Measure your users interaction with smart analytics

Liam Bennett – Mobile Solutions Architect

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Define Analytics

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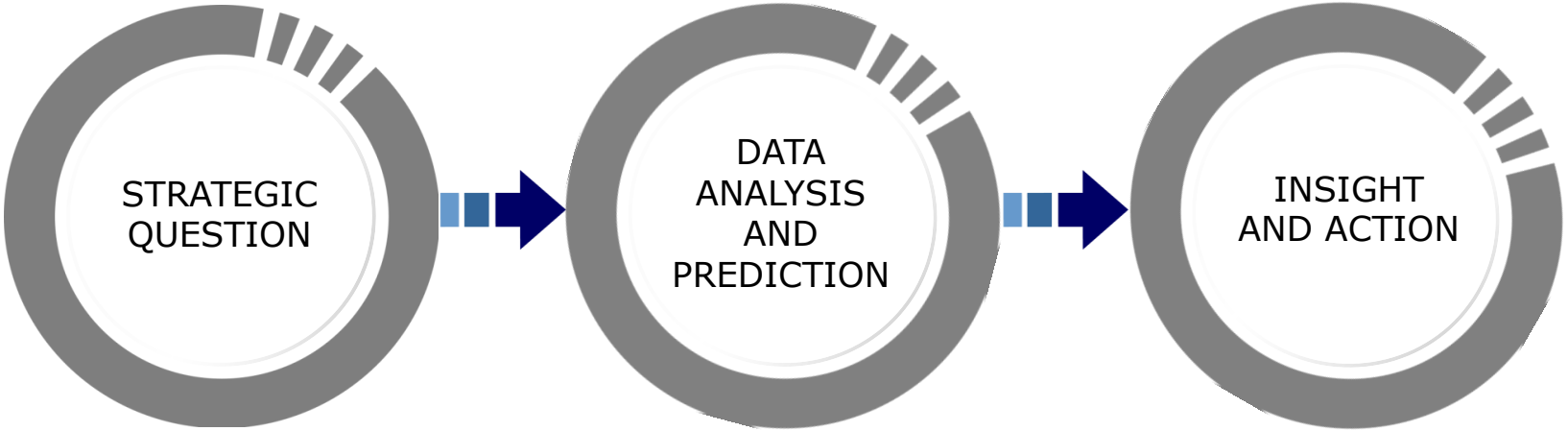
“Analytics is the use of data, statistical analysis, and explanatory and predictive models to gain insights and act on complex issues”

EDUCAUSE



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Why Analytics

Differentiate from competition?

Access to services?

Student experience?

Return on investment?

Impact?

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What are users doing?

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Measure?

Usage?

Research?

Student feedback?

Usage

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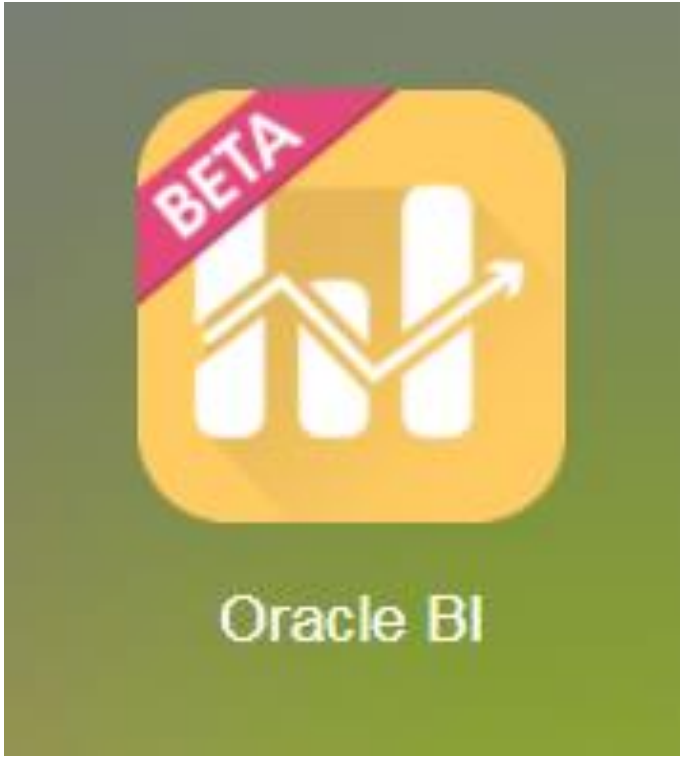
Latest statistics show that...
Australian Bureau of Statistics
3 out of 4
Australians
make up 75% of the population
(Cat. no FOOL)



