



The Mobile One-Stop Shop: campusM and the Integrated User Experience

Or: How I Learned to Stop Worrying about Integrations and Integrated the User Experience

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Agenda

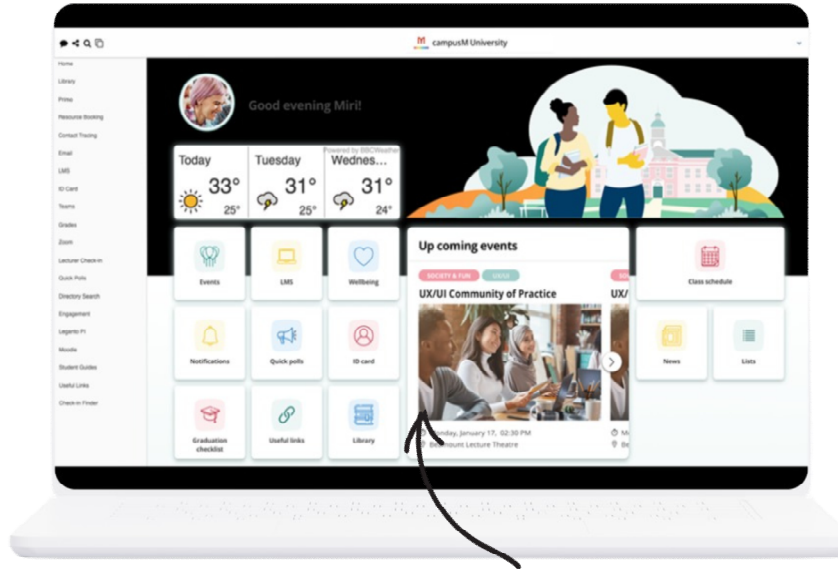
- What is campusM?
- The One Stop Shop
- INTEGRATE!
 - Why?
 - What?
 - How?
- An Integrated Experience
- The campusM Approach



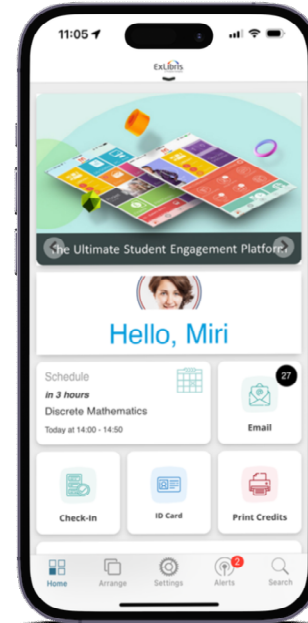
campusM

Our App, Your Students' Success

Seamless
access
across all
devices



Navigating
your day on
campus



Personalized
Experience

The One Stop Shop?



(Link Farm)



(Not Ideal)

To Integrate or Not to Integrate...



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The Higher Ed Ecosystem – Do you Integrate with...

Academics

- Student Information System
 - Courses, Schedule, Grades, Holds
- Learning Management System
 - Assignments, Message Boards
- Email, Library, Notifications

Student Affairs/Services

- Advisors
- Tutoring
- Veterans Affairs
- Financial Aid

Student Life

- Events
- Student Organizations
- Dining
- News

Other “Stuff”

- Communication
- Content / Website
- Social Media
- Portal / Responsive Web
- SSO/Authentication
- Alumni
- Prospective Students
- Athletics
- Apps
- Analytics
- Attendance
- Event Check ins

What do you mean by “Integrate”?

