Mobile Strategy Task Force

10/31/12
Key Definitions

**MOBILE WEB**
Browser-based access to the Internet from a mobile device—such as a smartphone or tablet PC—connected to a wireless network.

**NATIVE MOBILE APPS**
An application designed to run in the computer environment (machine language and OS) being referenced.

**WIREFRAME**
A basic visual guide used in interface design to suggest the structure of a website and relationships between its pages. Typically, wireframes are completed before any artwork is developed.

**RESPONSIVE DESIGN**
A layout system that enables the visual elements in a web page or application to adapt to changes in the size of the application window or capabilities of the device on which the application is running.

**CONTENT MANAGEMENT SYSTEM (CMS)**
Software that helps simplify the publication of web content to web sites and mobile devices—in particular, allowing content creators to submit content without requiring technical knowledge of HTML or the uploading of files.

**INFORMATION ARCHITECTURE (IA)**
The information design, organization of content, and navigation of a website or intranet. A complete IA document includes a site map, wireframes for each template, and any necessary notations regarding navigation, flow of information, and features included on the site.
A Major Shift – the Explosion of Mobile

Mobile Internet Users *

<table>
<thead>
<tr>
<th>Year</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>800 million</td>
</tr>
<tr>
<td>2015</td>
<td>1.9 billion</td>
</tr>
</tbody>
</table>

Desktop Internet Users *

<table>
<thead>
<tr>
<th>Year</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>1.4 billion</td>
</tr>
<tr>
<td>2015</td>
<td>1.6 billion</td>
</tr>
</tbody>
</table>

What Next? **

2013

Mobile devices to overtake desktop PCs as dominant global Internet platform.

* ComScore Survey, 2012

** TechCrunch Survey, 2012
In 2013, Mobile Internet should take over desktop internet usage
New Products are Released Every Day

Amazon

Google

Dell

Microsoft

Apple
Half of college-bound high school students have looked at a campus Web site on a mobile device. 

Source: Noel-Levitz Survey, 2012
http://omniupdate.com/assets/whitepapers/pdfs/MobileExpectations.pdf
At UT, Mobile is Growing and Devices Vary…

Traffic to utexas.edu

- Mobile visits are up 75% Y/Y
- 10% of all visits are mobile
- Apple devices account for 75% of the traffic
- 30% of all mobile traffic comes from an iPad
Our Current Mobile Experience
Other Schools Are Already Investing

Responsive

No Apps

Mobile Web

No Mobile

No Apps

iPhone Apps

Multiple Apps

12/17/2012
PROBLEM

OPPORTUNITY
Benefits of a “Next Generation” Online Experience

• Reach higher quality prospective students, staff, and faculty

• Help support four year graduation rates by improving the online student experience

• Increase online donations
  o 5% increase in donations would equal $225K per year

• Improve security of web sites across campus
Vision

We will create a leading, next generation digital experience for the University of Texas community.

This experience will be optimized for mobile devices, personalized to our users, and socially engaging.

And we will provide a technology platform and resources that will be accessible to the entire UT campus.
Recommendations

1. Redesign the “core” web to be responsive, personalized, and socially connected while building out an infrastructure, CMS, tools, templates, governance and training to support the entire university.

2. Establish a working budget to fund external resources for creative design and content strategy, along with development if necessary.

3. Build a new digital student experience to provide easy access to online tools on any device along with a shared social experience.

4. Invest in improvements to the iPhone app to add personalization and a low cost Android option while maintaining the one app model for academic functions.

5. Create a permanent, fully dedicated team to build, manage, and promote the new opt-in web publishing system while providing governance over standards and guidance for content strategy.