

campusM User Group

Customer Product Briefing Lancaster University

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Triple Top 10

We are ranked in the Top 10 of all 3 major UK league tables

The Times & Sunday Times
Good University Guide

6th



The Guardian
University Guide

9th



The Complete University
Guide

8th



University of the Year 2018

Lancaster is now ranked 6th in The Times and Sunday Times Good University Guide, and we've been named Best Campus University and Best University in the North West.

“In the 19 years of our University of the Year awards, there has rarely been a more clear-cut winner.”

Alastair McCall, editor of The Sunday Times
Good University Guide

THE  TIMES
THE SUNDAY TIMES

**GOOD
UNIVERSITY
GUIDE**
2018

**UNIVERSITY
OF THE
YEAR**

International University of the Year 2020

Few universities can match Lancaster's record for exporting British higher education to the world, while at the same time offering opportunities to their UK-based students to incorporate a global learning experience within their degree programmes. Our International University of the Year award is designed to recognise both achievements and Lancaster stood out in a crowded marketplace

Alastair McCall, editor of The Sunday Times Good University Guide



“Humans can talk at 150 words per minute, but can only type at 40”

**30% of all searches will be
done without a screen by
2020**

(Gartner, 2019)

41% of people who own a smart speaker say it feels like talking to a friend or another person

(Google, 2019)



Domino's®

Domino's®

Domino's®

Domino's®

amazon

Domino's®

Domino's®

Domino's®

amazon

amazon



Campbell's Kitchen

Campbell's Kitchen

Campbell's Kitchen

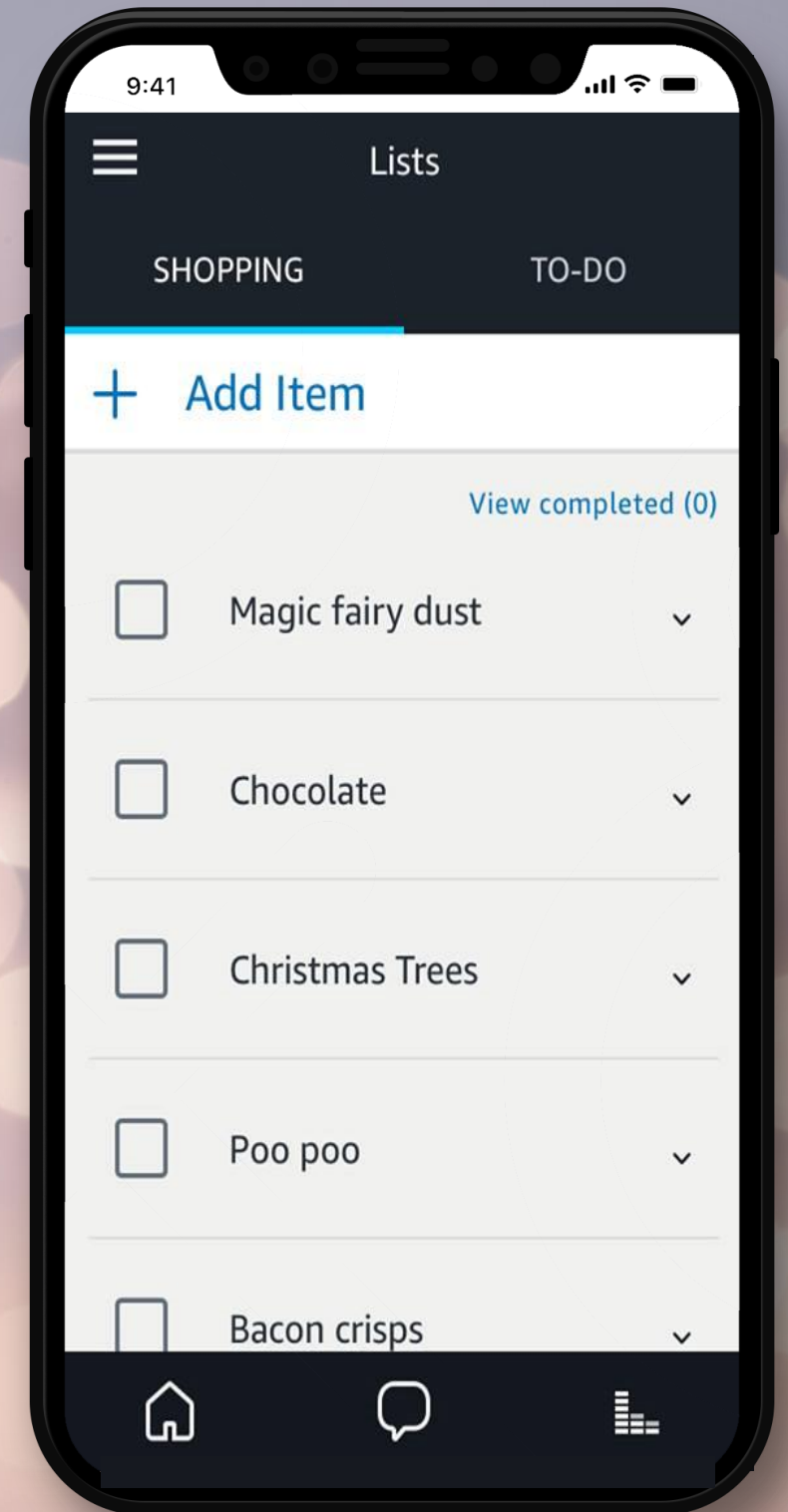
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Compelling reasons