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	REPORTING	ANALYTICS
PURPOSE	Monitoring and alerting	Extracting insights
TASKS	Building, organizing, “cleaning”	Questioning, examining, interpreting
OUTPUTS	Canned reports	Customizable ad-hoc responses
DELIVERY	Automated, scheduled	Prepared and presented by analyst
VALUE	Distills information for analysis, alerts exception	Provides business insights and recommendations

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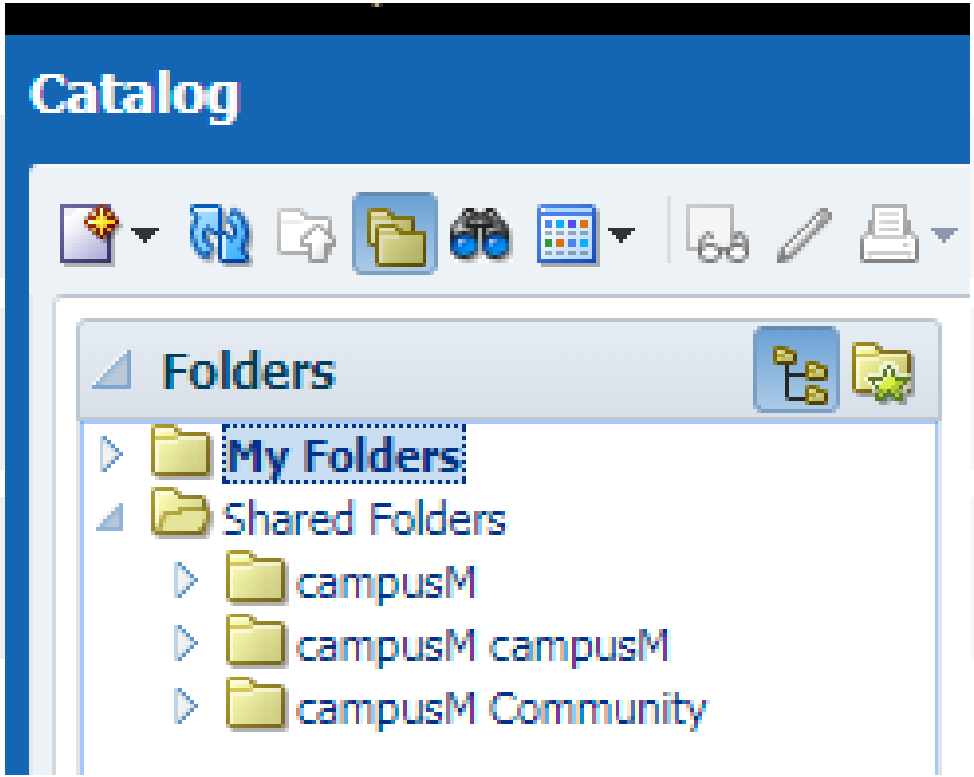
Insight

