

The Illinois State University Mobile App



Zach Parcell and Jacob DeGeal

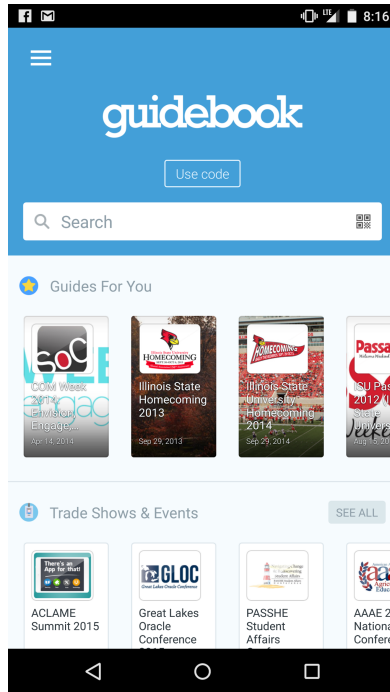
First...

Who has downloaded the Illinois
State App for the CIT Conference?

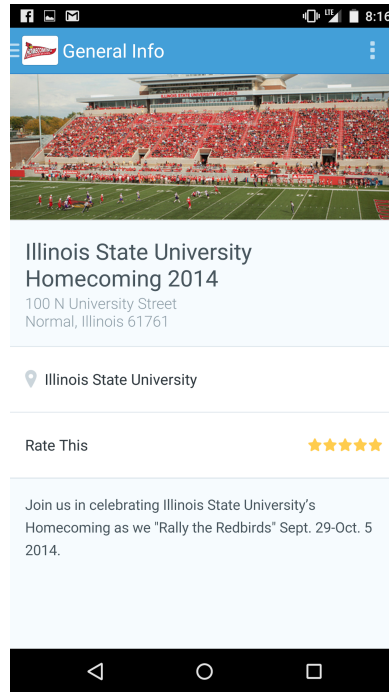
First...



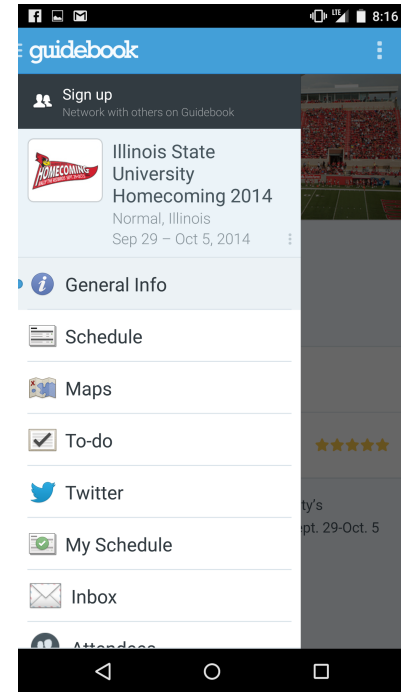
Background



My guides

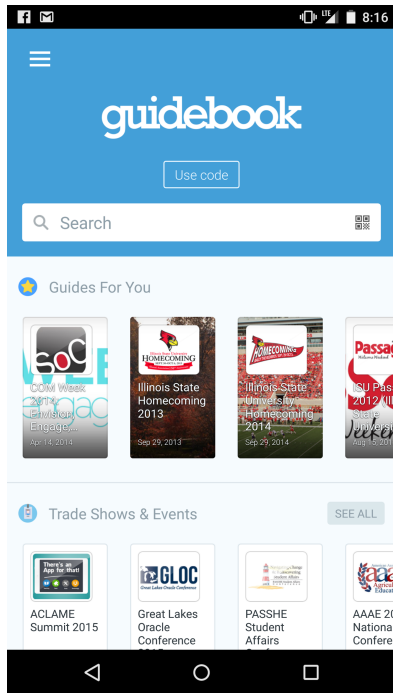


Guide View



Menu

Background



Guidebook Guide

- \$1,750/guide
- Basic features
- Branded app
 - \$6,500/year

Soon...

