

Student-Centered by Design: Utah Tech's Journey to a Unified Digital Campus



CASE STUDY

Utah Tech University, *myUT*

INDUSTRY

Higher Education

USE CASES

Banner Integration

Space Reservations/Bookings

App Consolidation

Personalized User Experience

Founded in 1911, Utah Tech University, formerly Dixie State University, has grown into one of the most admired and affordable small colleges in the U.S. (ranked number 5 by CNBC). It now serves more than 12,567 enrolled students. As the needs of a digital-first student body evolved, the university realized its existing mobile app was no longer meeting expectations—it lacked the personalization, integration, and usability students required.

To address this, Utah Tech launched a formal Request for Proposal (RFP) process to find a partner to help reimagine the mobile experience. After evaluating several platforms, the university selected Modo to deliver a modern, unified mobile solution that would meet students' needs and align with institutional goals.

The Challenge

Utah Tech faced three interrelated challenges with its former mobile experience:

- **Lack of Personalization:** The previous app struggled to provide tailored content that aligned with individual student needs, making it difficult for users to navigate their academic and campus journeys.
- **Insufficient Integration:** Students were required to switch between multiple platforms and apps to access critical services, such as academic support, safety updates, and campus maps, resulting in a fragmented experience.
- **App Fatigue and Low Adoption:** Students were experiencing app fatigue, juggling multiple apps to complete basic tasks. This reduced engagement and created friction in their interactions with campus resources.

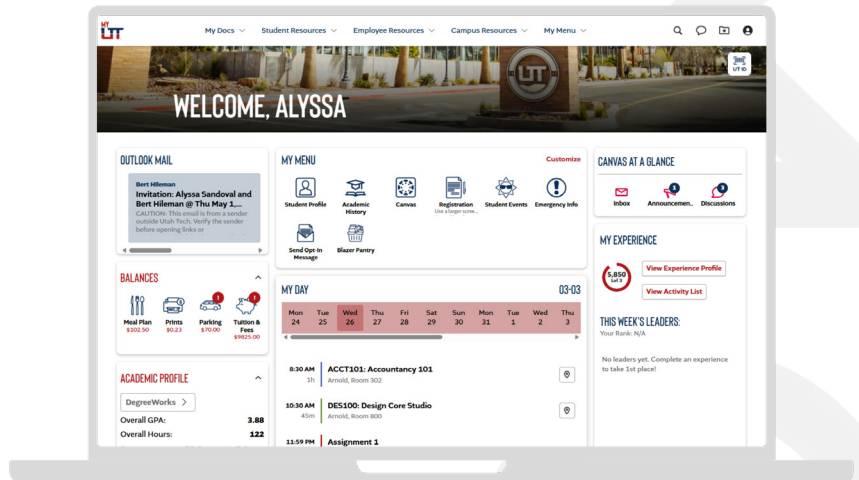


“The students want a personalized, at-a-glance dashboard where they have all the information they need to be successful in their academic and campus lives.”

Mark Walton
Chief Information Officer, Utah Tech University

The Modo Advantage

Utah Tech partnered with Modo to redesign its mobile experience from the ground up. The result: *myUT*, a personalized, integrated, and engaging mobile platform that brings everything students need into one seamless app. By integrating critical capabilities directly into the app, Utah Tech reduced the need for third-party workarounds or redirecting users to external tools. The result was improved user satisfaction, higher adoption, and the successful retirement of a previous legacy app. With additional app consolidations under consideration, *myUT* is already streamlining the digital experience and setting the stage for further efficiencies and cost savings.

