

UC^{GO}

An app for UC students

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Audience

- **Current students** (primary)
 - Undergraduate students
 - Postgraduate students
 - International students
- **Staff** (secondary)

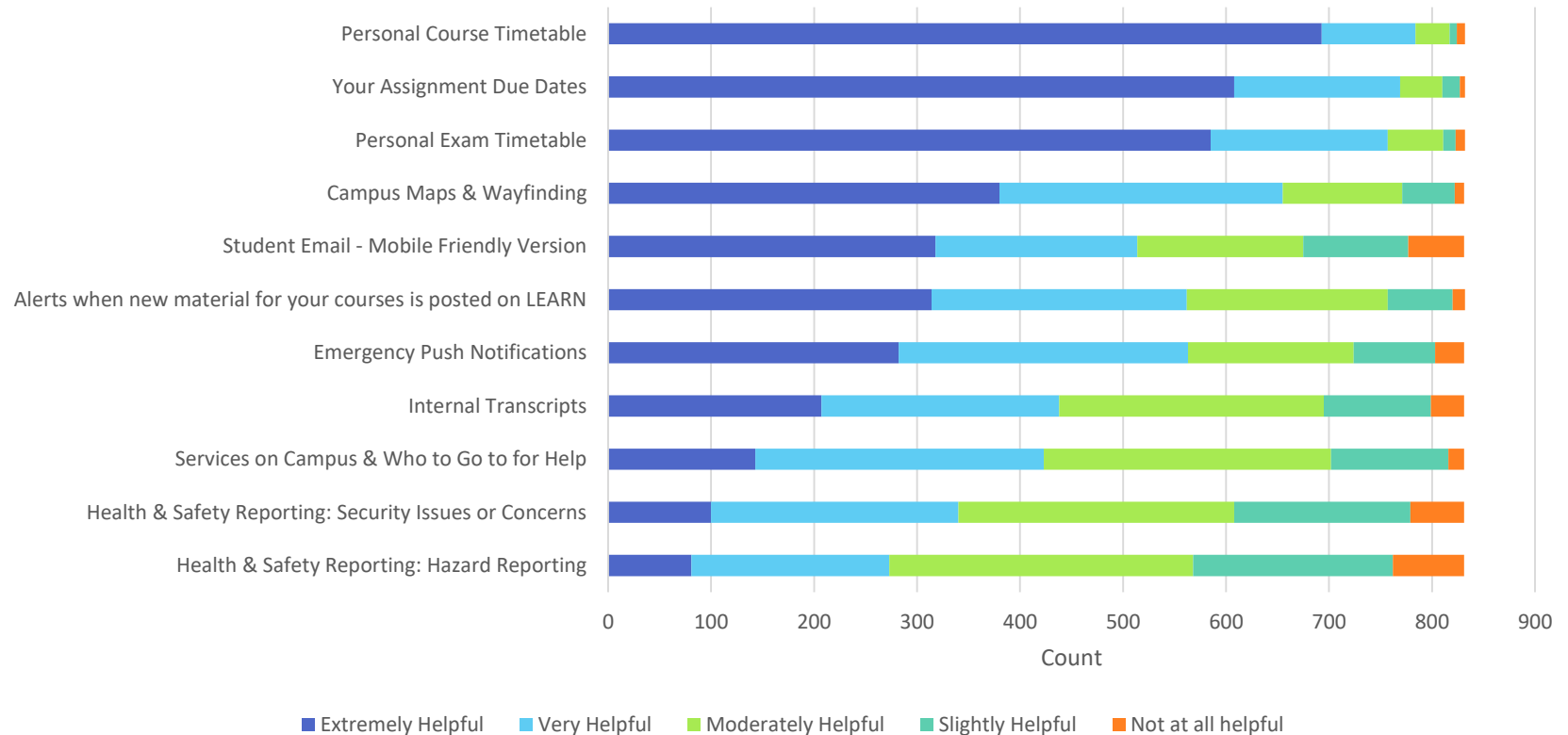
What students wanted

**What do
you want
from a UC
phone app?**

Fill in the survey
now to win!



What students wanted



Objectives

- Raise awareness of the app
- Encourage downloads. Aim for 5%
- Promote functionality and benefits to users
- Make the app part of everyday life at UC
- Generate ideas about what to include in future phases

Getting it right

- Student representation on Project Control Group
- Student testing
 - Focus group testing
 - Individual testing

Approach

- **Campus-wide coverage**
 - Direct – email and EDMs
 - Digital – web, social media, blog
 - Outdoor – posters, chalking
 - Personal – ambassadors

Two phases

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Coming soon.



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It's here, download the app now!

Download on the  **App Store** GET IT ON  **Google Play**



Activities during launch week



UC@GO

It's here, download the app now!



Launch week stats

	14 March	17 March	24 March
Registrations	1,741	2,572	3,127
Sessions	2,948	25,457	48,826
Sessions (per user)	3.5	9.6	14.3
Hits	23,178	153,971	259,044
Hits per session	7.9	6	5.3

Ongoing engagement

- Feedback through UCGo
- Feedback through consultation with staff
- Continue to promote functions
- Orientation Day | Herea tō waka

Questions