A group of approximately 15 white seagulls with yellow beaks and feet are perched on a large, dark, mossy rock in the middle of a blue ocean. The sky is a pale, hazy blue. The seagulls are looking in various directions, some towards the camera. The overall scene is bright and clear.

MINE!

Background



Build?

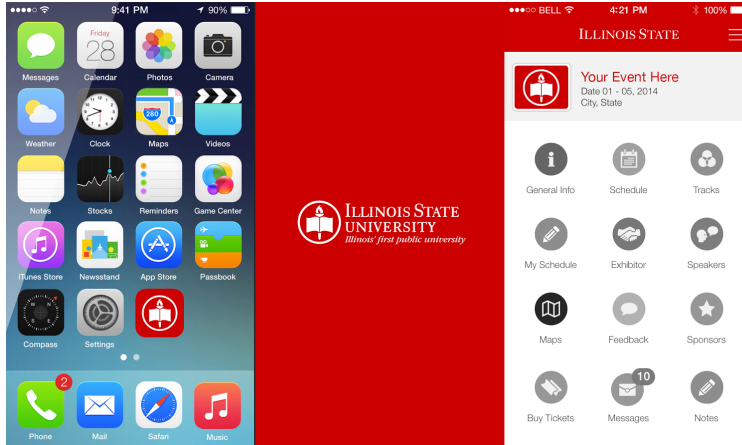
- Can be costly long term
- Multi-platform
- Marketplace submission
- Server support
- Front end management
- Dedicated staff support
- Upgrade rollout



Buy?

- How much does it cost?
- Is there support?
- Does it meet our requirements?
- Does it work on all platforms?
- What are other higher ed institutions using?

Solution



Guidebook branded app

- 20 guides/year
- More features
- \$1,100/guide
- Educational model
- Many higher ed customers