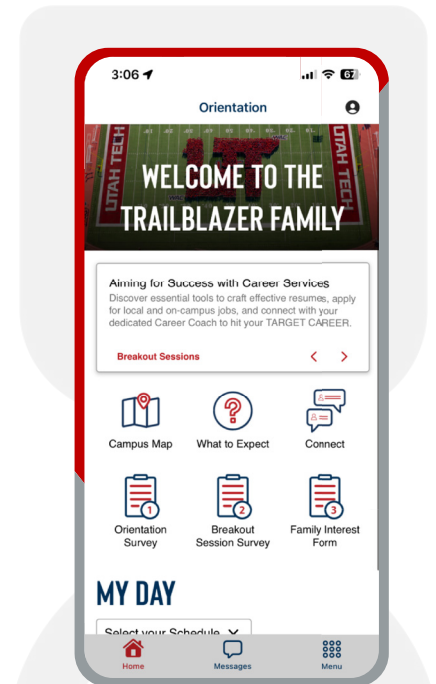


Building on the success of their mobile app, Utah Tech expanded its digital strategy by deploying Modo's web portal. This provided students with a consistent and unified experience across both mobile and desktop platforms, reinforcing engagement and ease of access. The university continues to expand its collaboration with Modo due to the platform's breadth of capabilities, which provide a scalable foundation to support future innovation and the evolving needs of its students.

Reducing App Fatigue Through App & System Consolidation

Utah Tech previously relied on multiple apps to deliver services tied to student information, academic support, and scheduling. According to Walton, “**one of the main goals of the app was to help battle app fatigue with our students.** To help with that effort, we tried to identify the most used features within certain apps to see if we could bring those features into *myUT* and thus at least reduce, if not eliminate, the need to have another app installed.” With Modo's robust integrations, the university was able to consolidate and streamline services into a single, modern experience. Here are some of the apps Utah Tech successfully consolidated into *myUT*:

- **Utah Tech Recreation:** The most-used feature was showing an ID barcode to access fitness and recreation facilities. This, along with static content, was easily reproduced within *myUT*. This app is now on track to be fully eliminated.
- **Legacy SIS-Integrated Go App:** Previously used to access the Banner Student Information System (SIS) information, this app was retired as Utah Tech transitioned to Modo. With Modo's Banner SIS integration, the university consolidated its mobile experience into a single, unified platform—delivering easier access to academic and administrative services for students.



- **Advising & Student Support:** This widely used platform provides services such as study room reservations, tutoring, and advising appointments. Utah Tech replicated these high-touch features using Modo's space booking module, deep links, and MyDay component. As a result, many students were able to remove the standalone app while continuing to access the same functionality directly within *myUT*, streamlining their digital campus experience.
- **Legacy Ticketing App:** This specialized athletics-focused app, previously used for event ticketing, has been discontinued. Utah Tech replaced it with a direct link to the ticketing portal on the *myUT* home screen, making it easier for students to access tickets without having to juggle multiple apps.
- **Trailblazing Traditions:** Previously used for Freebie Friday notifications. This feature now lives within an opt-in channel in *myUT*.



Transforming the Mobile Experience

The development team took a multi-faceted approach to build out *myUT*:

- **Integration of Student-Tailored Data:** The app leverages Banner system widgets and personalized student data to display relevant academic and campus life information at a glance.
- **Comprehensive App Development:** Core components like safety alerts, athletic updates, campus maps, and academic tools were integrated using Modo's widgets, creating a central hub for all student needs.

A Phased Rollout that Drove Immediate and Sustained Impact

Utah Tech didn't launch *myUT* all at once—it rolled it out in deliberate, high-impact phases that aligned with the rhythms of the academic year.

Each launch stage introduced new personas and features, creating a steady drumbeat of adoption and engagement.

Spring 2024:

Soft launch with a **student-only persona**; informed by focus groups with over 40 students; **digital signage** and word-of-mouth drove awareness

Summer 2024:

Orientation persona added; **99% of attendees downloaded the app**; survey engagement soared—submission rates for the **breakout session survey increased 40x**, while the response rate for the **overall orientation survey doubled from 20% to 40%**

Fall 2024:

Official launch with **employee persona**; major marketing campaign including scavenger hunt giveaway; **peak first-day activity hit 207,000 screen views and 12,000+ unique visitors**

Spring 2025:

Ongoing expansion of features, with daily averages **exceeding 38,000+ screen views and 4,600+ unique visitors**

Immediate Impact

Utah Tech saw measurable engagement gains from the start.

Early student feedback was overwhelmingly positive, thanks to a thoughtful beta program and iterative design process.

These results validated the university's phased approach and reinforced the value of designing with students at the center of the process.



