

Personalisation in iLancaster

21st November 2018
Alice Ashcroft



Our team

- Brian – Team Leader
- 5 full time developers
- 2 apprentices

- Student staff – developers and ambassadors

- Also me

- IT Partnering, Innovation and Mobile

Why is personalisation important?

- Sense of ownership
- Increases engagement
 - More useful/focused
 - Better experience

Running a marketing campaign

Four main areas

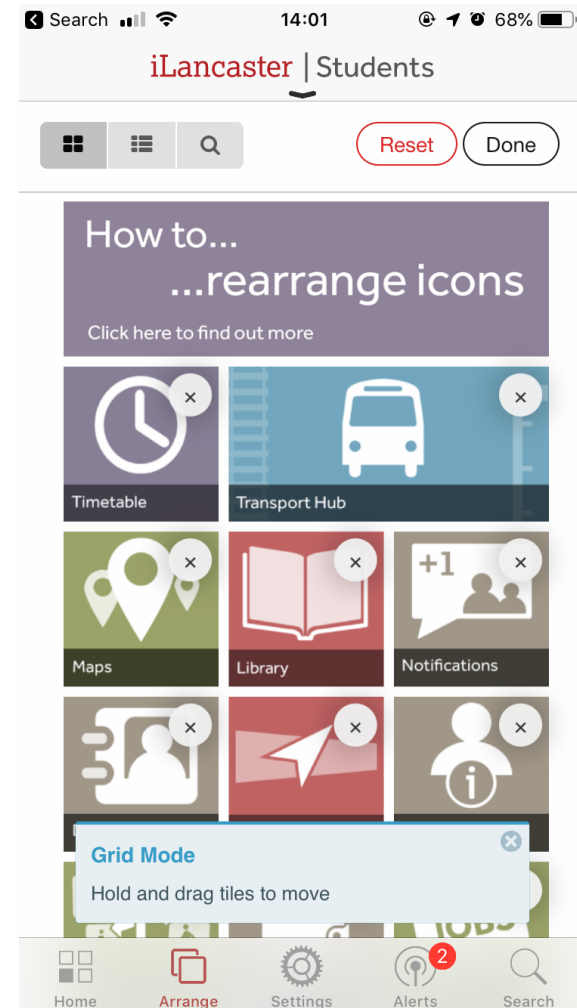
- Icons – personalization
- Alerts – common notification platforms, and areas
- Attendance Alerts
- News feed

How are we marketing?

- News item
 - Banner in app
 - Electronic screens around campus
- 

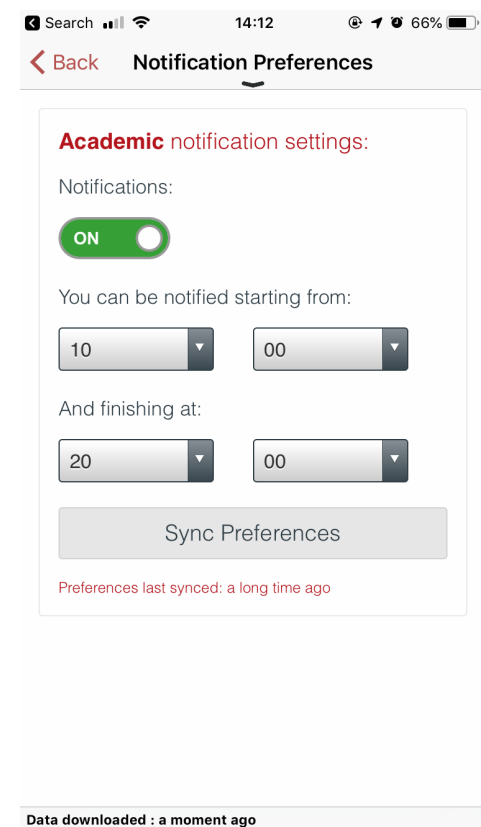
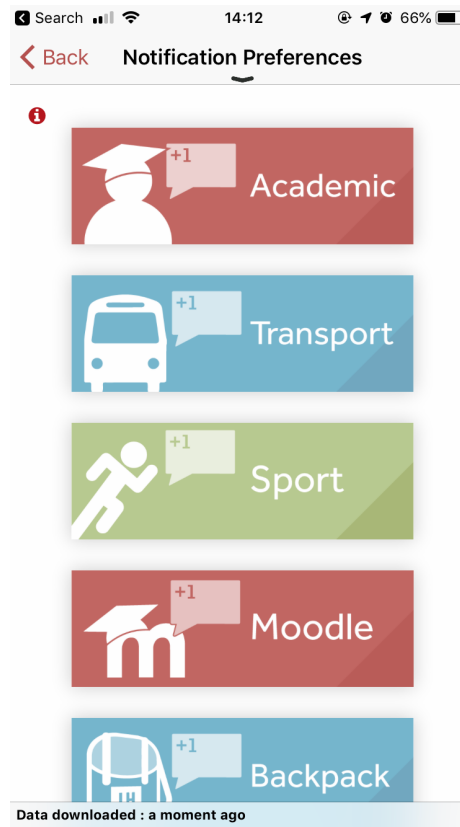
CampusM Feature Personalising icons