- It's **faster** and **easier**
- It can save **actual** money
- Compelling examples
- Students comfortable with **voice**
- Build a **foundation** for other **cloud service** benefits



Business Case Press Release

Lancaster University powers its digital voice interface which covers a wide range of rich interactive questions, providing feedback and advice. It is able to deal with more complex conversations to assist students. Designed to have a human like personality and powered by Amazon's voice service, iLancaster Voice is embedded in the University's mobile app and provides a question about their university experience and can help with problems, social life and academic progression. The technology is used in collaboration with all departments involved in the majority of student key areas. It is also used in conversations rather than simple question and response systems to deliver high quality answers from other universities. It will not be able to understand a question. iLancaster Voice is based on the accuracy and usefulness of the response and work in delivering digital services to staff, and the team are looking to expand this service.

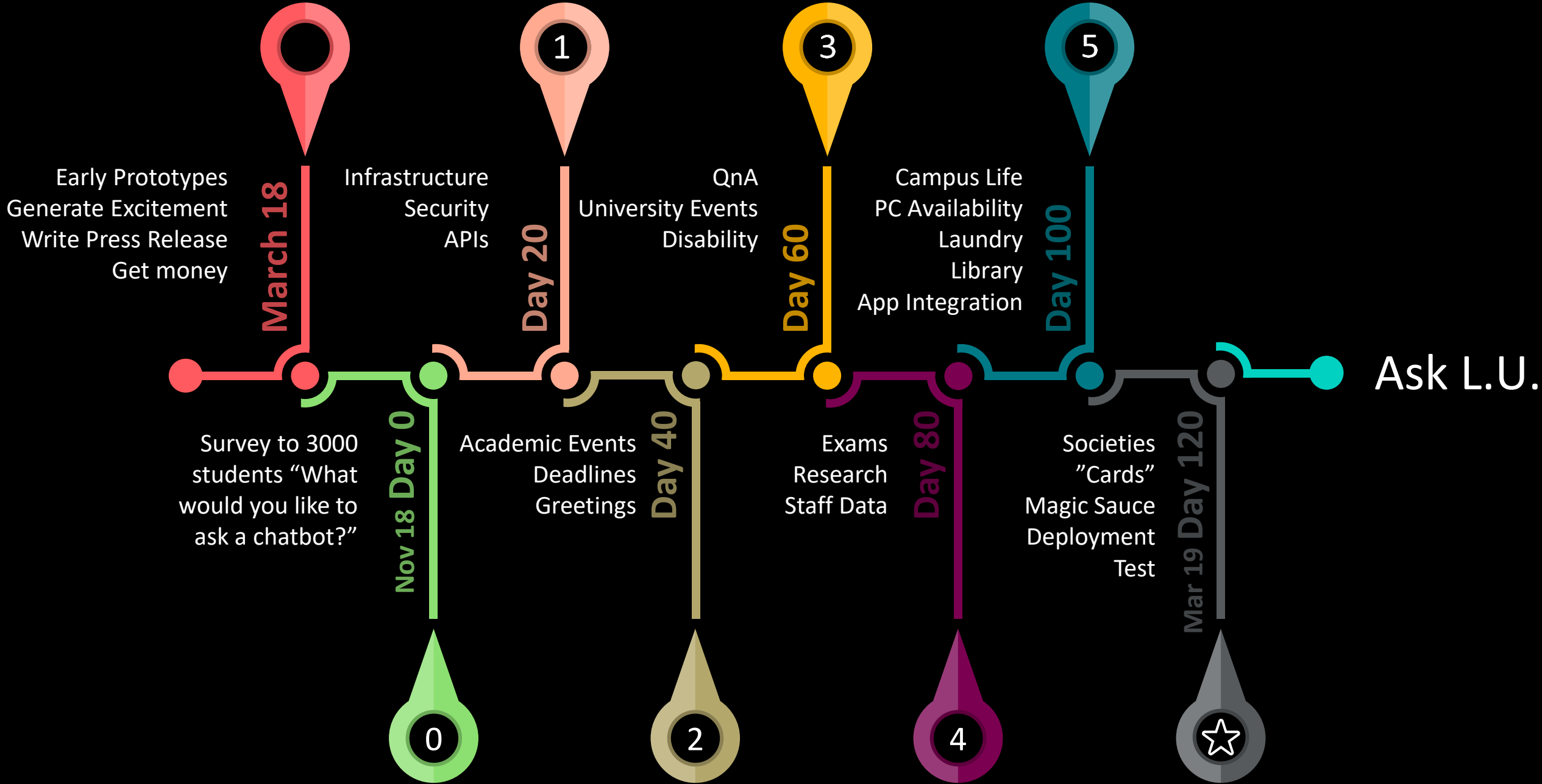
Digital 'friends' help students get to lessons

