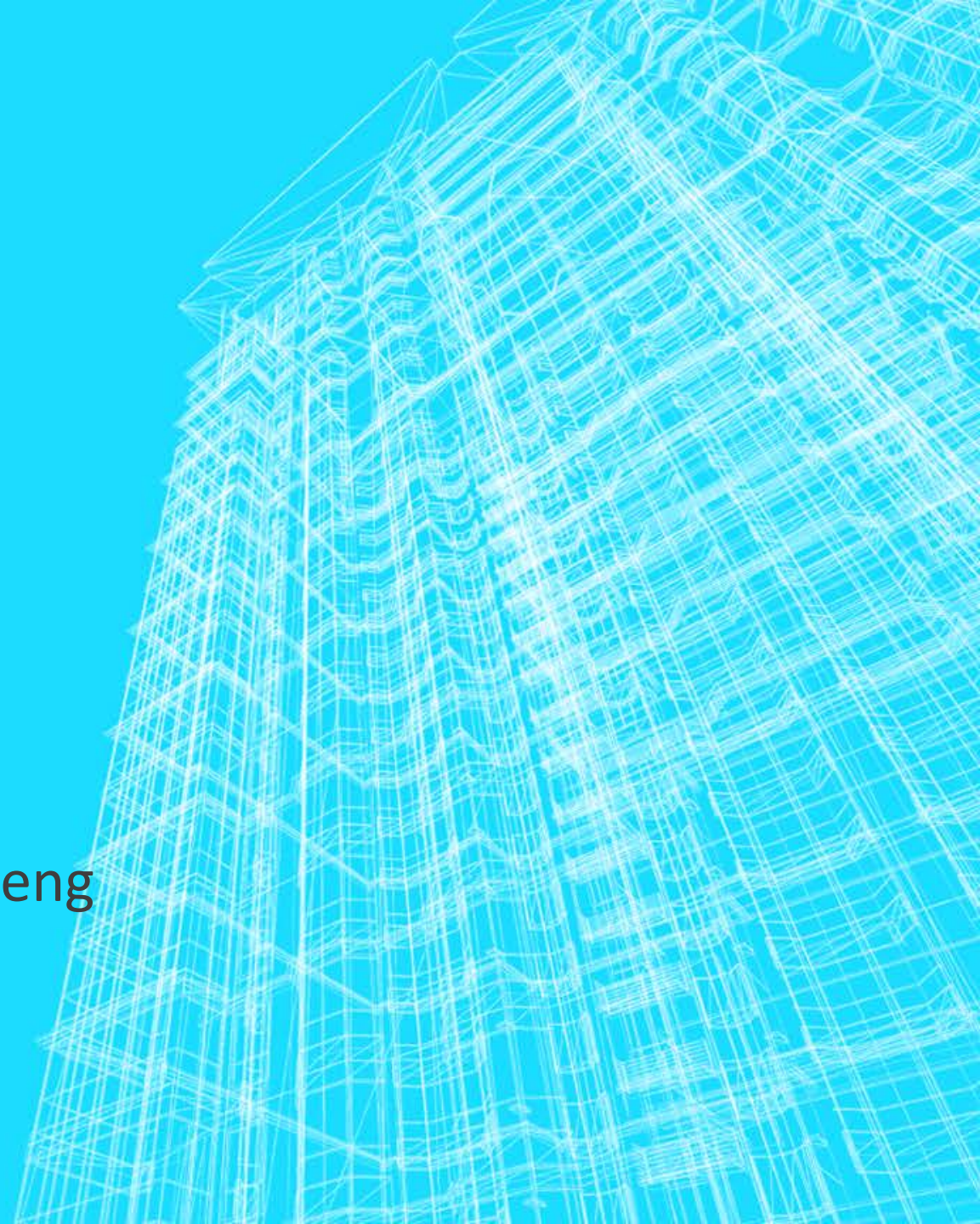


A MOBILE JOURNEY FOR STUDENT SERVICES

By Benny Lam, Marvin Tan, Chiang Chee Seng