- Rearrange your icons
 - They chose what they use
 - Off/on campus? Transport?
 - Taught/research? Timetable
- Competition
 - How would you arrange it?
 - #Mylcons
 - Started this week



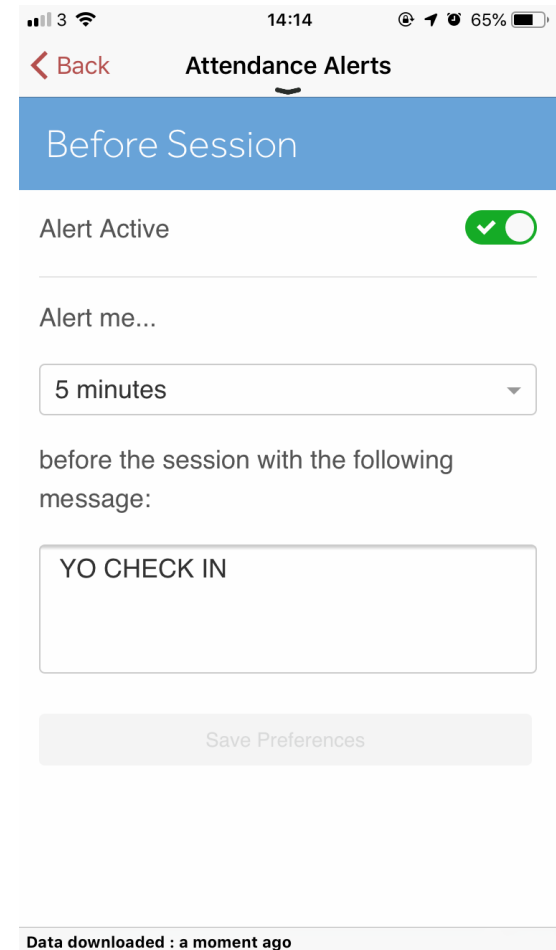
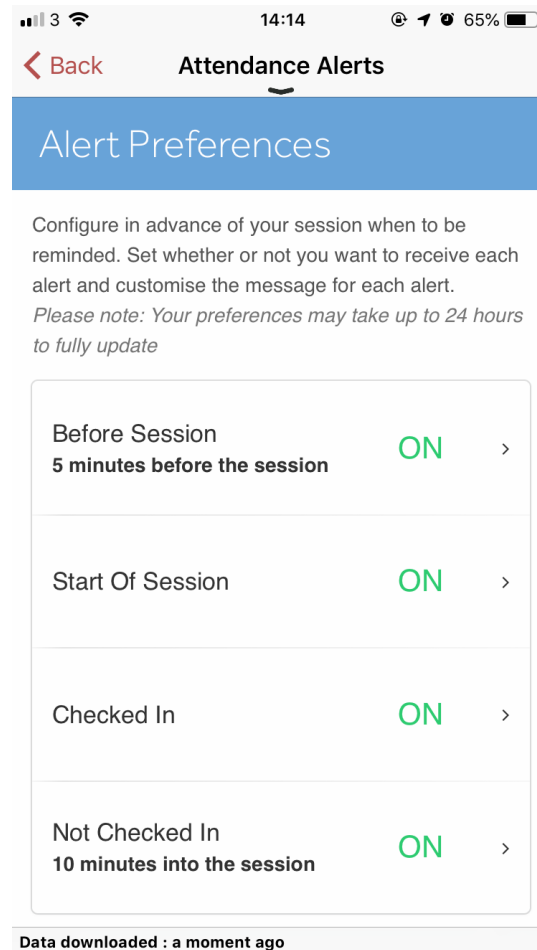
Common Notifications Feature Personalising based on categories