Yale University

Oregon State
UNIVERSITY

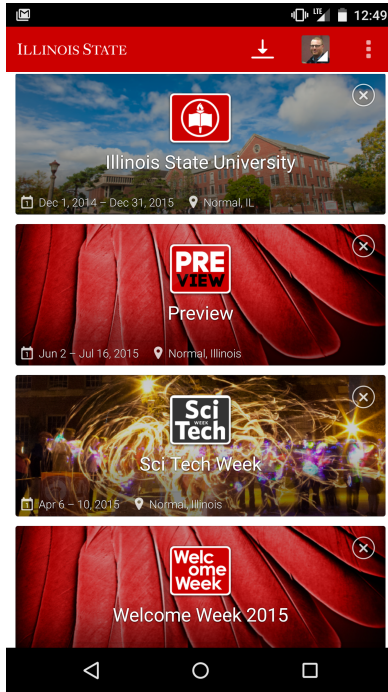
UF UNIVERSITY of
FLORIDA

COLUMBIA UNIVERSITY

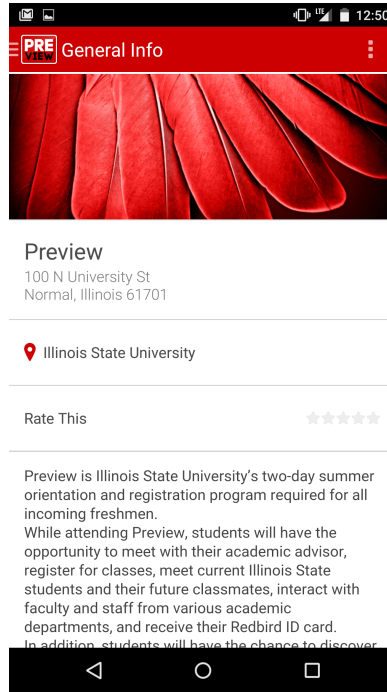
USC

Mit Massachusetts
Institute of
Technology

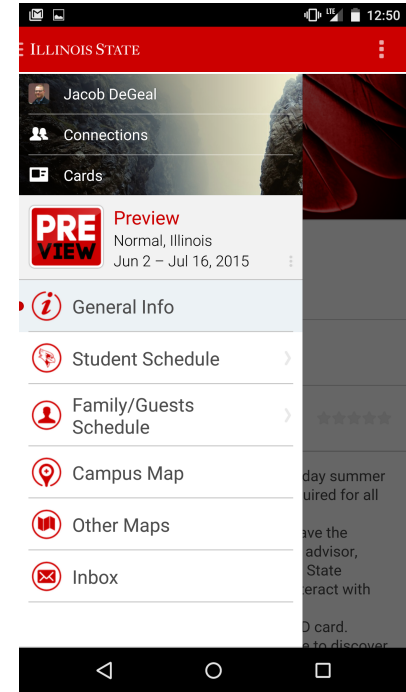
Solution



My guides



Guide view



Menu

Solution



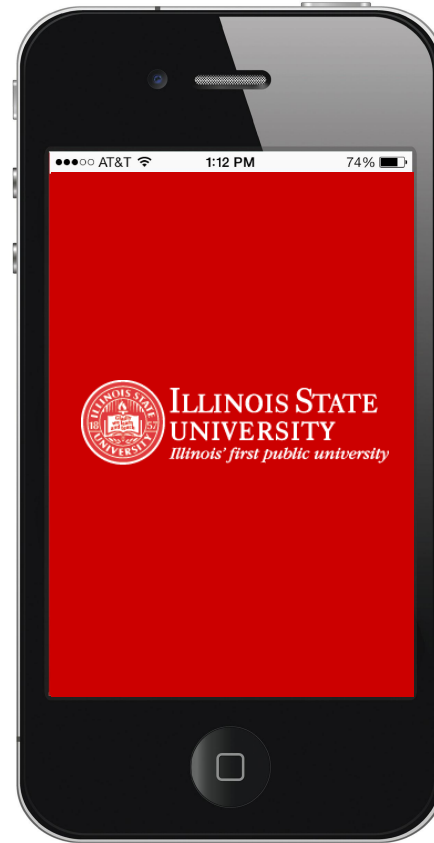
Creating an app culture

- Open House
- Preview
- Move-in/Welcome Week
- Homecoming
- Athletics
- Theme Weeks
- External Events

Branding



Current logo lockup



Branding



Mobile logo

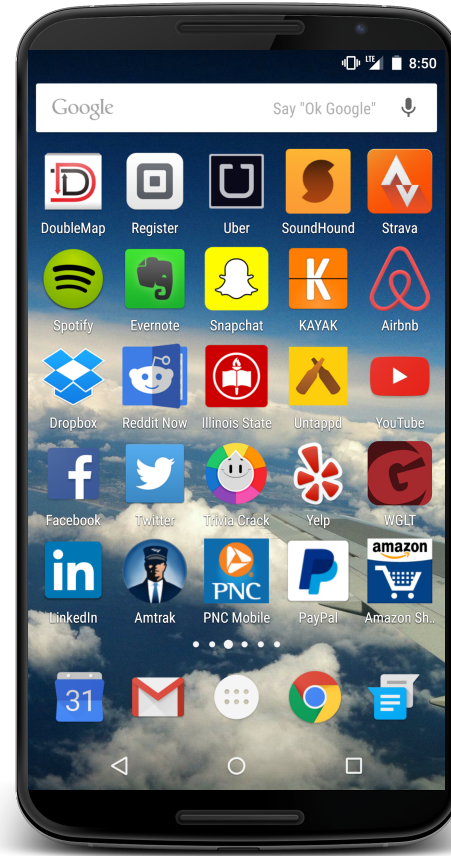


Mobile lockup

Branding



App Icon



App Icon installed

Branding



Icon schema



Icon set

Promotion



Get this event on your phone

Download the official Illinois State University App for free from the App Store or Google Play Store.