- Systems
- Workflows
- Data

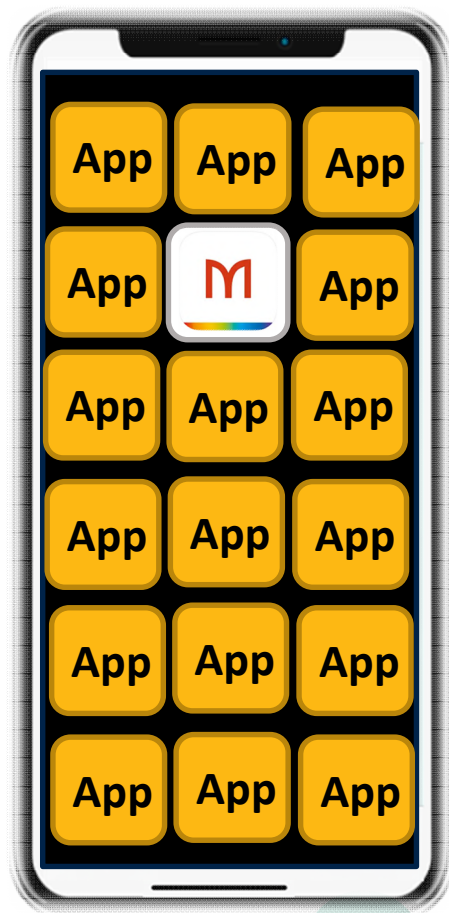
**Systems +
Workflows +
Data =
Experience**



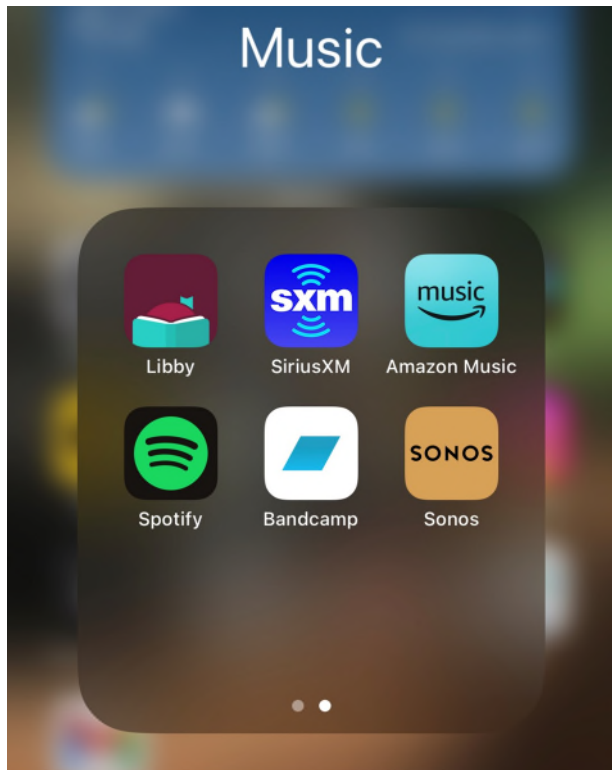
The One Stop Shop App?



The One Stop Shop App?