Needs reports

Oracle BI

Needs and can create reports



Personal Folders

Ex Libris Reports

campusM Community

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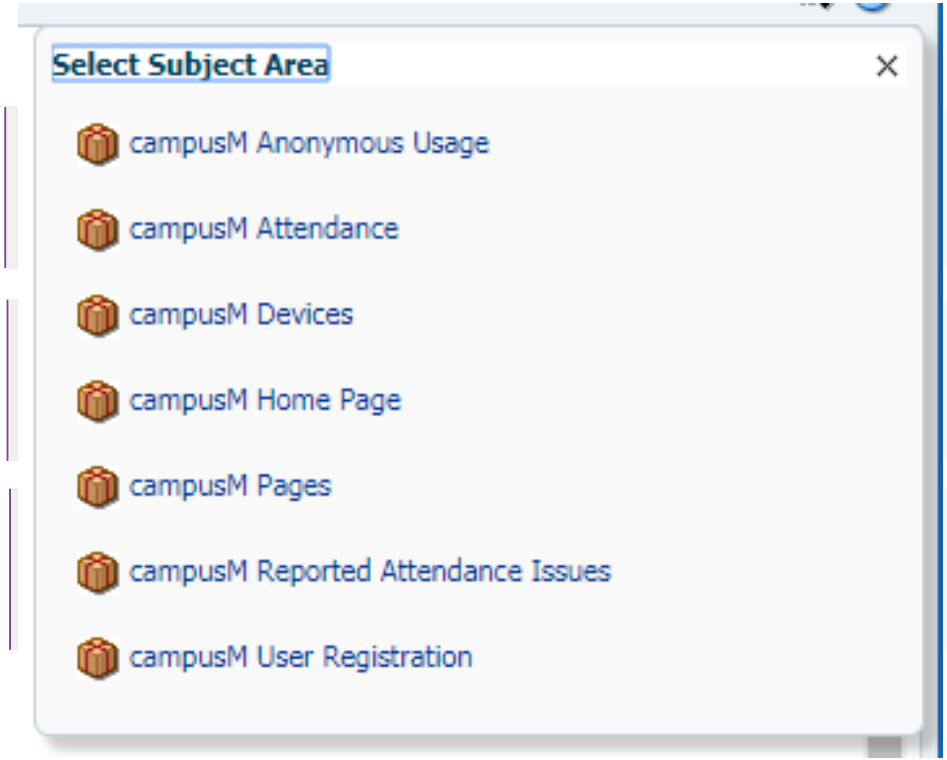

Complete Subject Areas

Granular Data Points

New Subject Areas?

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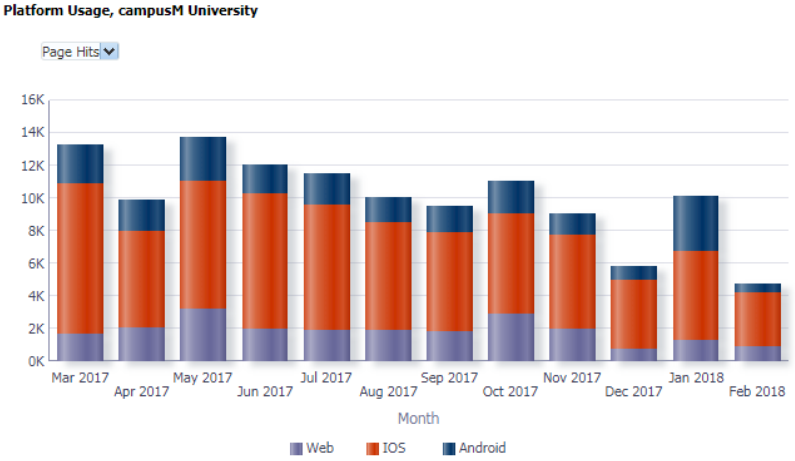
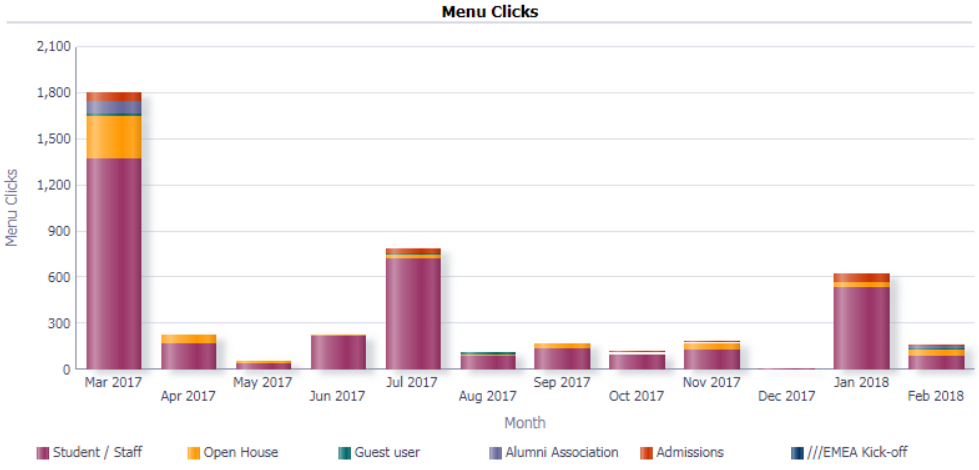
Work with trends