- CNP – University system
- Tie this in to push notifications
- Per category
 - On/off
 - Times allowed to come through



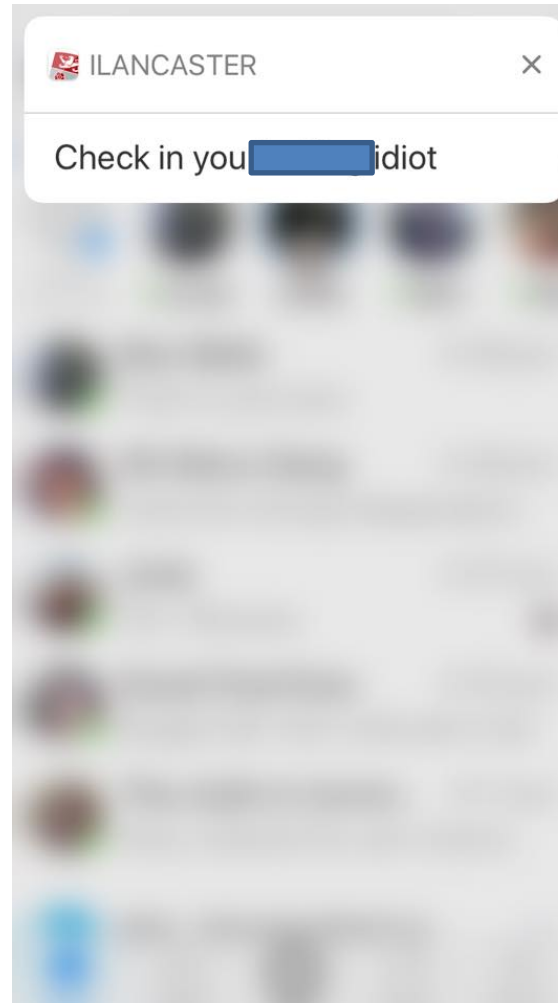
Attendance Alerts Configurable

- In our attendance system (in house built, using ExLibris touchpoints and positions)
- 4 customizable alerts
 - On/off
 - Timings
 - Text

