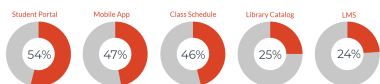




# How would you create an integrated mobile app?

a campusM helpguide

## 1. Survey your target audience (students, staff, alumni, etc.)



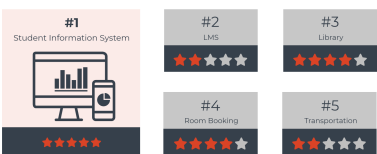
Students were asked which 3 digital services were most important to them. The above figure shows the services that were most often selected as important, and the percentage of students who selected each service: <https://t.co/R4YKneitA>

## 2. Evaluate off-the-shelf native mobile apps and web portal solutions



9 out of 10 students prefer a single app that covers all aspects of their studies (rather than multiple apps)

## 3. Prioritize campus systems and their optimal app and web experience



## 4. Review technical points of integrations

	LMS	Library	Events
SaaS	✓	✓	
APIs	✓	✓	
Database			✓
ESB			✓

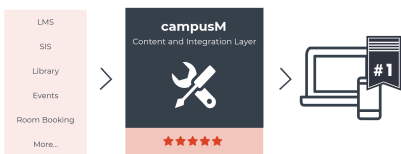
Ensure your app and web portal vendor provide a clear indication on the possible methods of integrations as well as a clear set of prerequisites. campusM integrations are openly documented on the Ex Libris Knowledge Center: [https://knowledge.exlibrisgroup.com/campusM/Product\\_Documentation/Integration\\_Directory](https://knowledge.exlibrisgroup.com/campusM/Product_Documentation/Integration_Directory)

## 5. Include relevant campus stakeholders



Getting other members of your institutions involved in the mobile app and web portal project is a critical component of your success. The more stakeholders buy into the idea of a single, consistent and consolidated engagement platform, the more students services will be simple and clear.

## 6. Deploy your new integrative mobile app and web portal



## 7. Measure your users interaction with smart analytics



Utilize powerful analytics to not only understand usage patterns but also to continuously improve your app with additional integrations and modifications to current provided activities.



@\_campusM\_



[www.campusm.com](http://www.campusm.com)



[sales@campusm.com](mailto:sales@campusm.com)