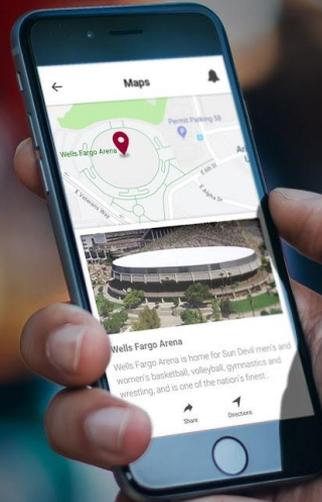


Engaging Communities, Uniting Common Needs



ASU Mobile App directly supports ASU's Charter

Quote from The Fifth Wave

"American higher education institutions have long been blighted by isomorphism - an inclination to replicate one another rather than pursue new and innovative missions. As a result, universities waste millions of dollars competing with each other instead of cooperating as well as frivolously attempting to build capabilities in areas where they have no foundational strengths. **In contrast, Fifth Wave universities will achieve greater efficiency and impact by sharing the technological, administrative, and infrastructural resources of their partner institutions.**" - *Michael M. Crow and William B. Dabars*

ASU Charter

ASU is a comprehensive **public research university**, measured not by whom it excludes, but by **whom it includes** and how they **succeed**; advancing **research and discovery** of public value; and assuming **fundamental responsibility** for the economic, social, cultural and overall health of the **communities** it serves.

#1 in the U.S. for innovation

ASU ahead of Stanford and MIT

- U.S. News & World Report, 5 years, 2018-2020

Problem Statement

- Students / citizens expect world-class mobile experiences like outside Universities and State/Local Government - high bar:
 - Amazon
 - Instagram/Facebook
 - LinkedIn
- **Disconnect in expectations - communications from the entity to the end user are often generic, inconsistent, and/or unread**
- Enterprise sales into these industries is actually serving the IT department as the customer, not the end user or often not even the department that directly communicates with the end user

What is the App for ASU?

Adoption Metrics

- **Total App Downloads**
 - >213,000 (up from 18,000 Aug '18)

Engagement Metrics

- **~114,000 Quarterly, ~58,000 Weekly and ~34,000 Daily Average Unique Users**
- **~2min Avg Session Length (~6min pre-COVID)**
- **~13M individualized push notifications since Aug '18**

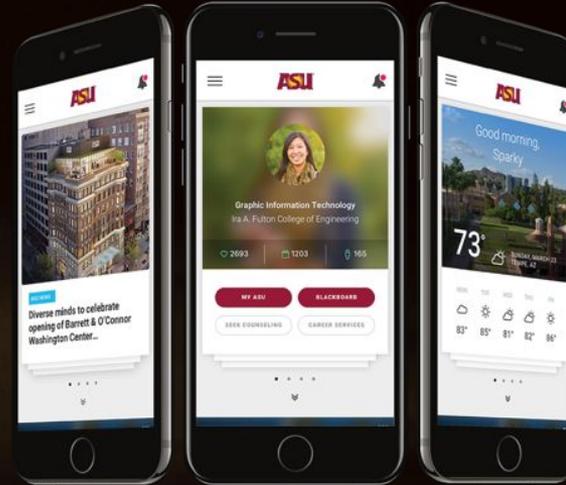
Wayfinding from your location to any building on campus

Virtual tickets for the student football season

Schedules of classes and events with check-in and wayfinding abilities

Real-time transit information in and around campus

Customized news and event feeds from ASU



Club and club event information

Ability to manage and maintain a friends list

Timely and personalized notifications

Ability to share news and events with friends

Enhanced privacy settings

Real-time parking information

A mobile strategy designed to evolve with Sun Devil needs.
Our commitment is to seek out user expectations and exceed them.

