

MOBILE APPLICATION STRATEGY

BACKGROUND

Members of Student Technology Advisory Committee (STAC) indicated almost two years ago that uWaterloo is extremely behind in mobile application and student portal infrastructure compared to almost all universities and many colleges. As well, Executive Council has deemed it essential to create an open-data model to help leverage and aid the student development network, with hopes more applications can be provided for uWaterloo.

STRATEGY

In order to keep the Student Technology Services Group focused on providing essential services to students and focused on student needs, the group will strive not to confine itself to one specific philosophy (i.e. build vs. purchase). To achieve our goals, the Mobile Applications Initiative (MAI) group will leverage a blended approach to application development, which will most likely involve some combination of vendors, off the shelf and custom built solutions. Improvements to open-data underpin the strategy, thus supporting the ultimate long-term goal of the open-data initiative and the Student Development Network (SDN) which will facilitate students driving the development of applications on uWaterloo Campus.

Higher level goals or desired outcomes:

- Deliver some key mobile applications for the fall term
- Use Agile approach to project management
- Development of mobile applications for all platforms (when possible), device agnostic (HTML5 focus).
- Develop guidelines and policies to ensure development is encouraged and also controlled.
- Improve availability of and access to open-data
- Gather requirements from all key stakeholders (list is below).
- Stakeholders will define roll-out strategy, agreeing to delivery timelines for prioritized release schedule.
- Leverage existing mobile development on campus, engaging experts from around campus (staff, faculty, students).
- Student involvement from all aspects
 - Students should help guide the organization structure of the team
 - Students will help determine priority and type of mobile applications
 - Students will help research the existing educational mobile environment to determine baseline
 - Students will help define requirements of the various mobile needs, as well as survey respondents
 - Students will help develop open data model for future application development

- Students will have the opportunity to actively participate in the development of mobile applications through all its stages, including the development and deployment of their own applications
- IST should make an effort to leverage co-ops, SDN and VeloCity members to help build the mobile applications
- Key stakeholders, especially student stakeholders (including but not limited to STAC, FEDs, Orientation leaders and student societies) should be engaged as early as possible to help define the parameters and ensure student buy-in.
- Build relationships with researchers to help leverage uWaterloo's technical expertise and create advanced applications.
- Engage key vendors, such as D2Learn, RIM, MappedIn, to help increase productivity and provide expertise (i.e. building knowledge base of uWaterloo).
- Leverage relationships with vendor-neutral mobile apps consultants to ensure project stays on track and avoids pitfalls.

KEY STAKEHOLDERS

The MAI group will be committed to working with multiple stakeholders across campus to further student technology services. The suggested list of stakeholders includes but is not limited to the following

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| <ul style="list-style-type: none"> ● Registrar ● Secretariat Office ● Communication & Public Affairs (CPA) ● Marketing & Undergraduate Recruitment (MUR) ● Co-operative Education & Career Action (CECA) ● Athletics ● STAC, CTSC & UCIST ● Student Success Office ● Outreach programs ● Retail Services ● Housing and Residences ● Food Services | <ul style="list-style-type: none"> ● Faculties ● Library ● Alumni ● WatCard ● Daily Bulletin ● uWaterloo Police ● Desire 2 Learn ● Grand River Transit ● Corporate Data (IST) ● FEDs, and affiliate student societies and clubs ● Student leaders across campus; including but not limited to Orientation Leader |
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