



# What are the steps to deliver a personalized campus app?

a campusM Helpguide

## 01

### Survey your students on their most relevant app features and expectations

Personal



Simple



Useful



Quick



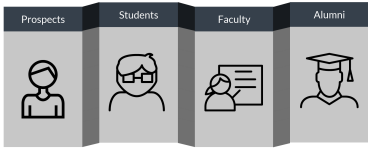
Informative



Users are used to a personal experience from retail and social media – Amazon, YouTube, Netflix know who you are and show you what you want, as well as enable you to customize your experience. By asking your users what qualities they prioritise you can make sure your app is relevant and useful.

## 02

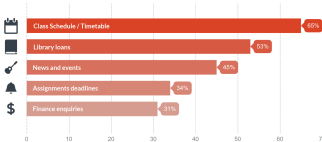
### Identify your main user groups



By understanding who the audience of your app is you can ensure that you are providing them with the services that they need in the most appropriate way. With many different stakeholders both on and off campus it is important to know who your app is going to serve.

## 03

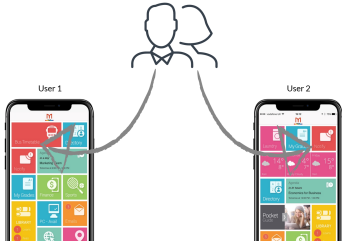
### Prioritize the services and features they want in their app



Students say that they prefer to access services via their mobile device when they need information immediately or whilst they are moving around. More information can be seen in the Student Digital Lives survey - <http://bit.ly/2nfZHFq>

## 04

### Deploy a personalized app



campusM apps have an average retention rate of 85%, much higher than most other apps because they are integrated, contextual and allow for highly personalized content delivery. The more personal the app experience is for the user the more likely they are to come back to the app on multiple occasions - see more [LINK TO BLOG](#)

## 05

### Analyze impact with smart analytics



Powerful in-built app analytics can help you measure user engagement. With the ability to define analysis by particular roles or profiles you can see what different groups are accessing, and how best you can support and enhance their app experience going forwards.

## 06

### Empower users to personalize their own app experience



campusM Personalization allows users to modify and enhance their app experience by prioritizing services and functions they want to use on their app.