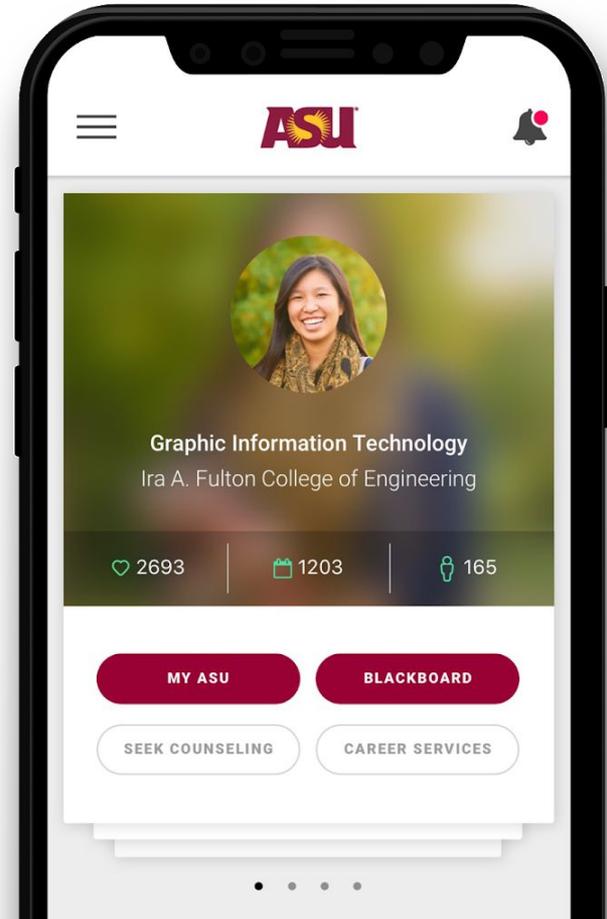
Personalized content

Personalized greeting

Initial title display not only displays the users name but shows an image of the campus they are currently located on and specialized weather driven by their current location.

Personalized content

All content in the application is tagged to a set of pre-defined interest groups (identified by the student population) and users have the ability to select which groups they are interested in. This dynamically changes the news and events displayed in the application.



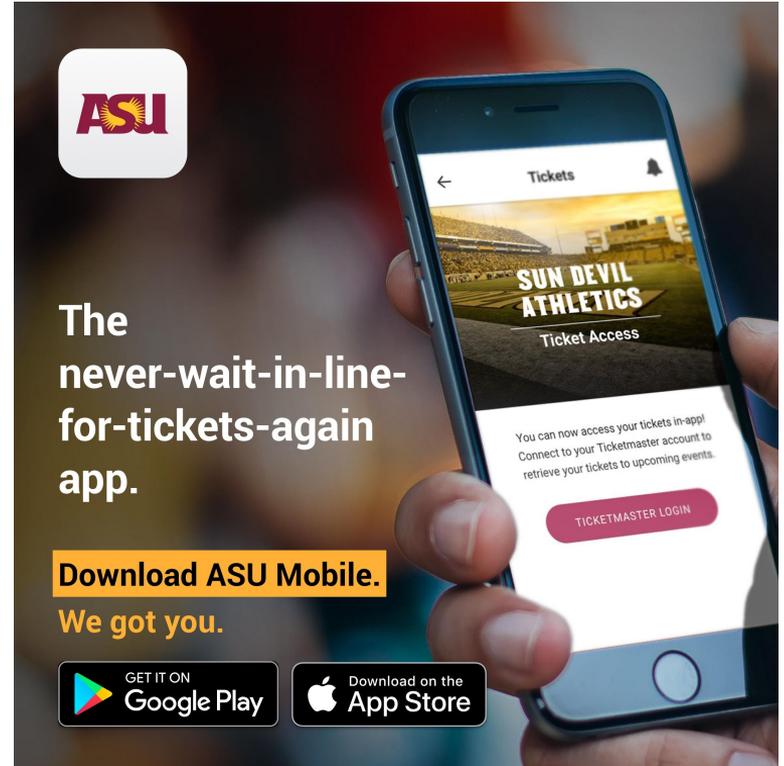
University connections

Personalized schedule

The student's class schedule is displayed on a day-to-day format that lists the location, way-finding to the building, reminders, links to the specific LMS', and the ability for the students to connect with others in the class.