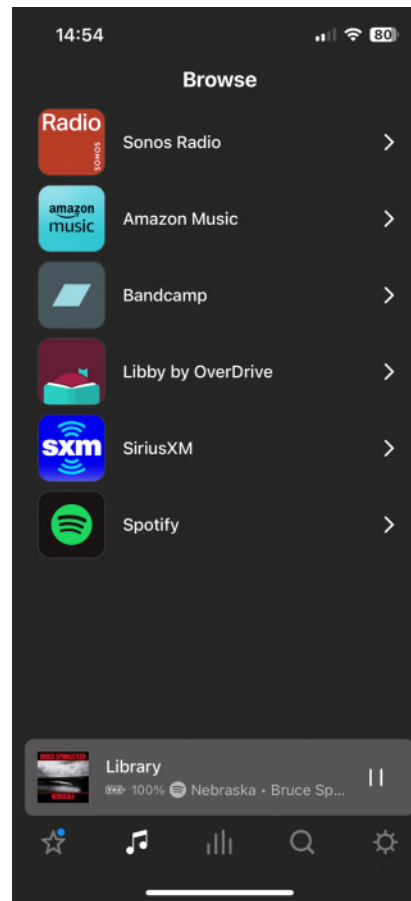


A non-campusM Example - Music

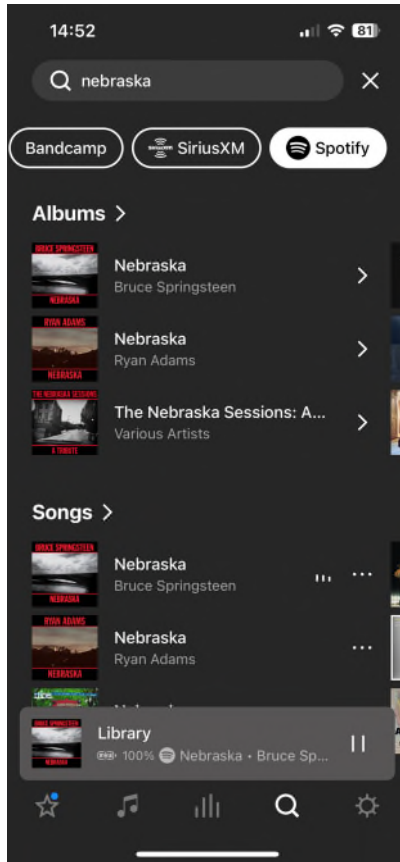


My Phone

Sonos App

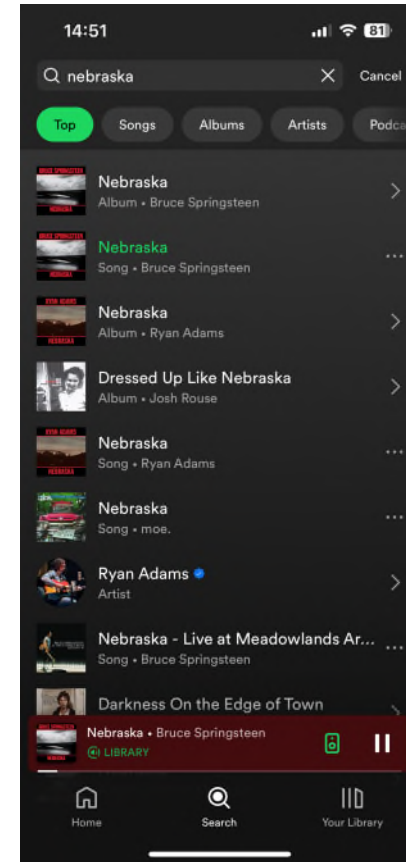


Search

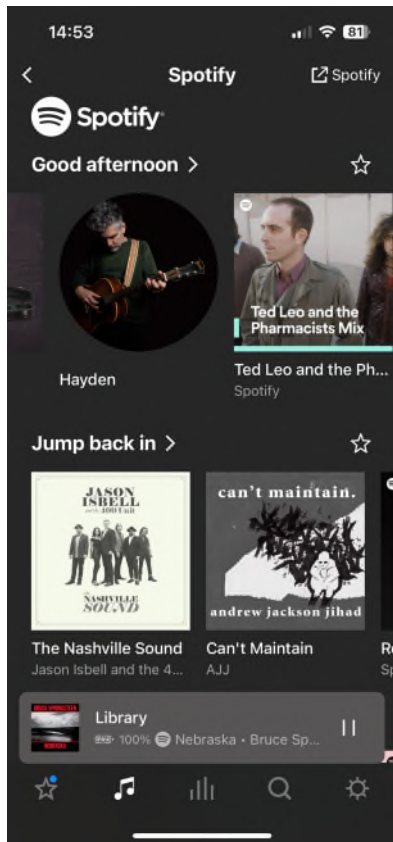


←
Sonos

Spotify
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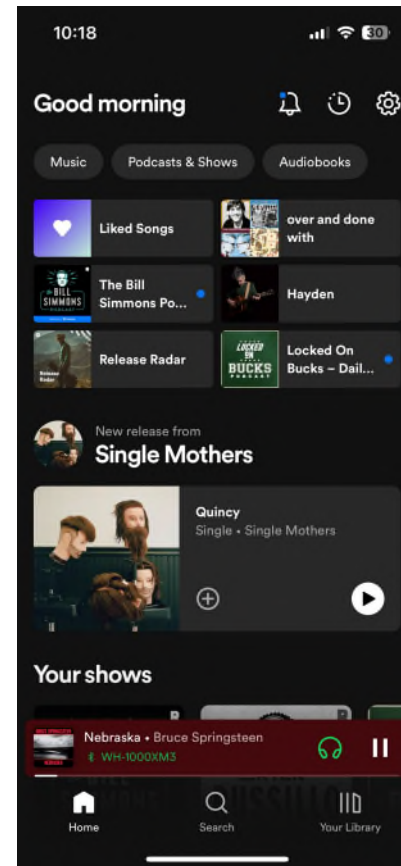