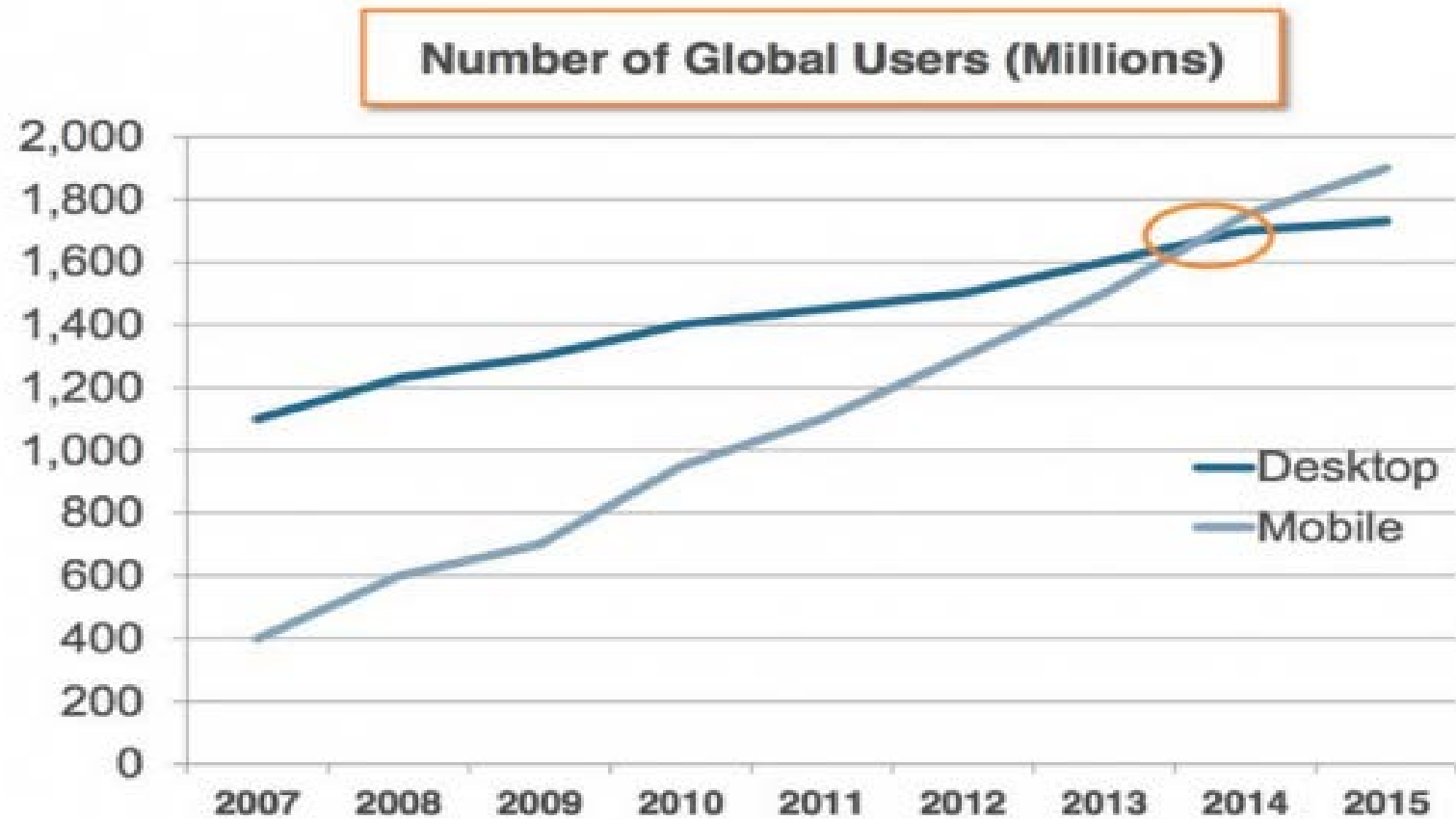
AGENDA

- Mobile Strategy – Benny Lam
- User Experience Design – Marvin Tan
- Demonstration – Chee Seng

