



DOES PERSONALIZATION MATTER? HOW NOTRE DAME REALIZED THE BENEFITS

Higher education campus communities serve a diverse population, with a wide range of backgrounds, interests and perspectives.

A growing number of institutions are capitalizing on mobile apps to create personalized experiences at scale across their campuses. By doing so, they cultivate a vibrant campus experience that's unique to each participant.

Like most industries, the education sector is feeling the Netflix and Amazon effect. Every member of the campus community wants a personalized experience. Combine this with the growing preference for mobile apps, and the mandate is clear. Universities must deliver personalized mobile app experiences for everyone – from new students and existing undergrad and graduate students to guests, faculty, and alumni. Notre Dame found itself facing that very situation and immediately realized tremendous benefits by delivering on expectations.



CHALLENGE: CULTIVATING AN INCLUSIVE CAMPUS COMMUNITY

The broader campus community at Notre Dame is comprised of some 8,500 undergraduate students, 4,000 graduate students, 1,300 faculty, and thousands of alumni, prospective students and visitors. All of these constituents visit the main Notre Dame website, which hosts upwards of 175,000 unique visitors per month. As useful as the website is, Notre Dame was interested in creating a parallel, more personalized mobile campus experience for the website's more frequent visitors, primarily students. These visitors require always-on access to dynamic information such as course schedules, transit services, campus events, menu options and facility updates.

Like many schools, they were challenged to meet their audience where they were - on their mobile devices. To accomplish this they needed to encourage new audiences to download and adopt the mobile app as a primary source for campus information. To better understand potential blockers, the

school's Office of Information Technologies (OIT) studied the app experience and quickly realized that it was only providing a monolithic view relevant to a subset of the university's population. The app was essentially designed to only appeal to undergraduate students. Such a limiting category and subset of information made some users – like faculty and graduate students– feel they didn't belong. Moreover, categories such as “friends” and “guests” were unclear – how would someone know which to choose?

In addition, the content associated with each of these categories felt irrelevant to some users. For example, the content aimed at students felt more relevant to existing undergraduates than to incoming and graduate students.






The OIT concluded that a broader audience felt overlooked because it didn't see the value of the information accessible within the app.

SOLUTION: EXPANDING INCLUSIVENESS WITH MORE PERSONAS

Determined to make the mobile experience as relevant as possible for all audiences, the OIT created new user personas to live within the mobile app's home screen. Knowing Notre Dame wanted to attract and support personalized mobile experiences for the broader campus community, it added personas for each unique profile: guests,

faculty, alumni, graduate students, and new students. Relevant content was loaded under each profile, so app users would see the information most pertinent to them based on their preferred persona. The university could also push notifications and communications directly to personas, tailored to each person's needs and interests.

The OIT created an advisory council with a representative for each persona. The representatives were given responsibility for maintaining, updating, modifying, and improving their persona experiences, giving them ownership over:

-  The look and feel of the app experience for their persona
-  What content is shown
-  How the content is displayed
-  How the content is navigated
-  What notifications are pushed

Even for a university-wide announcement relevant to all audiences, each persona owner can customize the wording and timing of the push notification.

Within a single persona, Notre Dame can create multiple experiences. For example, Graduate students can access a persona with

content relevant to the general grad student experience, as well as a graduate orientation persona tailored to incoming students.

In the future Notre Dame plans to deliver a relevant mobile app experience based on whether the user is on campus or off campus. While it will show details like location and hours for eateries and the shuttle schedule to those on campus, it will omit those details for someone off campus.

The OIT also creates temporary personas as needed, such as for Alumni Reunion each summer, and Welcome Weekend for incoming students each fall. OIT stands up these personas temporarily within the mobile app. Once the events are over, anyone currently in the persona is redirected to the relevant persona, and it is taken down. For example, new students are redirected to the Undergrad persona, and Alumni Reunion attendees are redirected to the Alumni persona.

