PERSONALIZATION

FIRST GENERATION CAMPUS MOBILE APPS TYPICALLY HAD TWO ORIGINS:

First is the after-thought expansion of what was originally just a student record system mobile app, and the second is the mobilization of the existing university web site. The former is largely a one-size-fits-all solution, throwing all the functionality at everyone even if it is irrelevant, and the latter is too big and so it becomes fragmented, disjointed and turned into discrete apps, say for students, admissions, alumni and sports.

In contrast, second generation apps have focused on the end user instead of evolving from one of those starting points. Like you and me, the end user values three things: **Relevance, Timeliness and Speed.** Any notification, any menu option, any functionality better be relevant or else it is perceived as noise the user will simply delete the app. Out of 10,000 students, how would 9,900 feel when they receive a notification that only affects 100 engineering students? And what use is an app if it doesn't convey important news *on time?* How will a student feel when they check their email at 10am only to find their 9am lecture was cancelled? And finally, we simply don't have the patience we did a decade ago. We expect to *glance* at our phones and know if we missed a call or if a new text has come in.

How is that different from knowing when the next bus is due, or that I have overdue books, or that an assignment is due tomorrow? We now expect to see that information at a glance.

Whereas first generation apps rely on passive, generic menu driven interfaces, second generation apps, like campusM from Ex Libris, drive different personalized content and user experience to not only each type of user (e.g. student vs. alumni), but even different individuals (medical vs. law student). It does this using campusM Roles to reflect the individuality of each person, unique as one's own fingerprint - this fundamental feature is unique to campusM.

Why is this important? Universities are trying to understand why, despite high downloads, so many students stop using their app. The inevitable conclusion is 'because they no longer find it useful'. campusM-powered Universities however see app retention rates in the 70-80% range at the end of the year, precisely because each university now has a way to eliminate the noise and deliver a highly personalized user experience that is relevant, information that is timely and quick to consume. That is what users find useful.