Personalization



←
Sonos

Spotify
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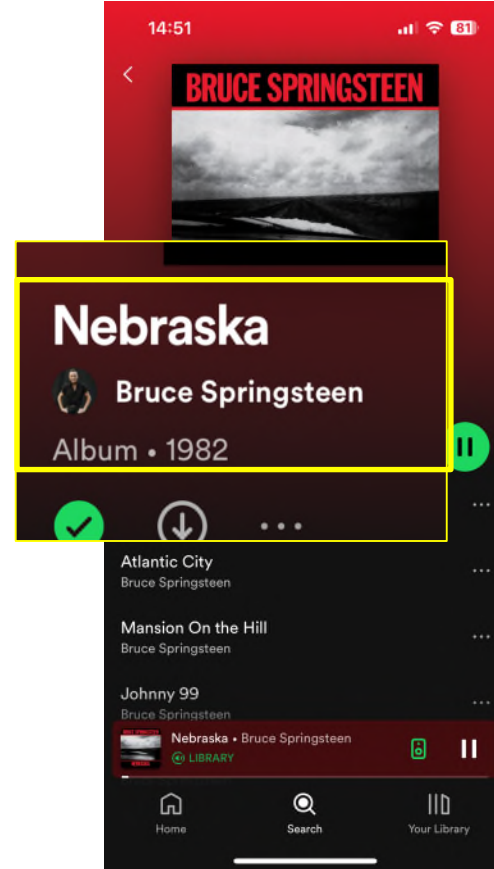


Album Details

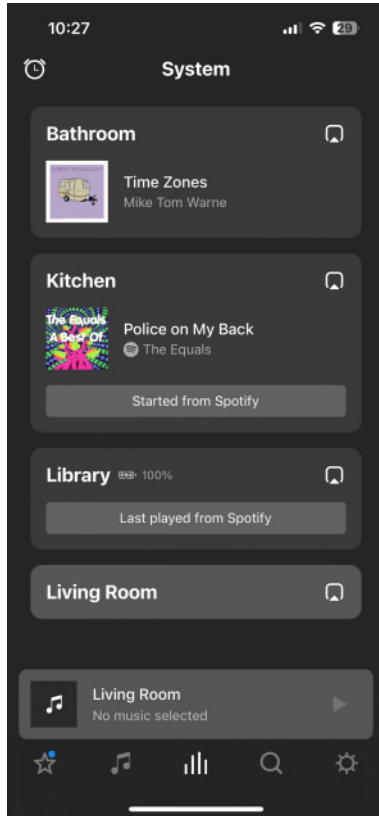


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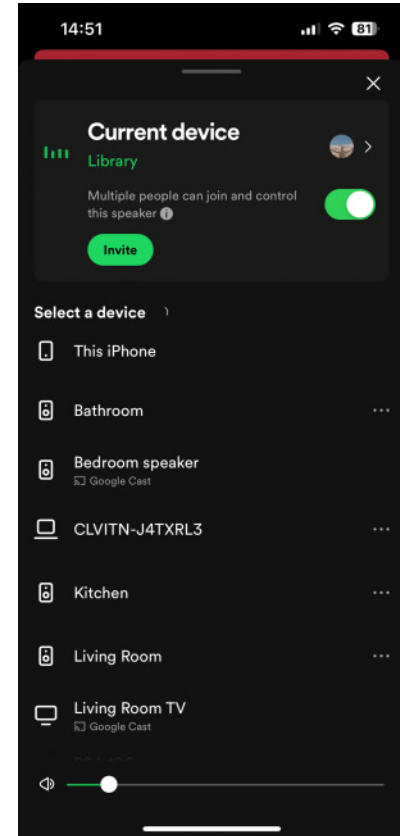


