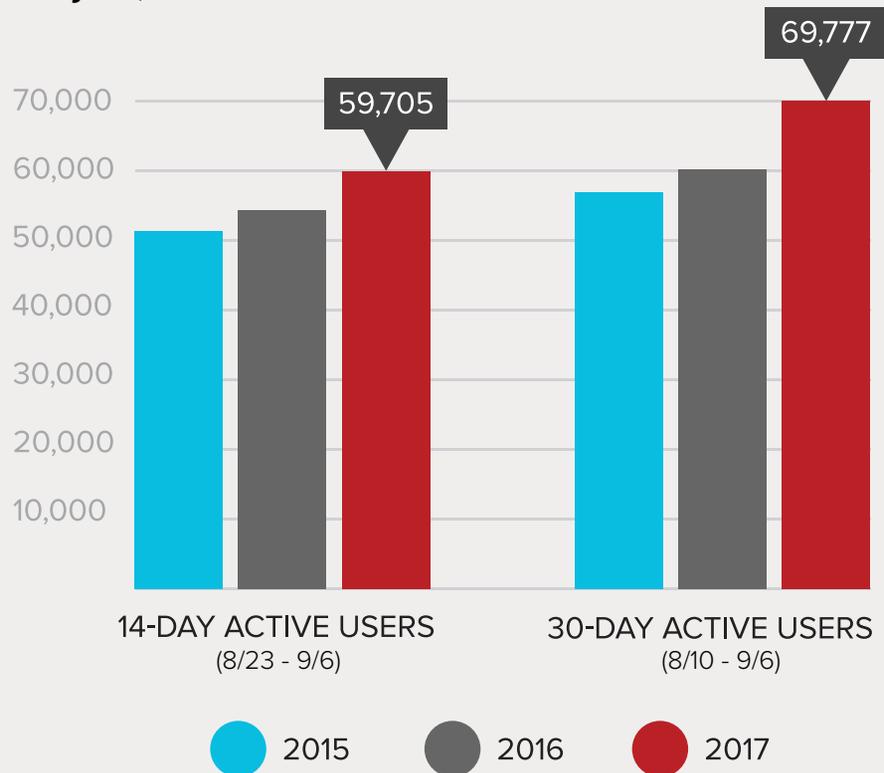
The Ohio State App

BY THE NUMBERS, 2017

The Ohio State App has had another successful start to the autumn Semester in 2017. The Ohio State App continues to be an everyday part of the lives of most students at the university.

We've seen a dramatic increase in students, staff and faculty using the app, which is likely a result of the redesign completed last May and a joint effort with Administration and Planning and Transportation and Traffic Management to promote the app as the primary way to find parking and bus information.

The 30-day active user count around the start of autumn semester was **nearly 70,000!**



Who's Using the App?

This year we've taken a look at our user base to understand who is really using the Ohio State App.

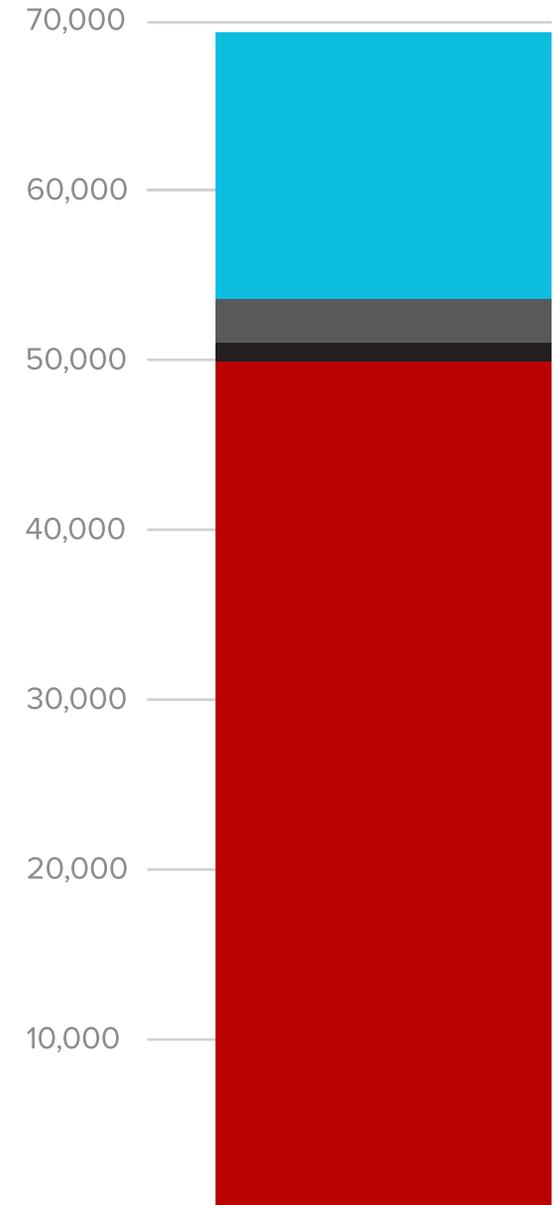
Of our 69,000 monthly users, **50,000 are Ohio State students**. This is mostly comprised of undergraduate students, and a subset of the other student groups. They use the app to see their schedule, final grades, canvas grades, BuckID balances and more.

The next largest group are our users who fall in the "Public" category. This includes individuals who are seeking campus information such as transportation, buildings, dining, etc. but did not need to log in to the app. **15,000** of our monthly users do not log in to the app.