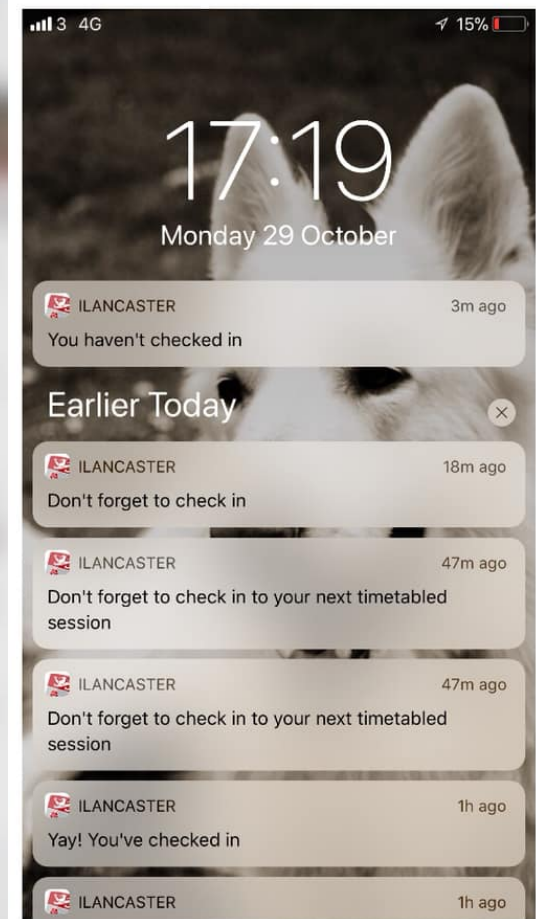


Student made memes 'Overheard at Lancaster'

- Competition
 - Change the text
 - #MyAlerts
 - Ran for last 2 weeks
- Aims..
 - Encourage check ins
 - Personalisation increases engagement



iLancaster starting to look like an obsessive other half

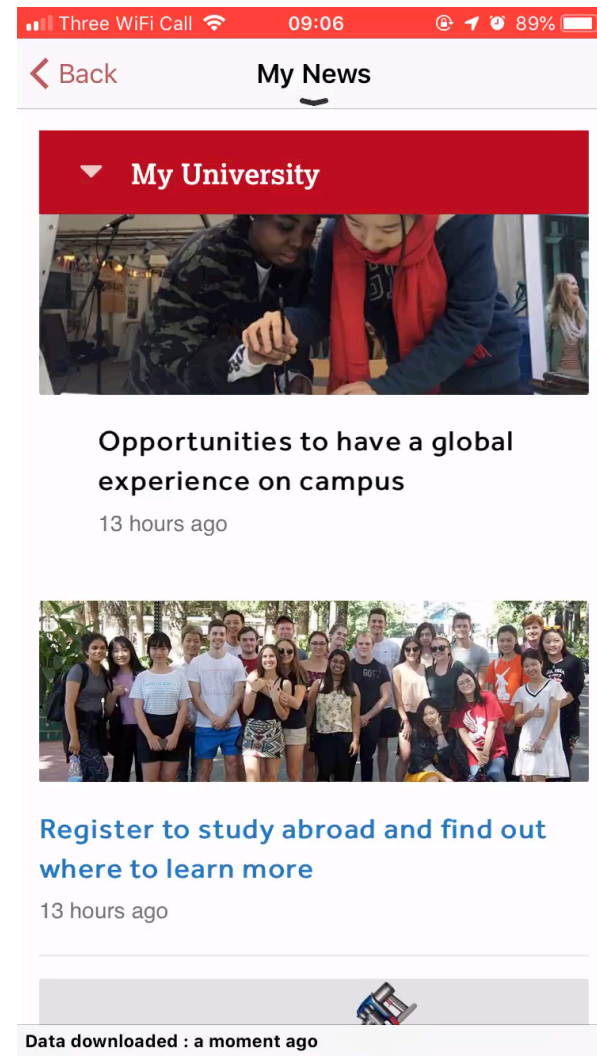


News feed

AEK within iLancaster showing personalised news

- University Feed
- College Feed
- Department Feed
- Offers

The more relevant the information is to them the more they engage with the screen.



Summary

Why offer personalisation?

- Simply, the app is doing the work, not the user
 - Easier to use
 - Use more
- Users are demanding it

Future Expectations for the Mobile Experience According to Internet Users Worldwide, Feb 2016

% of respondents

Mobile apps/websites that are more personalized

35%

Faster payment methods

33%

Ordering "on the move" with faster delivery

27%

Mobile apps/sites that can adapt and react to location

25%

Instant, real-time online customer service

22%

Fast reordering of repeat purchases

21%

Seamless product offerings across different channels

19%

Greater links between mobile and other technologies

19%

Note: n=4,500 ages 18+; over the next 3 years

Source: Sitecore, "How to Keep Pace with Mobile Consumer Expectations" conducted by Vanson Bourne, May 10, 2016

Thank you for listening
Questions are welcome

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