Event/ticketing information and redemption

All events have location and way-finding information and functionality along with the ability to check-in. Digital ticketing is also available to allow the distribution and tracking of event information.



The advertisement features the ASU logo in the top left corner. The central focus is a hand holding a smartphone displaying the app's interface. The screen shows a 'Tickets' header, a background image of a stadium, and the text 'SUN DEVIL ATHLETICS' and 'Ticket Access'. Below this, a message reads: 'You can now access your tickets in-app! Connect to your Ticketmaster account to retrieve your tickets to upcoming events.' A pink button labeled 'TICKETMASTER LOGIN' is visible. At the bottom of the ad, there are two download buttons: 'GET IT ON Google Play' and 'Download on the App Store'. The text 'Download ASU Mobile. We got you.' is positioned above these buttons.

ASU

The never-wait-in-line-for-tickets-again app.

Download ASU Mobile.
We got you.

GET IT ON **Google Play**

Download on the **App Store**

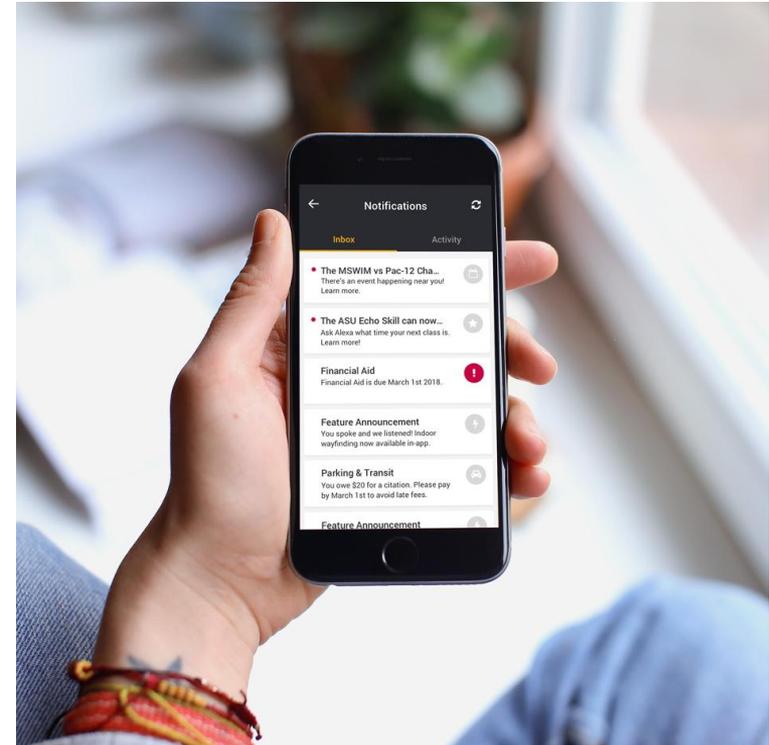
Feature-Rich Notifications

Push and in-app notification

The ASU Mobile App provides the ability to deliver both push and in-app notifications that has direct call to action ability.

Notification CMS

Ability to allow content users to select small, targeted audiences based on user defined criteria, use geo-fence boundaries, and a scheduling calendars to sequence future communications.



Wayfinding

Transportation

Real-time location of inter-campus shuttles and display of shuttle stops based on current location and time.

Real-Time Parking Map

The campus parking lot availability is displayed in a red/yellow/green overlay that provides real-time parking capacity information.

ASU

The never-watch-the-shuttle-pull-away-from-the-curb-without-you-again app.

Download the ASU Mobile App. **We got you.**

ASU

Demand more from your campus maps.

Building information, real-time parking, better wayfinding, live transit information and more.