Music Control



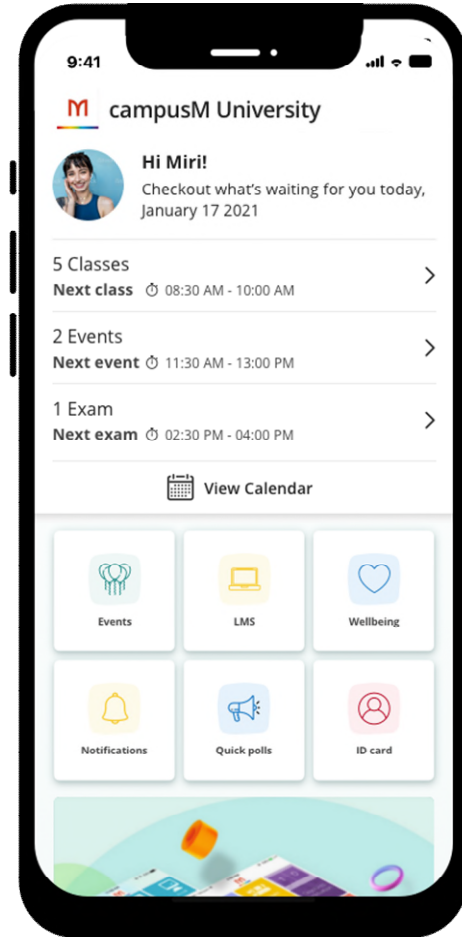
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Sonos

Spotify
→



Meet campusM

The student engagement platform powering extraordinary student experiences



Integration Methods

campusM offers 6 methods of integration with university solutions.
Several methods can be combined to further enhance the student digital experience.



Live Tile



Product Integration



Custom Integration



Embedded webpage



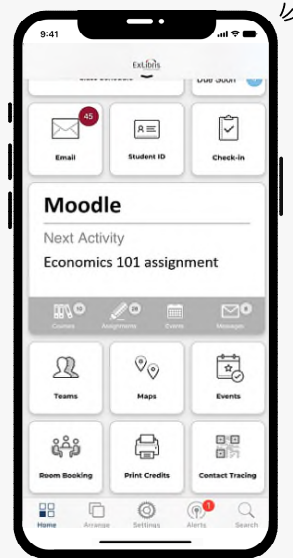
App Linkout



Web Linkout

Provide Seamless Access

Provide seamless access to institutional services and resources make it incredibly easy for students to access the people, places and materials they need to succeed in their studies.



- 01** **Product Integrations**
Centralize information and make it easily accessible

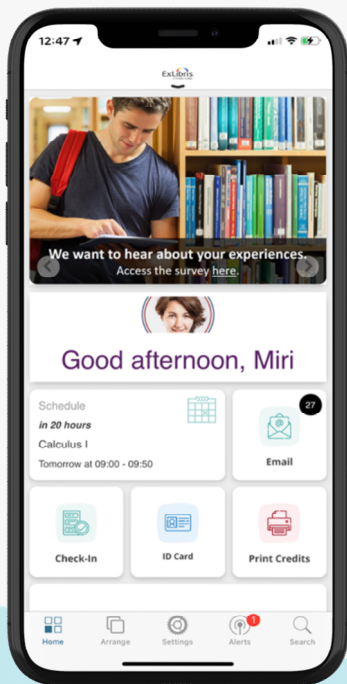


- 02** **Live Tiles** let students view important information right on the home screen