Mark Bridge Technology Correspondent

Universities have started introducing their own digital assistants for students. Lancaster University has produced a custom version of Alexa, Amazon's voice-activated service, that can tell students where their next lecture is or where they can find a computer or washing machine on campus. The voice service is accessed when within range of a mobile phone or tablet equipped with the iLancaster app by saying "Alexa, ask LU", followed by the question. The university intends to make it compatible with Amazon's Echo smart speakers so that students can use it hands-free in their digs. According to the university Ask LU "will act as a digital friend and companion for students, allowing them to ask almost any question about their university experience, from student life and welfare, to academic studies and more". Examples of the voice queries it can answer include: "What's next on my timetable?"; "Where is my next class?"; and "Who is my next session with?" Others are: "I've forgotten what college I'm in" [Lancaster has nine]; "How do I get a deadline extension?"; or "When is Greggs open?" Students can also have more complex conversations to book a seminar room or sports court. Its capabilities were designed after a survey of more than 3,000 students to gauge what they were most likely to

need help with. From this the team who were building the assistant drew up a list of more than 300 queries. Jess Renyard, one of the students who tested Ask LU, said: "It's a faster way of getting information across. I really like how easy it is to use and how quick it is to get information, whether it's deadlines or what lectures are coming up next, even campus information like opening hours." Lancaster plans to use algorithms to identify patterns in the data and improve the service. Any use of data in conjunction with big businesses is likely to raise privacy concerns. The university says, however, that the technology is "secure" and all data is used in accordance with its own privacy policy. As with Amazon's version of Alexa, sound recordings are only sent to the cloud after a student says the word "Alexa". Staffordshire University introduced a digital assistant earlier this year, working with Microsoft rather than Amazon. The Beacon assistant, which can be accessed using voice or text, "will also be a digital coach, proactively contacting students to ease them into university life and continuing to support them throughout their course, with the aim of reducing the number who drop out", it said. The university said that its 15,000 students were comfortable using technology and more likely to initially seek help and information via their mobile phone rather than a computer screen.

