Navigating the Future: Utah Tech's Mobile App Evolution

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CASE STUDY

Utah Tech University

INDUSTRY

Higher Education

Started in 1911, Utah Tech University evolved over the past 113 years into one of the most affordable small colleges in the USA (ranked number 5 by CNBC) and serves over 12,500 students today. The existing mobile app needed more personalized features and integration with essential resources to increase user engagement and satisfaction. Recognizing the need for a more tailored and integrated solution, Utah Tech embarked on a journey to develop and implement a comprehensive update to its mobile application, focusing on personalization, integration, and user experience.

The primary hurdles Utah Tech encountered with its former mobile app centered around two pivotal concerns: a need for personalized user experiences and insufficient integration with essential campus services. Before adopting Modo, the app struggled to provide content that resonated with its users' individual journeys and needs, making it cumbersome for students to find information relevant to their personal and academic pursuits. Additionally, the app's constrained integration with critical campus resources meant that students had to navigate various platforms for academic support, safety updates, athletic details, and campus maps, leading to a fragmented user experience and reduced engagement. However, by transitioning to Modo, Utah Tech surmounted these challenges, achieving a seamless, integrated, personalized app experience that aligns with all its objectives.

"The students want a personalized, at-a-glance dashboard where they have all the information they need to be successful in both their academic and campus lives," explained Mark Walton, Utah Tech University's Chief Information Officer.

"Seeing our students and faculty embrace the app's new features has been incredibly rewarding. It's a testament to our collaborative efforts."

James Miller, Director of Admin Computing
Utah Tech University

Transforming the Mobile App by Integrating Customized User Experience with Enhanced Campus Services

To address these issues, the development team at Utah Tech University took a multi-faceted approach to address these challenges:

- **Integration of Student-Tailored Data:** By leveraging Banner system widgets and personalized student data, the app now offers a customized experience for each user, displaying relevant academic and campus life information at a glance.

- **Comprehensive App Development:** The team integrated various components such as safety alerts, athletic updates, campus maps, and academic resources using XComponents, creating a centralized hub for all student needs.

Meeting the Needs of a Digital-First Generation

The introduction of personalized resources led to immediate positive outcomes:

- **Improved User Engagement:** The app's user engagement metrics, including session times and daily active users, indicating that students found the new features valuable and relevant.

- **Positive Feedback Loop:** Feedback collected during a 2-week beta testing phase with students and faculty was overwhelmingly positive, leading to further refinements and enhancements based on user suggestions.

Continuously Evolving to Fulfill Evolving User Expectations

Utah Tech University is not stopping here. Its near-term plans include the app's continued evolution to meet its community's changing needs, like updating to Modo Campus 4.1, adding new personas, and including other departments to collaborate on content development.

Modo 4.1's Screen Builder tool, additional modules, and built-in templates allow Utah Tech to offer even more personalized and dynamic content in less time, enhancing the user experience further.

The collaboration with other departments like Student Affairs will turn the app into a more comprehensive tool, encompassing a wider range of services and resources.

To ensure the app meets the users' needs, the development team is committed to ongoing improvement based on user feedback through continuous feedback integration and a focus on user experience. To achieve this, the team uses an agile development methodology, constantly iterating based on feedback from students
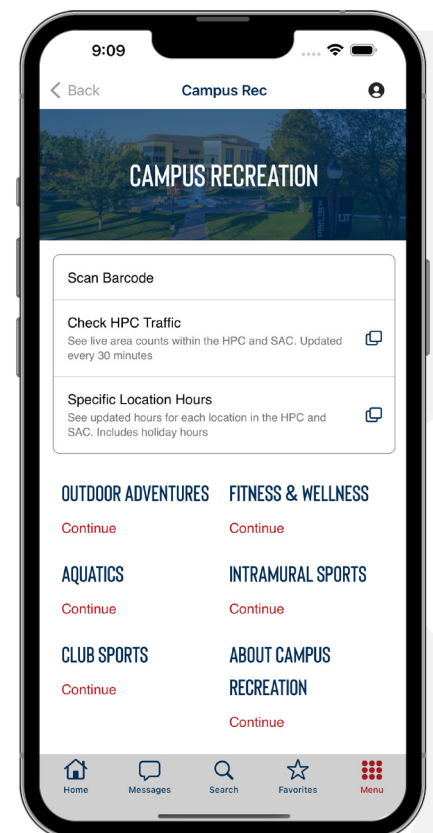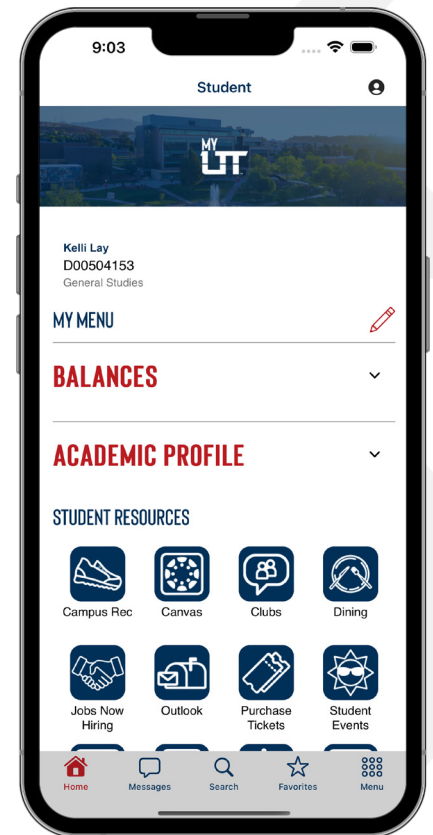
and faculty on future enhancements and feature additions. The process also includes regular internal reviews to ensure the app remains responsive to the university community's needs.

The transformation of Utah Tech University's mobile app into a personalized, integrated platform powered by Modo has significantly enhanced the student experience, making essential resources more accessible and engaging. Through continuous improvement and a focus on user-centered design, the University is well-positioned to meet the evolving needs of its students and faculty, fostering a more connected and supportive campus environment.

Visit modolabs.com/modo-campus/ to learn more about the Modo Campus platform.
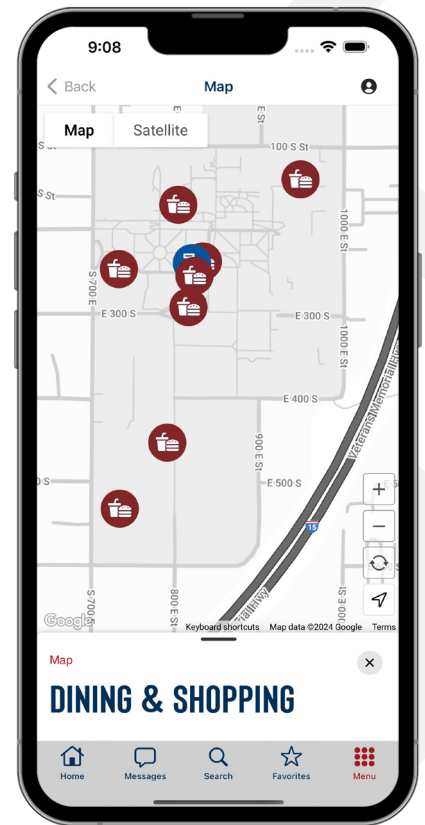
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