207,000 screen views and over **12,000 unique visitors on Day 1** of the Fall 2024 semester



App downloads grew from **3.1k to over 9.4k** within the first three semesters



34% of students used the map links from the My Day widget to get directions to their class during the first week of the Fall semester



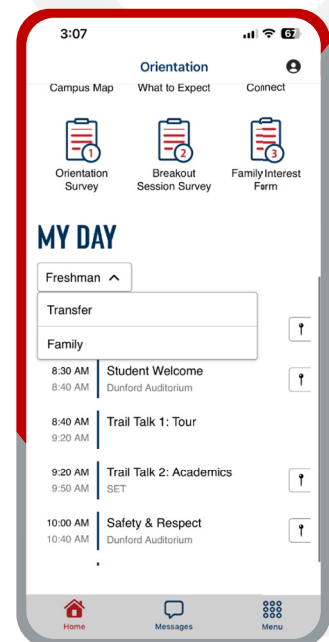
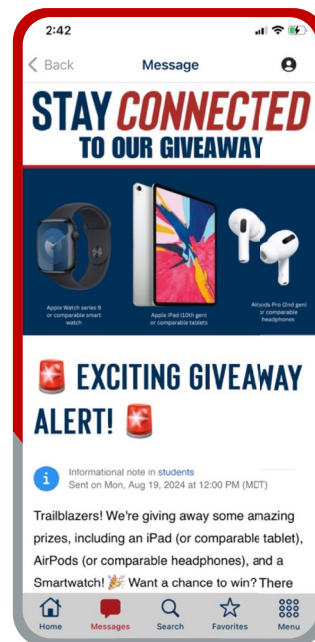
The orientation persona drove a **significant spike** in student feedback, with breakout session survey participation **increasing fortyfold** and overall survey **response rates doubling**

Driving Adoption Through Creative Marketing Campaigns

Utah Tech paired technical excellence with **inventive marketing**. During the Fall 2024 official launch, the university rolled out a campaign that included:

- ✓ Scavenger hunt and giveaways with over 8,259 entries and 3,276 participating students
- ✓ Visibility through A-frame signage, digital signage, and opt-in app channels
- ✓ Exclusive app entry points (e.g., student ID screen, "My Day" component, and orientation-specific modules)

These efforts not only drove usage and drew attention to key features, but also helped create a cultural moment around *myUT*, positioning it as a daily essential for students.



UTAH TECH—ACTIVE LEARNING, ACTIVE LIFE

A Platform Built for Continuous Growth

Utah Tech's mobile transformation is well underway. With the recent upgrade to **Modo Campus 4.1**, the university is actively expanding its use of personas and deepening collaboration with departments, such as Student Affairs, to broaden the app's functionality. Tools like Modo 4.1's Screen Builder and built-in templates are helping Utah Tech launch dynamic, personalized content faster than ever.

The university also introduced **Modo's Space Booking module**, enabling students to reserve any of 27 study spaces in the library. Since its launch earlier this year, the feature has seen consistently high adoption, particularly around midterms, underscoring its value as a student convenience and a facilities management asset. The library study room booking tool is now solely located in *myUT*.

By leveraging Modo's Bookings API, Booking Report, and Modo Analyze, administrators have uncovered key insights into student behavior, such as:

- Which **study spaces** are most in demand
- When **booking** activity peaks—guiding smarter allocation during busy periods
- Weekly **usage trends** that support more efficient scheduling
- A strong preference for **same-day reservations**—prompting new strategies like in-app reminders to encourage earlier bookings

These insights have helped facilities teams better manage demand. The university is already planning to expand Space Booking to additional campus buildings, demonstrating how easily it can grow and scale with Modo.

A Future-Ready Student Experience

Utah Tech's journey with Modo proves that when institutions take a phased, student-informed approach to mobile transformation, the results can be both immediate and lasting. With strong technical foundations, creative engagement strategies, and growing adoption, *myUT* has become a model for mobile-first digital strategy in higher education.

The university's efforts earned national recognition at the **2024 Modo Appademy Awards**, winning **Best Personalized Experience** and placing as a finalist in categories like Best Use of Communications and Best Traditional Event.

With future personas for community, alumni, and prospective students on the roadmap—and new features like hold notifications and waitlist alerts—Utah Tech is positioned to stay ahead of student expectations for years to come.

Request a Demo

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By leveraging
Modo's Bookings
API, Booking
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administrators
have uncovered
key insights into
student behavior.



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