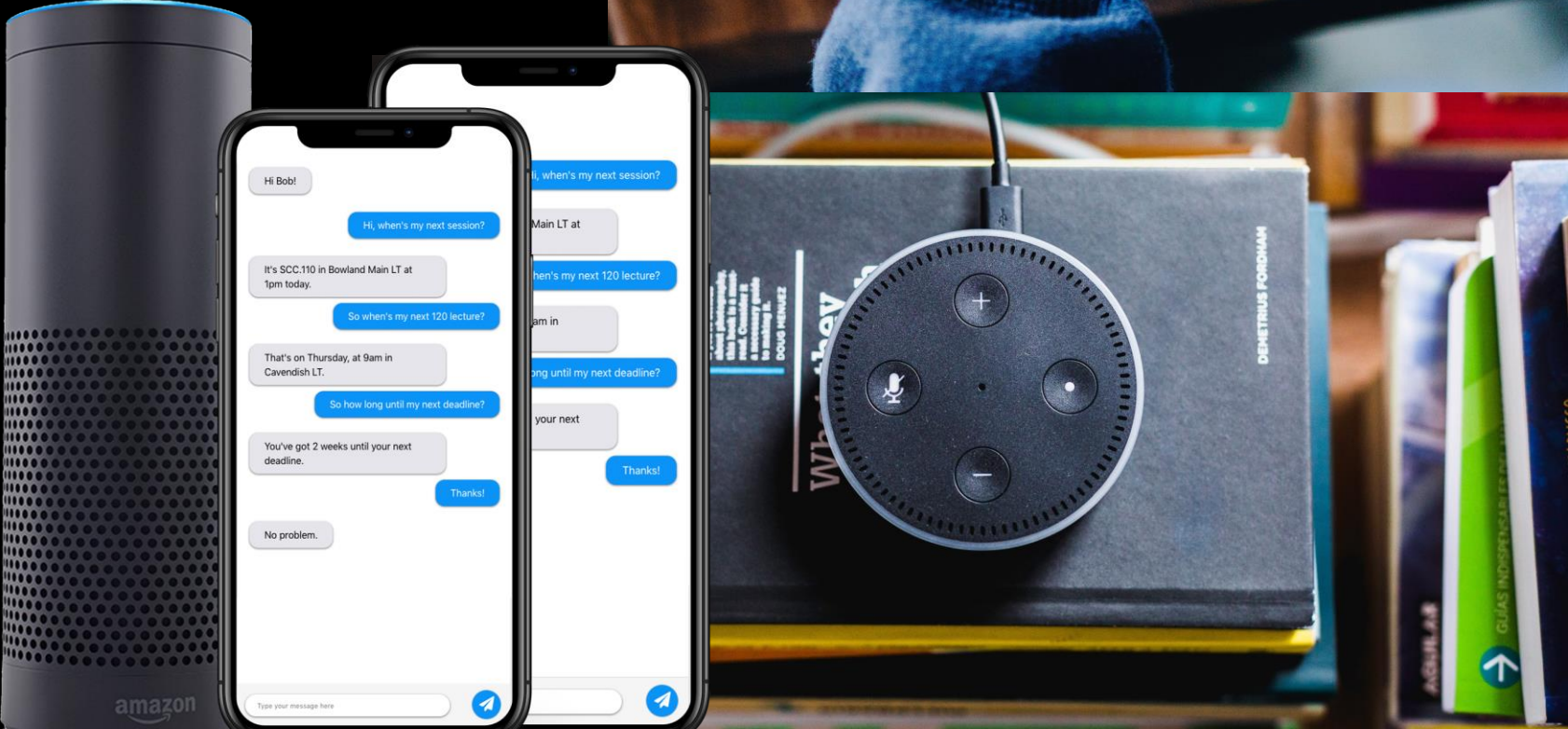
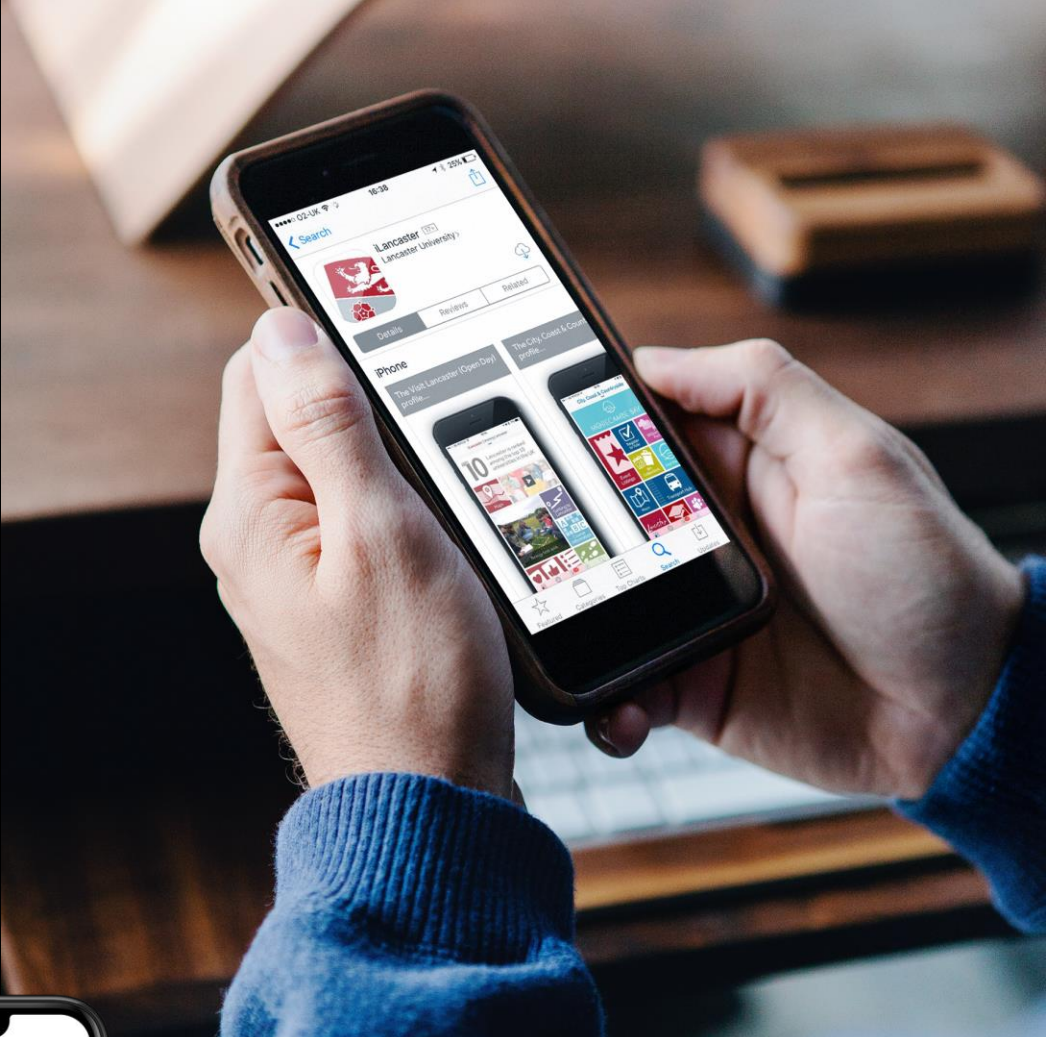
Zero to L.U.



<https://www.youtube.com/watch?v=jFNq7xYoYOM>

Introducing L.U.

Works in iLancaster mobile app
Works on Alexa smart speaker family



Meet L.U. – Via Voice





LiveSlides web content

To view

Download the add-in.

liveslides.com/download

Start the presentation.

What's my average grade?

How busy are the computers in the library?

Research...

Who is my next session with?

Can you book a group pod for me?

What's my next deadline?

For Students



https://www.youtube.com/watch?v=nt2X_I_ysyk

How can I get support for my disability?

How do I arrange mitigating circumstances?

What circumstances qualify for support?

How do I see a college wellbeing officer?

How do I see a counsellor?



For disabled students

Future

- **PHASE 2**
 - Recorded and summarised lecturer feedback - DONE
 - Lecture Playback and search - DONE
 - Use of machine learning to make great interventions
 - Welfare “Digital Friend”
 - Socratic Questioning techniques
 - Other endpoints
 - Qualtrics integration (user self bot build)
- **FUTURE**
 - Build in more Digital Services
 - Devices in Rooms



Thank you!

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