Get the App

The screenshot shows the Illinois State University website with a red header. The main content area features a dark grey background with a pattern of icons. A red square with the university logo is centered, with the text "Events · Info · Conferences" and "Everything" below it. A white banner below the main content area contains the text "Download the official Illinois State University App for free from the App Store or Google Play Store" and two buttons: "Download on the App Store" and "GET IT ON Google play". The footer contains contact information and copyright details.

Illinois State University
Campus Box 4000
Normal, IL 61790-4000
Contact Us

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Privacy Statement • Identity Standards • Appropriate Use Policy

- Web and print assets and collateral
- Awareness campaign for fall

Feedback

The New Illinois State University Mobile App

Tue, May 19 8:30 AM - 9:30 AM

Web Technologies

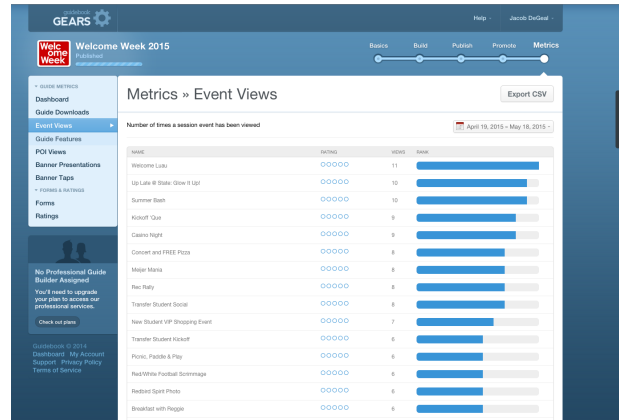
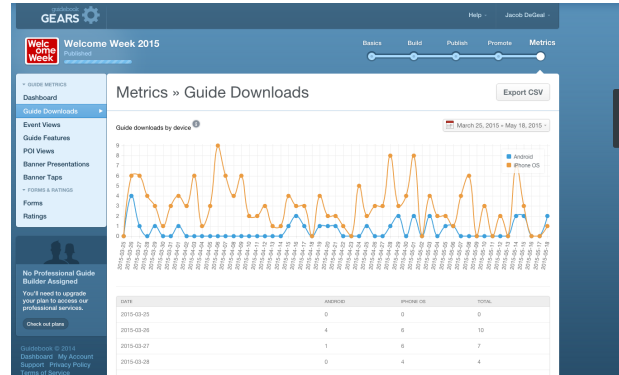
State Farm Hall of Business 149

Rate This ★★★★★

Hear about the new Illinois State mobile app and how it will be used for current students, prospective students, alumni, and more. We'll discuss how the app became a reality and why we went with the chosen platform. From iOS and Android to a mobile web view, the new mobile app for the University is here.

Speakers

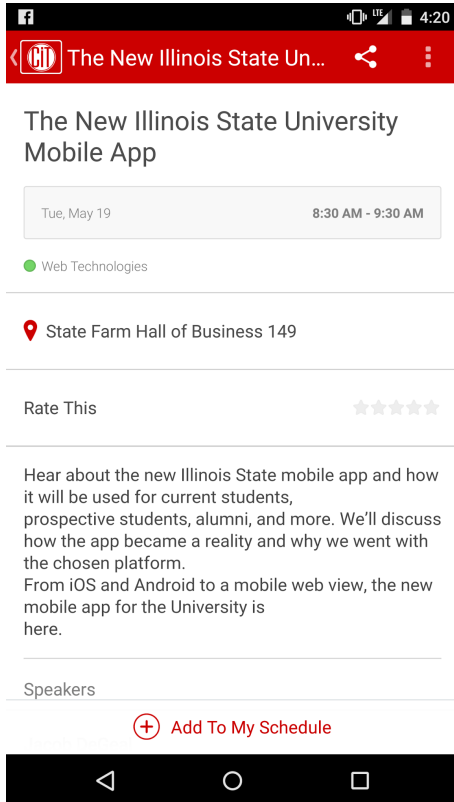
+ Add To My Schedule



- Surveys during or after events
- Pass feedback onto Guidebook
- Analytics - Gears

The Illinois State University Mobile App





Thank you!

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