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Mobile moment

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This refers to the short instance of time that a mobile user spends to conduct some small task.

That could be checking a bank balance, reading an email, or posting a photo to Instagram.

Google has assessed that consumers have such moments on average 150 times a day.

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‘We multitask like never before, and our attention spans are now shorter than that of a goldfish.’

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Google has identified four types of people looking for mobile moments:

I Want to Know

I Want to Go

I Want to Do

I Want to Buy

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Life's too short to spend clicking "Next"

Timetable - a good use case

I want to know my next event

Open campusM

Digest information and close

Maps - a good use case

Kirsty - New undergraduate, just arrived on campus

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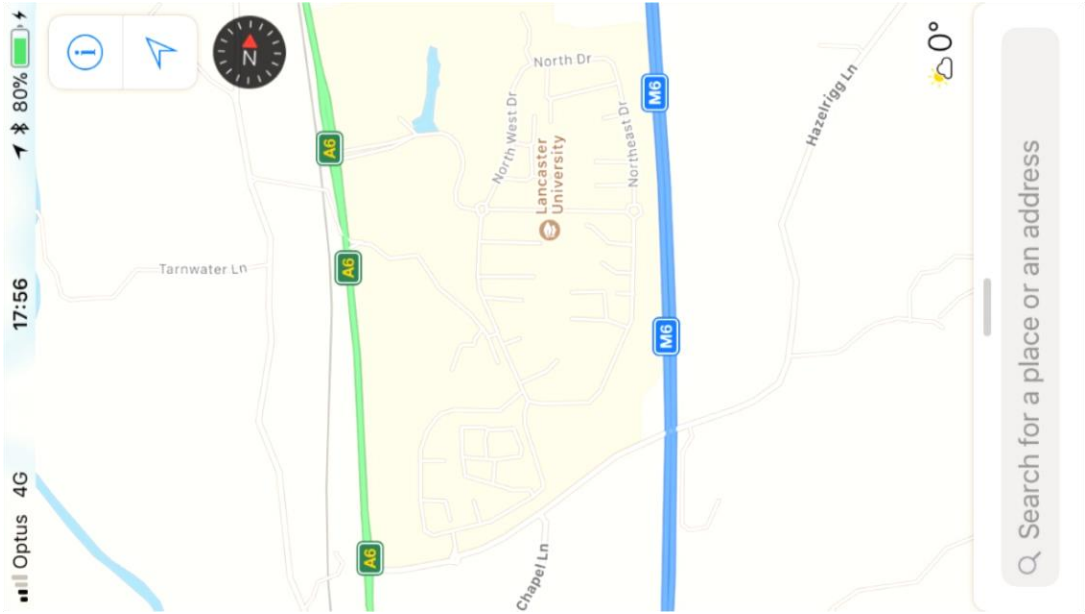

Google/Apple maps good enough?

