WMU Mobile 2.0

Nate Shiff
Andrew Throesch
WMU Mobile 2.0

0. Background

1. Design Decisions

2. Design

3. Implementation

4. Testing

5. Summary
WMU Mobile 2.0

Stakeholders
Scott Puckett (Facilitator)

Dr. Keith Hearit
Strategic Enrollment Management

Thom Myers
University Relations

Tonya Durlach

Greg Lozeau
Office of Information Technology

Erik Dantes
Facilities Management IT

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**iOS**
- used for all Apple Mobile devices
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Smartphone
- growing every year
- estimated 49.7% of mobile phones

Source: Nielsen

Source: Mobile Squared
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Smartphone

Mobile Web Usage Growing


Source: Mary Meeker, Morgan Stanley, "Internet Trends," April 12, 2010
Screen size
-need for mobile websites and specialty apps

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15.6" Screen
(1024 x 768
1440 x 900)

3.5" Screen
(320 x 480
640 x 960)
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Mobile Applications

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Summary
WMU Mobile 1.0

- Developed
  2010-2011 school year

- Tim Wickey, Justus Reule, Chris Ashbay
WMU Mobile 2.0

iPad
- released 2010
- 9.7" diagonal display
- 54.7% market share Q4 2011
  study IDC
Porting app to iPad

- launches original 320 x 480 iPhone resolution
- able to zoom 2x
- stretches images
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2.0 Objectives

- New visual Design
  - Focus on visual impairment
- Extend existing functionality
  - WIDR
  - Campus Map
  - Sounds
- Implement new features
  - Dining Hall menus
  - WMU webmail
Design Decisions

1. New GUI (graphical User Interface)

2. iPad Porting
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1. GUI

- Focus on accessibility for low vision

- iOS Human Interface Guidelines
  - Built in VoiceOver and Zoom.
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1. GUI

Lighthouse International Accessibility
- text fonts, spacing, coloring and contrast

Less Contrast = Less Visibility

More contrast = More Visibility
### Design Decisions

#### iPad porting

<table>
<thead>
<tr>
<th></th>
<th>Universal App</th>
<th>vs</th>
<th>2 separate Apps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easier for user to download</td>
<td>Each tailored to specific screen size and hardware</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Easier to provide updates</td>
<td>Keeps each app size smaller</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Easier to debug</td>
<td>Set pricing separately and track which version is more popular.</td>
<td></td>
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Design

Index of /admissionsSMARTPHONE

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Design

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Design

Index of /admissions/smartphone

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</table>
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Design

Decisions

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WMU Mobile 2.0
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Summary

2012

2011
Background

Design Decisions

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Summary


Aliquam elit eros, euismod vitae sapien gravida in convallis mauris consequat. Nullam sit amet tortor.
<table>
<thead>
<tr>
<th>Background</th>
<th>Design Decisions</th>
<th>Design</th>
<th>Implementation</th>
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<th>Summary</th>
</tr>
</thead>
</table>
Requirements for mobile websites and specialty apps

Background

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WMU Mobile 2.0

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pellentesque, nulla qui
eu dolor massa, sit am
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Serif vs. Sans-serif

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dum a urna ut cong
rhoncus eu egestas ege

Aliquam eli
sapien gravida in

Phasellus quis est a
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pellentesque, nulla

Lorem ipsum
imperdiet mauris p

Nunc sit am
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Design

- iPad
- Web link redirects
- Safari
- Accessibility for people with low vision
Implementation
WMU Mobile 2.0

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WMU Mobile 2.0

WMU Dining Services Menu

Dining Hall Hours

April 2012

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
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<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Location: Bernhard Cafe & Market (BC Menu)

Meal: Breakfast
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About Radio

WIDR

http://www.widr.org/

WIDR FM is the student-run non-commercial radio station of Western Michigan University in Kalamazoo, Michigan. We

Radio

Sounds

Key Shake

Bronco Cheer

Western Fanfare

Alma Mater Instrumental

WMU Cheer

WMU Fight Song

Volume:
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Admissions
(269) 387-2000

Account Services
(269) 387-6000

Emergency Information
(269) 387-1001
For open/closed status and emergency notices

Public Safety
(269) 387-5555
24-hours a day

University Operator
(269) 387-1000

News Feed

Media Feed

Results Feed

Schedule Feed

WMU Facebook

WMU Twitter

WMU Youtube
Background

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WMU Mobile 2.0
WMU Mobile 2.0

Implementation
Testing

Will you download WMU Mobile 2.0 from the App Store?
Will you download WMU Mobile 2.0 from the App Store?

8 Yes
2 Maybe
0 No
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User testing - Home screen

- Quick to load
- Buttons, text clear
- Visually appealing
- Seems useful
WMU Mobile 2.0

User testing - Radio, Sounds, Weather

- Visually appealing
- Quick to load
- Seems useful
"Like it. Very crisp, like the new icons."

"Kind of plain."
"Not sure how many people will use Radio & Sounds but Weather is useful."

"I like the Sounds! Overall, I think the visual appeal could be improved. But everything seems useful!"
"I love the Bus Locater! I use the dining menu on a daily basis - very good to have in here."

"More internally less exporting to Safari. It would be very useful to have everything contained in the app."
Summary
WMU Mobile 2.0

Summary

We made the app run smoothly on iPad, implemented a new visual design with special attention to visual impairment, and modified existing web links and application behavior.
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Summary

WMU Mobile 2.0 responded to the requirements of our stakeholders in maintaining and updating this app.
Summary

Acknowledgements