Personas	Office With Ownership
 Undergraduate students	Student Affairs
 Graduate students	Graduate School + Student
 Faculty and Staff	Provost, HR, Executive VP, Administrative
 Alumni + Friends	Alumni Office
 Guests	Information Technologies
 Temporary (event-based personas, such as Alumni and New student welcome weekends)	Varies



RESULTS: APP VIEWS MORE THAN DOUBLE

With the launch of each persona, Notre Dame publicizes its availability through multiple channels, such as email, the website, newsletters, and by handing out cards to campus visitors. It also announces new personas directly within the app. That way existing users can notify someone they think would appreciate these customized experiences.

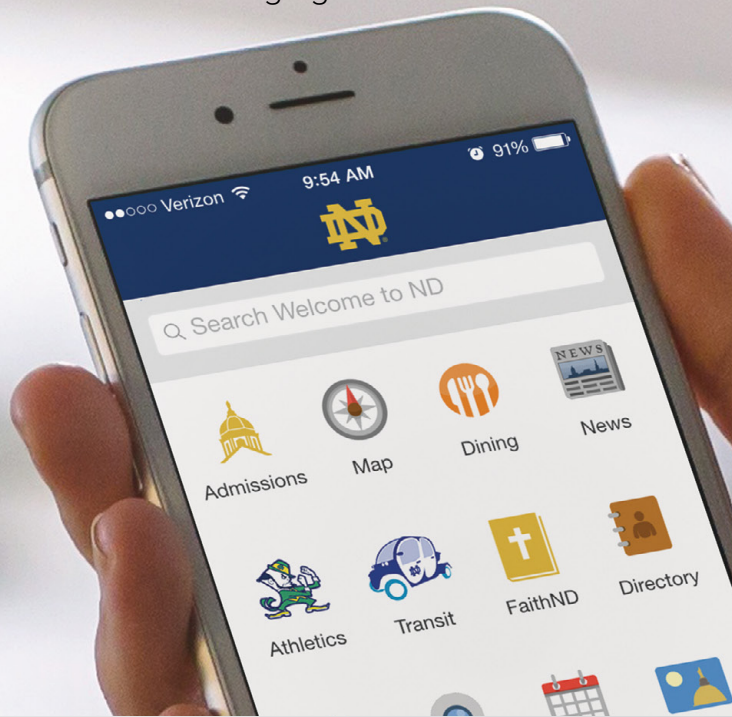
With a single QR code, users can download the Notre Dame app from the iOS App Store and Google Play Store. The university saw a notable uptick in adoption when it added its graduate student and faculty and staff personas. It also sees significantly more mobile traffic during major events, such as Welcome or Alumni Weekend, which are supported using temporary event-based personas.

Adding multiple personas to its mobile app led Notre Dame to experience a significant peak in its monthly app views. For example,

after adding the 'Welcome Weekend' persona to the app in August of 2018, monthly views soared to nearly 1.4 million, up from approximately 641,000 views in August of the previous year! What's more remarkable is that the app drew 2.5X more screen views than views of the Notre Dame website at the same time. These numbers validate the decision made by the school to create a unified mobile experience for its broader campus community that's tailored to the information needs of each audience segment.

Notre Dame has discovered that personas work for personalization, enabling it to expand its reach beyond students and invite a wider audience to download the app and gain a sense of belonging.

To learn how Modo can help your mobile campus engagement soar, visit modolabs.com/campus.



100 Cambridgepark Drive
Suite 200
Cambridge, MA 02140

©2019 Modo Labs, Inc.
Trademarks belong to their
respective owners.
All rights reserved.

✉ communications@modolabs.com

☎ 1 (866) 391-6636 (MODO)

🌐 www.modolabs.com

🐦 [@modolabs](https://twitter.com/modolabs)

f [/modolabs](https://www.facebook.com/modolabs)

in [/company/modo-labs-inc-](https://www.linkedin.com/company/modo-labs-inc/)