Student Feedback

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Surveys, questionnaires, focus groups?

campusM and Alterline

The Digital Student Journey

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2016

- 3 customers – Kings College London, Aston, Lancaster

- Available for between 2-4 weeks

- Push/email/tweets/incentives used to encourage participation

Over 1000 students took the survey.

http://www.campusm.com/studentdigitallives/

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Scope

Investigating the digital lives of students

How they use technology

How they feel about technology

What makes a good and bad experience

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Key findings – technology

Technology is a vital part of students' lives... especially smartphones and laptops

88% say they find it easy to use new technology

87% acknowledge that technology is engrained into their lives

88% would struggle to complete their studies without technology

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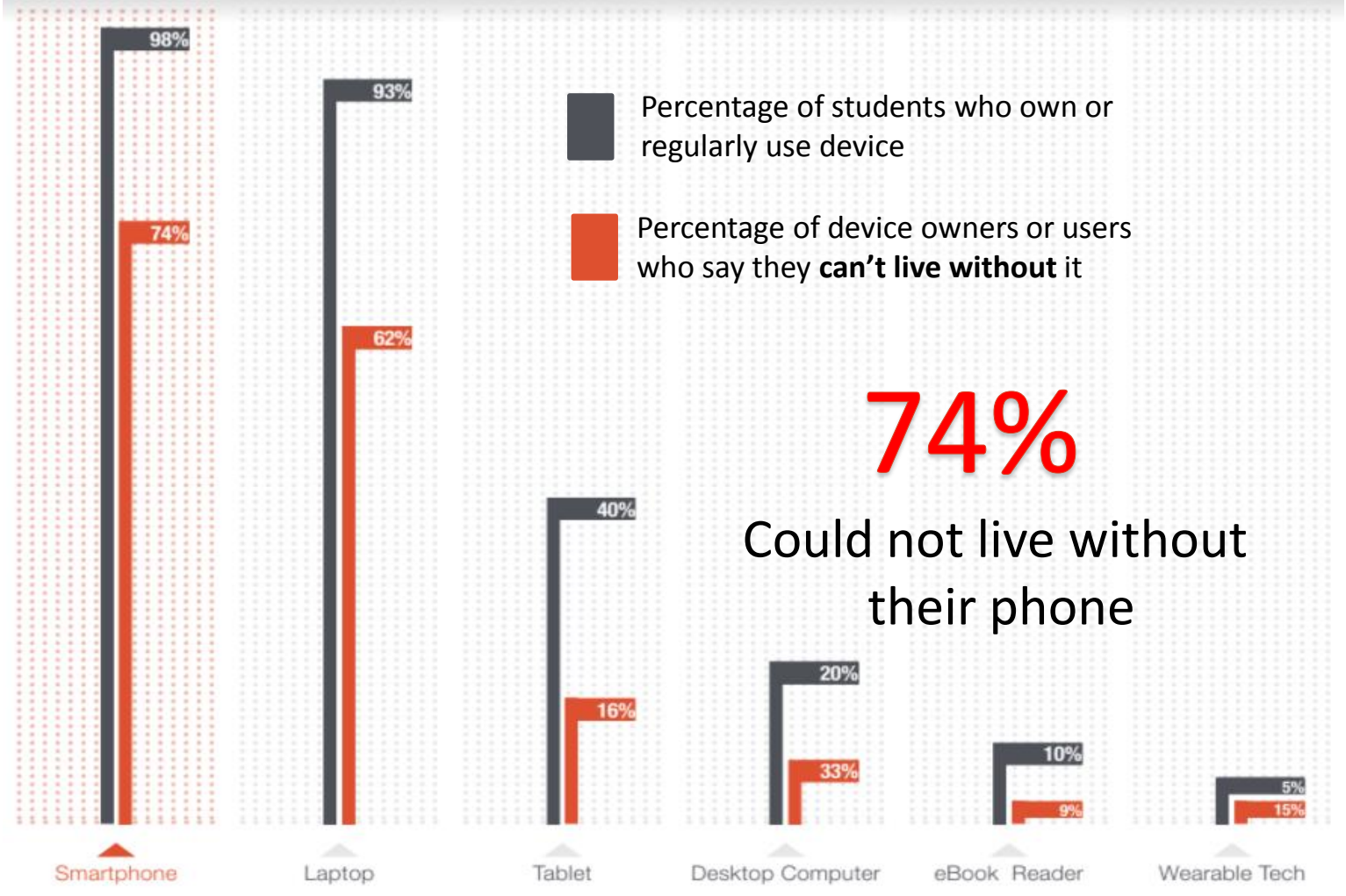
Key findings – device use



