An Overview of:

UCLA mobile
Information on the go with any mobile device

January 31st, 2011
Given by: Rose Rocchio
Office of Information Technology
The Mobile trend

Apple’s Success

Thank you. Ten billion times.
The App Store has reached 10 billion downloads. Thanks for getting us there.

Proliferation of Mobile Devices

Android Growth

Android Growth, Statistics & Projections

Posted Friday, March 19th, 2010 at 6:18 am by Antonia Wells

1 Comments
Mobile to overtake fixed internet usage

"The Morgan Stanley analyst says that the world is currently in the midst of the fifth major technology cycle of the past half a century. The previous four were the mainframe era of the 1950s and 60s, the mini-computer era of the 1970s and the desktop Internet era of the 80s. The current cycle is the era of the mobile Internet, she says — predicting that within the next five years “more users will connect to the Internet over mobile devices than desktop PCs.”"

Mary Meeker: Mobile Internet Will Soon Overtake Fixed Internet | GigaOM article - by Mathew Ingram Apr. 12, 2010, 2:27pm PDT
Mobile in Higher Ed -> a trend

- According to Educause, 74% of Students either have or intend to buy an internet enabled handheld device  
  2010 Study of Student and IT (The 2010 CCLE survey showed that this # is 60% at UCLA based on 454 student responses)

- Students are more likely to remember their phone than their wallet.

- A mobile web presence is not just a desire, but truly an expectation.
The Approach: Native vs Web

• Native Application Pros & Cons
  • **Pro:** Ten Billion+ mobile apps downloaded *(Apple alone)*
  • **Con:** Lack of cross-platform portability
  • **Con:** Updates are a manual process
  • **Pro:** Device-specific features, snazzier, snappier user experience

• The Mobile Web Pros & Cons
  • **Con:** Utilization of deep features and APIs is new *(html5)*
  • **Pro:** Device Agnostic = broadest distribution
  • **Pro:** Security is solid as it is web based
  • **Pro:** Scalable architecture
  • **Pro:** Maintenance of application significantly lower
Mobile Web Framework options

- Fall of 2009
- MIT had built a mobile web framework and made it open source
- Issues were:
  - Server Centric – all the data had to co-exist
  - Platform specific – written entirely for PHP
- Fall of 2009, OIT began building the UCLA Mobile Web Framework (UCLA MWF)
UCLA Mobile Web Framework

• Principles
  • Device Agnostic -> community inclusiveness
  • Graceful Degradation
  • Unified mobile presence
  • Technology Platform Independent
  • Scalable, distributed architecture
  • Modern web standards (HTML 5, CSS 3, etc...)
Graceful degradation: Tour Module

Inside Ackerman Union are restaurants offering everything from burgers to a variety of ethnic foods. Ackerman also houses a ballroom, arcade, candy store, portrait studio, and ATMs.
UCLA Collaboration & Governance

- Initially team included OIT, Student Affairs & UCLA Communications, now 15 + units

- UCLA pilot Mobile Steering Committee (includes reps from: OIT, OID, Library, CTS, The College, SOM, ORA, Facilities, Graduate Division & UCLA Communications)

- CSG presentation in May 2010

- FCET presentation in Oct 2010
UCLA Mobile Statistics

- UCLA Mobile launched on 9/2/2010

- Modules include:
  - News, Events (Happenings), Directory, Map, BruinBus, Campus Life (Tour, Student Groups, Career Center), Library, iTunes U & YouTube

- Statistics as of 1/24/2011:
  - 116,628 visits from 61,588 Visitors
  - 161,140 page views
  - ~2 minutes for average visit
UCLA MWF Driving Innovation

*Potential* Student Tools
- A list of all the textbooks need to buy, eTexts integrated
- An Assignment "To Do list"
- Announcements & Grade Alerts
- Office hours & alerts for cancellations
- Course Roster

*Potential* Faculty Tools
- Course Roster with photos
- A Course Announcement Tool
- Calendar functionality – integrating where possible
- Clicker functionality - for in class interaction
- Que of Assignments to Review
- Discussion Board – viewing & participation summary
UC adopting the UCLA MWF

- UCSD’s assessment of the UCLA MWF
- UC interest in collaboration = 6 schools
- UC Contributors to the UCLA MWF
  - UCSD
  - UC Berkeley
  - UC Riverside
- Monthly UC call to collaborate, sharing a code library using SVN (Subversion)
Appendix
Mobile links

• UCLA Mobile Site
  • http://m.ucla.edu

• Framework Documentation Site
  • http://m.ucla.edu/doc

• Mobile Collaboration Site
  • http://ccle.ucla.edu/course/view/Mobile

• UCLAMobile Listserv
  • http://lists.ucla.edu/cgi-bin/mailman/listinfo/uclamobile
  • uclamobile@lists.ucla.edu
A Distributed Mobile Architecture
UCLA Mobile – Student Tools

- Held a Focus group with students last summer
- Working closely with CCLE

2010 CCLE Student Survey (454 Responses)

<table>
<thead>
<tr>
<th>Response</th>
<th>Average</th>
<th>Total</th>
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<tbody>
<tr>
<td>A complete list of textbooks for all courses</td>
<td></td>
<td>42%</td>
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<tr>
<td>Class Roster - like Classmates on MyUCLA</td>
<td>17%</td>
<td>77</td>
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<tr>
<td>Maps on how to get to class</td>
<td>34%</td>
<td>156</td>
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<tr>
<td>Study list - or Class Schedule - like the one on MyUCLA</td>
<td></td>
<td>63%</td>
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<tr>
<td>A Course Announcements Feed</td>
<td>39%</td>
<td>179</td>
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<tr>
<td>A Grade Alert</td>
<td>40%</td>
<td>211</td>
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<tr>
<td>Discussion Board functionality for viewing and posting</td>
<td>18%</td>
<td>83</td>
</tr>
<tr>
<td>An Aggregated Assignments “To Do” list</td>
<td>47%</td>
<td>214</td>
</tr>
<tr>
<td>Flash Card studying applications</td>
<td>38%</td>
<td>173</td>
</tr>
<tr>
<td>Clicker Functionality - for class interaction</td>
<td></td>
<td>24%</td>
</tr>
<tr>
<td>See the office hours for all of your instructors on one screen</td>
<td>44%</td>
<td>201</td>
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UCLA Mobile – Faculty Tools

- Planning a Faculty tools mobile focus group
- With a focus on both Instruction and Research tools

2010 CCLE Faculty Survey (74 Responses)

<table>
<thead>
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<th>Response</th>
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<tbody>
<tr>
<td>Yes</td>
<td>42%</td>
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<tr>
<td>No</td>
<td>18%</td>
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<tr>
<td>Undecided</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>70%</strong></td>
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