Building a Mobile Campus Awareness

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Overview

1. Easing into a Mobile Offering
2. Opportunistic Marketing
3. Mechanisms for Driving Traffic
4. UCLA Marketing & Special Events
Easing into a Mobile Offering
Content Providers and a Soft Launch
Building a Base

• Strategies for finding a core team
  – Building a coalition from the center
  – Expanding the purview of an existing group
  – Grassroots effort of an interested unit

• Pitching to content providers
  – Show mobile will bolster their offerings
  – Offer development/systems support if necessary
  – Use governance and standards
Soft Launch

• Content providers have many responsibilities
  – Mobile isn’t always high on the list
  – Framework can be deployed faster than apps
• Completed modules inspire others
• Gives time to scale infrastructure
  – Allows for a small upfront expenditure of capital
  – Let growth drive the need for more resources
Case Study: UCLA Mobile

- Framework deployed in May 2010.
  - Core team built several common modules.
  - Content providers approached in summer 2010.
- Production launch set for September 2010.
  - Six apps available at launch.
  - Several more apps added during 2010-2011.
- Initial publicity was word of mouth.
Case Study: UCLA Mobile

• Several problems encountered at launch:
  – Issues with WURFL in high traffic scenarios
  – Infrastructure redundancy scale-up
  – Code rollout procedural issues
  – Bugs in several modules

• Soft launch gave time to correct these with minimal user interference.
Opportunistic Marketing
True Bruin Welcome Week 2010
The Premise

• A week of new student activities
  – Volunteer day
  – Activities fair
  – Bruin Bash
  – Open houses and other events

• Traditionally, paper flyers for each event
  – Pitched paperless as “going green”
  – Device agnosticism allowed maximal coverage
The Application

• A calendar of the week with event details
• Digital versions of event programs
• Activities fair information and map
• Volunteer day social networking jumpoff
The Result

• Notifying students about the offering
  – Student Affairs sent a notification to participants
  – Staff referred student to the UCLA Mobile for info

• Spike in Campus Awareness
  – 2000 to 5000 visitors per day over the week
  – Traffic from before to after increased by 300%

• Collected feedback & unanticipated uses
Mechanisms for Driving Traffic
through Redirection and Content Providers
Redirect Script

- MWF includes a mobile redirect script
- Deployed on ucla.edu in October 2010
  - Sends visitors to m.ucla.edu
  - Marked increase in traffic to UCLA Mobile
  - Referrals comprise a large percent of new visitors
Content Providers

• Finding the way to a mobile content offering
  – Redirect script
  – Directed advertising

• Garnering visitors through content providers
  – Breaking the mobile barrier
  – Governance requires a link-back to m.ucla.edu
Mobile Devices July 2011

- iPhone: 30%
- iPad: 39%
- iPod: 7%
- Android: 21%
- BlackBerry: 3%

Legend:
- iOS Phone
- iOS Tablet
- iPod
- Android Mobile
- BlackBerry
Top 4 (Jan – July 2011)

1. Campus Map
2. Happenings (Events Calendar)
3. Directory
4. BruinBus (Shuttles)
Desktop vs Mobile Traffic

- ucla.edu: 95%
- m.ucla.edu: 5%
Stats

42% of traffic comes from ucla.edu referral

+45% growth in mobile Jan - Jul 2010 vs 2011

20% of network traffic comes from wifi
Opportunities

According to our annual 2011 UCLA Communications Tracking Study:

Less than 4 out of 10 UCLA Students and 1 out of 10 UCLA Staff members have visited the UCLA mobile site.

96% of students and 96% of staff who visited find the site informative and useful.
Thank you for listening.