Percentage of students who own or regularly use device

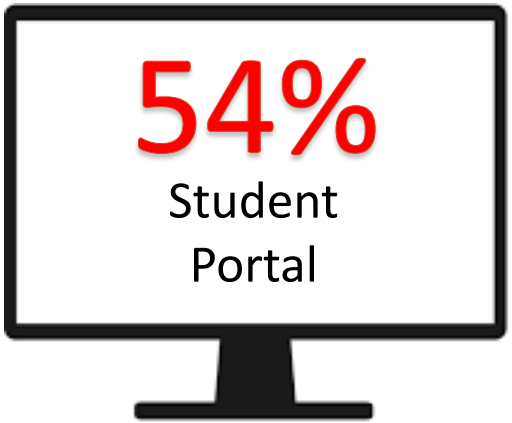
Percentage of device owners or users who say they **can't live without** it

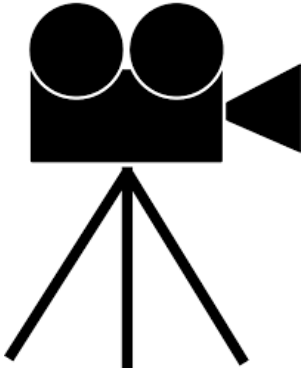
74%

Could not live without their phone

Key findings – importance of services

Students were asked which 3 digital services were most important to them





52%

Lecture recording and notes

App ranked higher than accessing course timetable (46%), library catalogue (25%) and the VLE/LMS (24%)

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Key findings – campusM

82%

would recommend their campusM app to a friend or colleague

79%

Agreed that the app saved them time

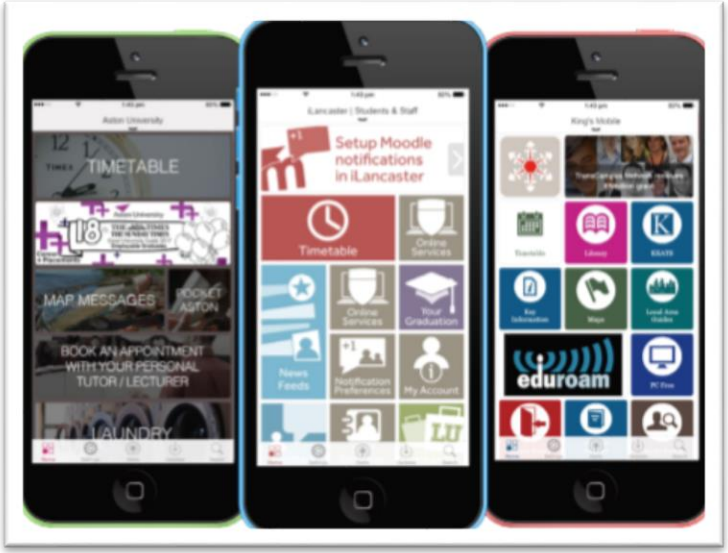
74%

Says the app allows them to easily find information

52%

Use the app at least once a day

Almost a third could not manage without the campusM app



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2017 Survey

7 institutions enrolled – UK and USA

5 finished

2 on-going

Alterline processing results – available later in 2018.