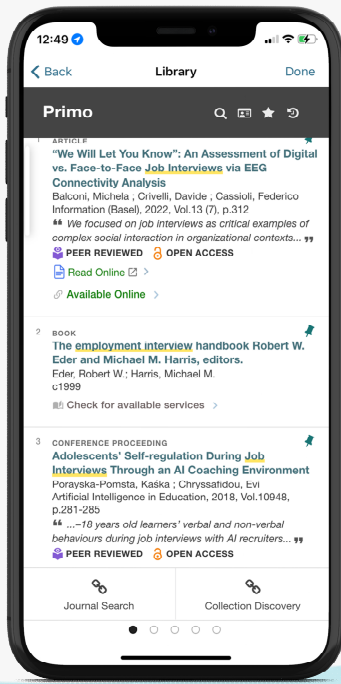


Provide Seamless Access / Use Cases

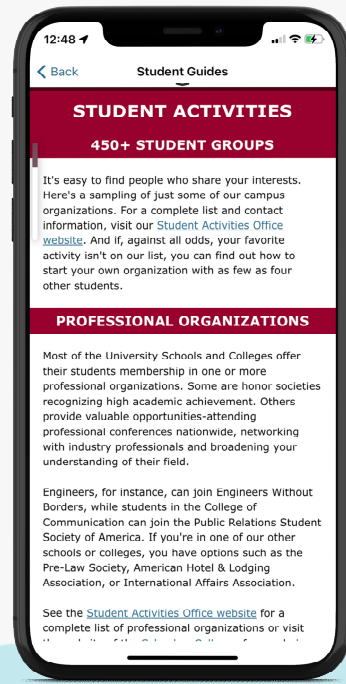
Banners



Product Integrations

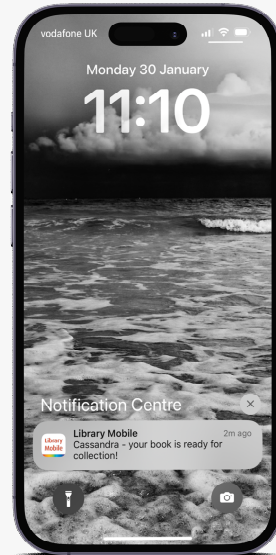


Content Pages

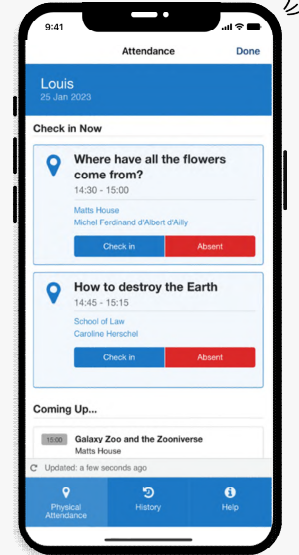


Help students navigate their day on campus

Helping your students navigate their day on campus with efficiency and ease, so they can stay focused on what they need to get done.



01 **Push Notifications** get time-sensitive info to students right when they need it



02 **Attendance** helps students decide when to take time off, and when to make the extra push so they're grades aren't impacted by their absences

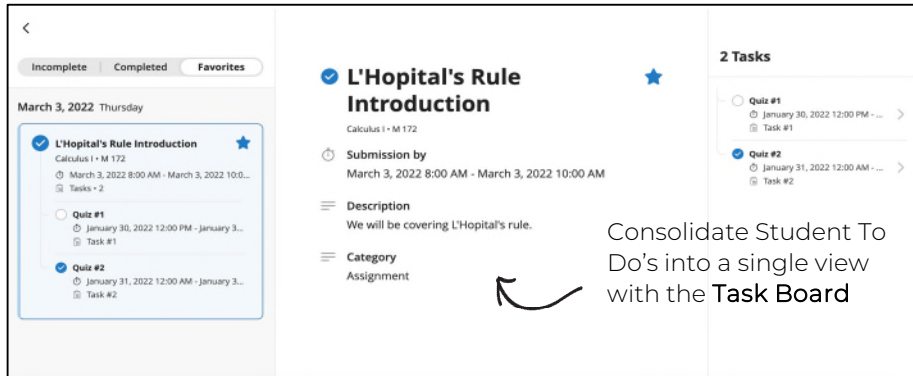
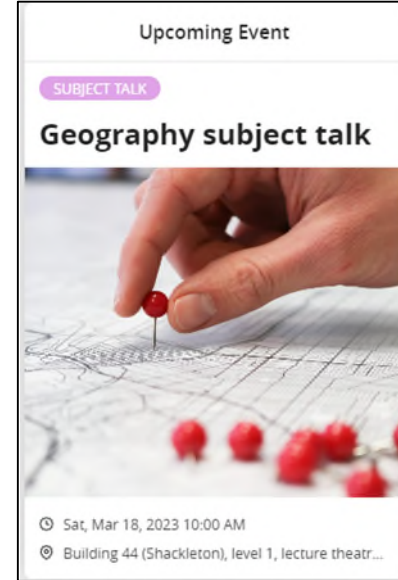
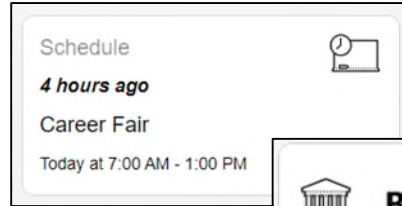