DIGITAL DISRUPTIONS

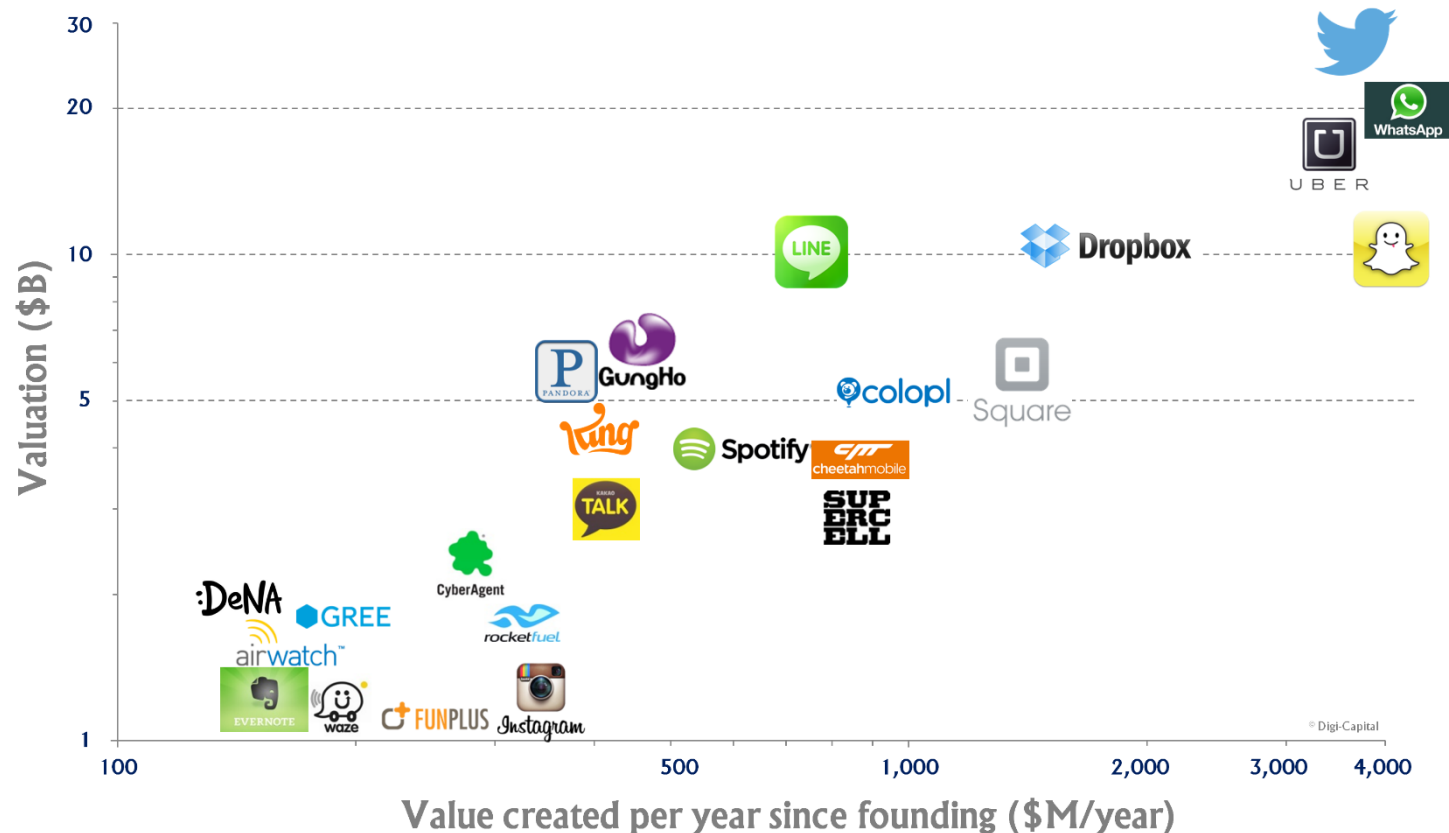


MORE MOBILE THAN DESKTOP USERS



MORE MOBILE THAN DESKTOP USERS