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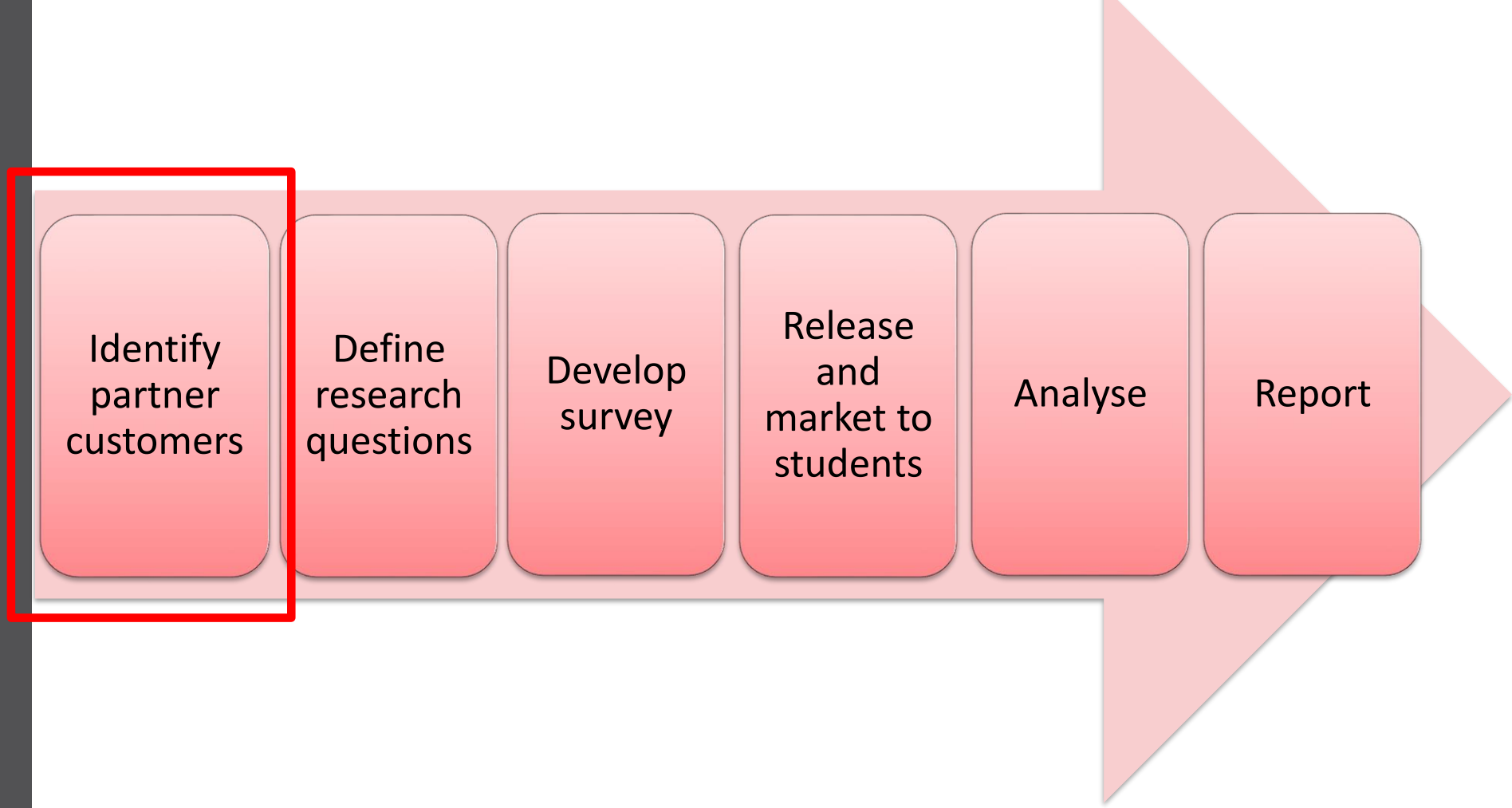
Get involved?



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Community wisdom

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connect nu
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THE UNIVERSITY OF WINCHESTER
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MOBILE WITH PLYMOUTH UNIVERSITY
MY STAFFS
University for the Creative Arts
iHull
RVC
BRADFORD
QMUL
UNIVERSITY OF MONTANA
LB
THE UNIVERSITY OF NEWCASTLE AUSTRALIA
MY. DAUPHINE UNIVERSITÉ PARIS
UCL GO!
iBU
Derby Uni
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CONNECT
HEC PARIS
MY UCP UNIVERSITÉ DE CERGY-PONTOISE
UAB
Les Roches
mc
mu bolton
GS
MONDRAGON UNIBERTSITATEA
UCT
MyPSL
EVENT EXETER
venues and event management

Anonymised data – share and publish?

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Thank you

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