40+ API-Based, Out of the Box Integrations

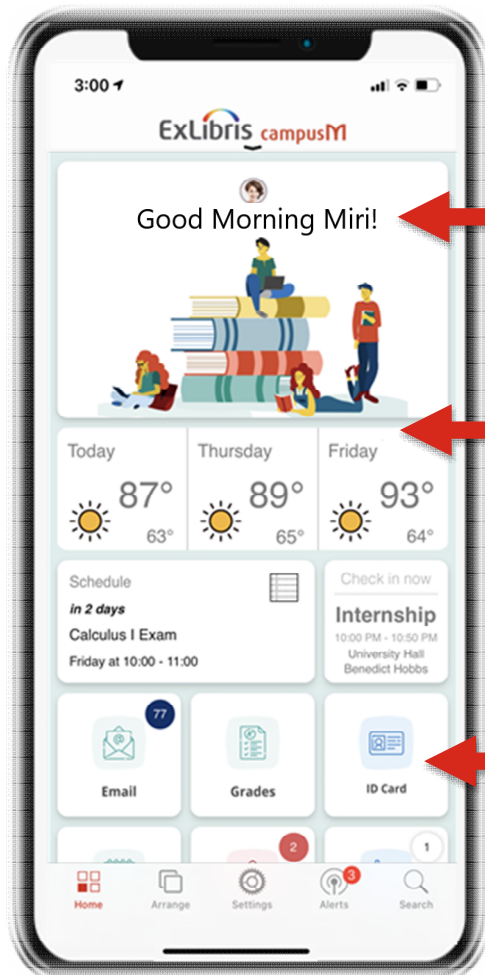
Easily integrate core systems and services such as:

- SIS
- LMS
- Email
- Events
- Task Boards
- And more...

“Live Tile” integrations provide real time, at a glance information



campusM Personalization

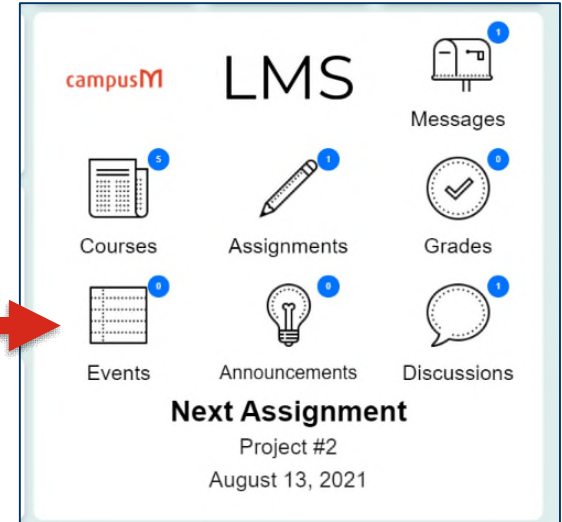


Greeting tile welcomes student to app

Local Weather

At-a-glance live tiles to stay on top of coursework

Student-specific email, grades, ID card integrations



Summary

- One Stop Shop?
 - One Start Shop
 - You will never replace all apps – embrace integrations!

- Consider the User Experience First
 - And second...

- It's OK to say “no”
- Let Data be your Guide

Thank you!

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