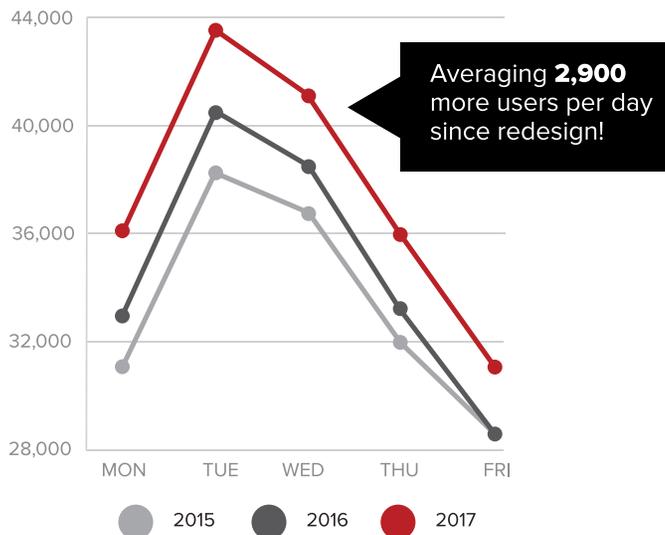
2,500 faculty/staff and **1,100 alumni** round out the other groups which login on a monthly basis.

Monthly Users

- STUDENTS
- ALUMNI
- PUBLIC
- FACULTY/STAFF



USERS DURING FIRST WEEK OF AUTUMN SEMESTER

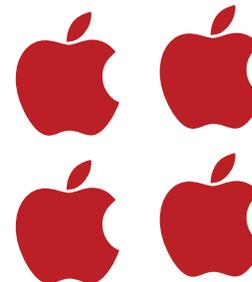


Daily users have seen a huge increase, mostly driven by "public" content (buses, buildings, sports, etc.).

17.5%
ANDROID



82.5%
iOS



iOS continues to dominate the Ohio State App usage among students, faculty and staff, breaking the 80% mark this year.

Screen Name	Views
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Buses	6,289,228
Home	5,570,250
My OSU	4,973,898
Class Term List	3,311,317
Grades Final Grades	2,119,554
Classes Calendar	1,451,732
Classes Week View	1,321,087
Grades Carmen Courses	1,241,679
Campus	1,212,374
Building Detail	1,182,375
Buses Route Prediction	821,832
Buses Nearby Stops	730,236
Locations Building Detail	675,248



Understanding Mobile

AT OHIO STATE THROUGH DATA

What you see here shows the top screens within the Ohio State App, of the 120 total possible screens. For the past three years we've tracked usage and engagement on these screens.

Using that data in conjunction with our Marketing and Communications team, we redesigned the entire Ohio State App to be more discoverable and to highlight those services which are key to the student experience.

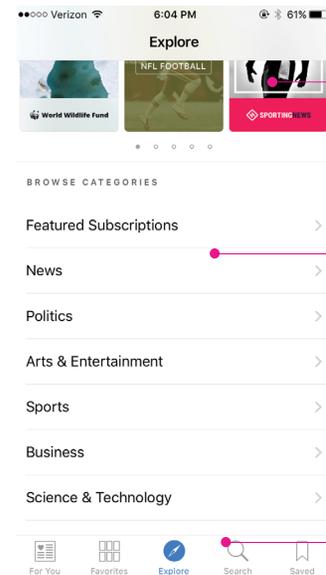


A Delightful User Experience

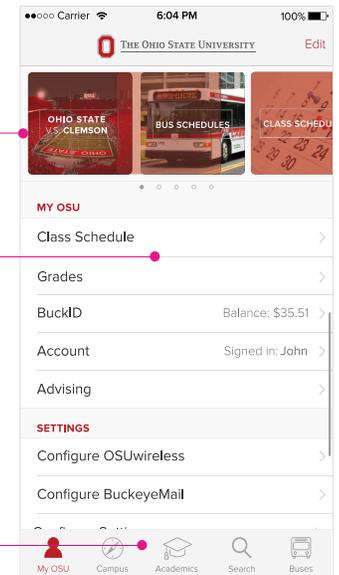
IS ABSOLUTELY REQUIRED

One of our core beliefs is that the Ohio State App should have the **same level of user experience** as an app from Apple or one of the big players: Facebook, Instagram, Google, etc.

We've taken inspiration from the design decisions in the **native iOS and Android** softwares to create similar experiences in the Ohio State App, so the users feel like they're at home.



iOS 10 NEWS APP



OHIO STATE APP

What's Coming Next?

Some of the key features we're currently working on include (but are not limited to):

- Emergency Alert Push Notifications to all devices with the Ohio State App (in conjunction with Bob Armstrong, the Department of Public Safety and Rave)
- Improved CarmenCanvas Services (most requested by students!)
- Real-time COTA Bus Tracking
- DoubleMap Bus Tracking (Ackerman/Morehouse Shuttles)
- Buckeye Careers

Features we're investigating for viability:

- Real-time Capacity Information (e.g. How busy is the RPAC? How busy is the Library? etc.)
- Augmented Reality Applications

Mobile Influencers

We have been working to create a quarterly forum for all of the areas around campus that provide data for the Ohio State App. The details and participants are still being defined, but we plan on doing the following:

- **Showcase:** Share what we've done in the past quarter
- **Retrospective:** Share any issues we've had, and what we could've done better
- **Portfolio Review:** Get feedback on prioritization, features and our roadmap

Look for an invite soon!

Thank You!

A special thank you to the developers on the OCIO Web & Mobile team as well as all of the teams around campus which have made this year possible: Undergraduate Student Government, The Ohio Staters, Administration and Planning, Transportation and Traffic Management, Student Life, the Bursar's Office, the Registrar's Office and many others.