Check out the new ASU Mobile App. **We got you.**

Wells Fargo Arena

Download on the App Store

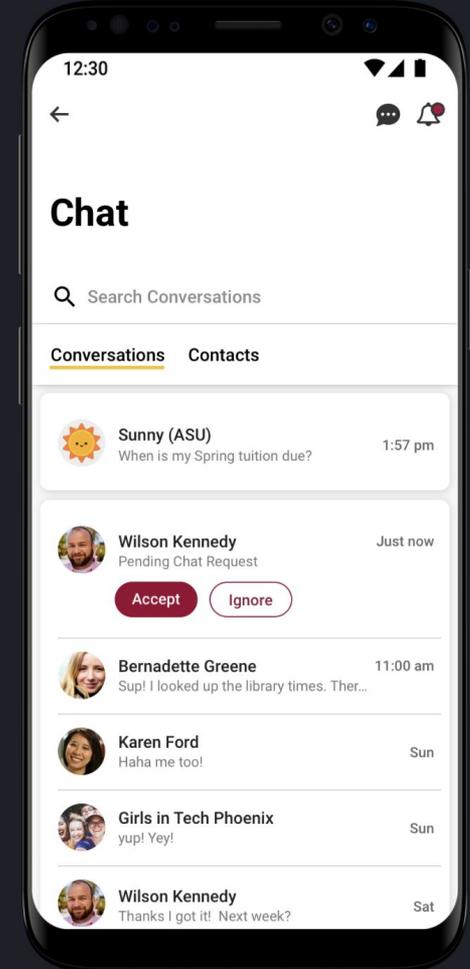
Chat and Chatbot

One-to-One

Students have the ability to engage with any of their friends via chat directly in the ASU Mobile App

Chatbot

Launch of PoC with Financial Aid summer of 2020 with the ability to scale across all of ASU.



Health Check

Ability to Keep Health Top-of-Mind

Community of Care

CDC guidelines

Partner with SAFE Health (ASU / Mayo
MedTech Accelerator)

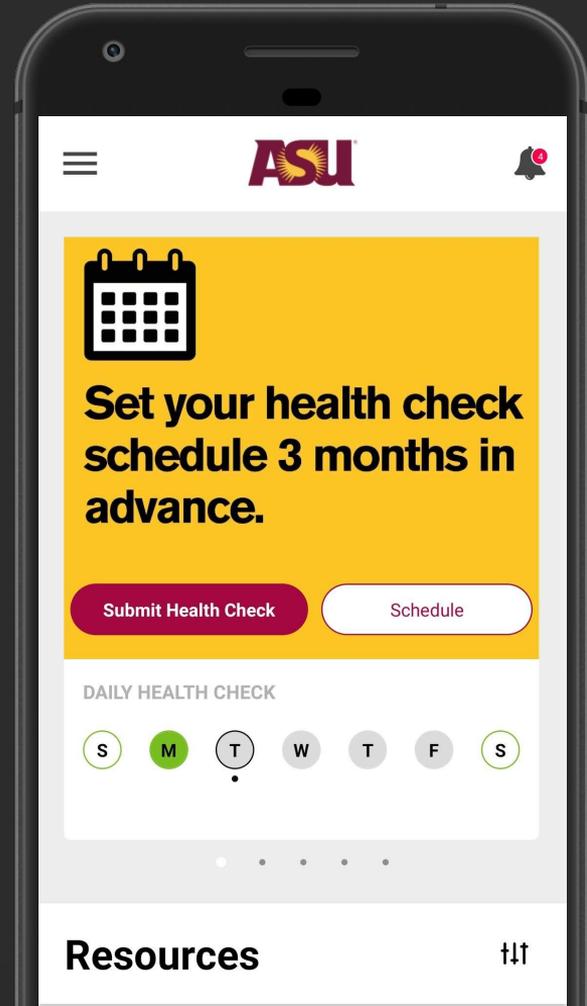
Flexible to add features (LA County
quarantine guidelines)

Data

Ability to influence random testing

Help get adoption and continued use

Influence leadership decision making



Public Private Partnerships

**New Expertise from Best-in-Class
Partners - Continue the Path of
Innovation**



powered by



Thank you



Engaging Communities, Uniting Common Needs