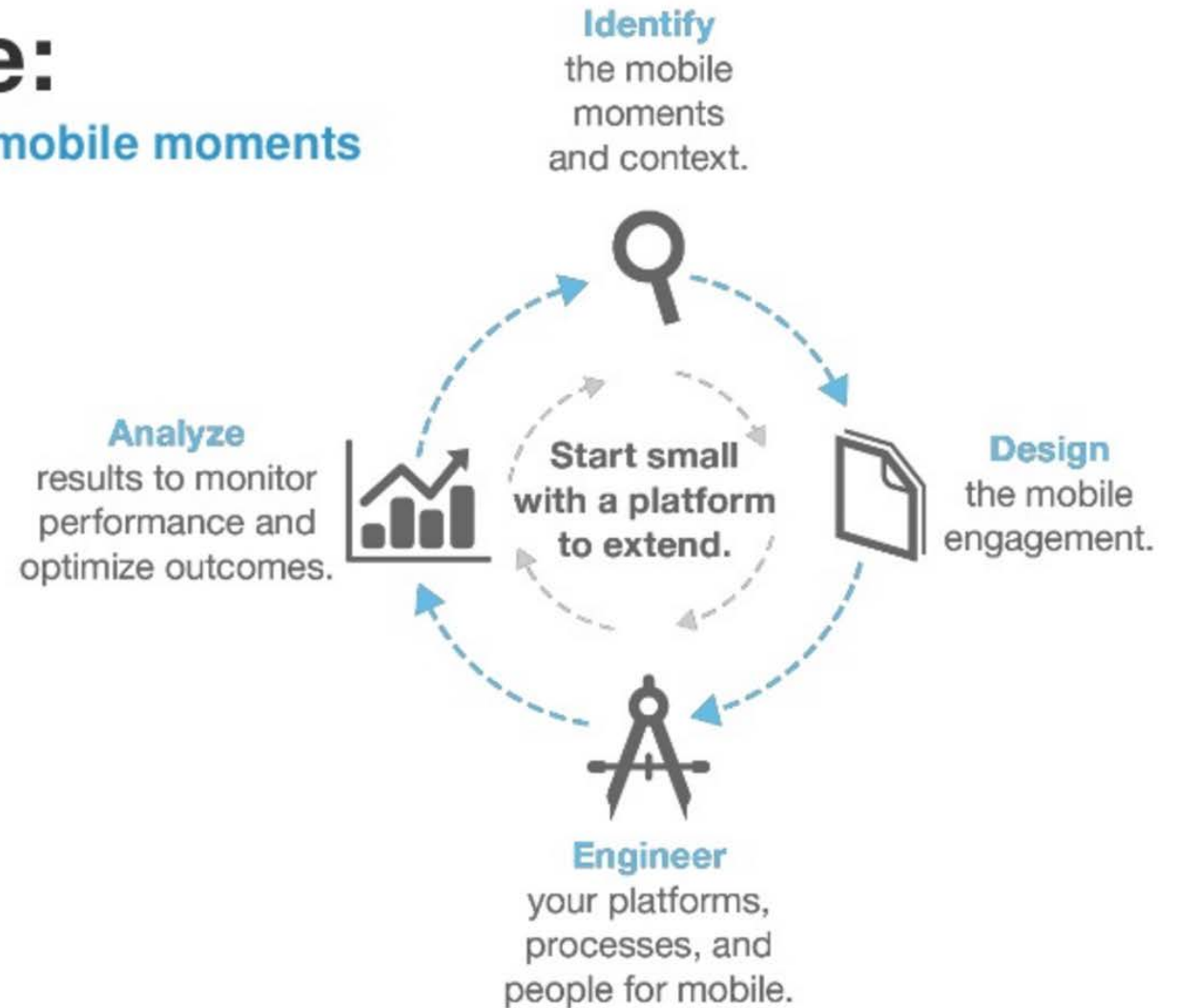
Over 20 “billion dollar” mobile internet companies



MOBILE MOMENTS - FORRESTER

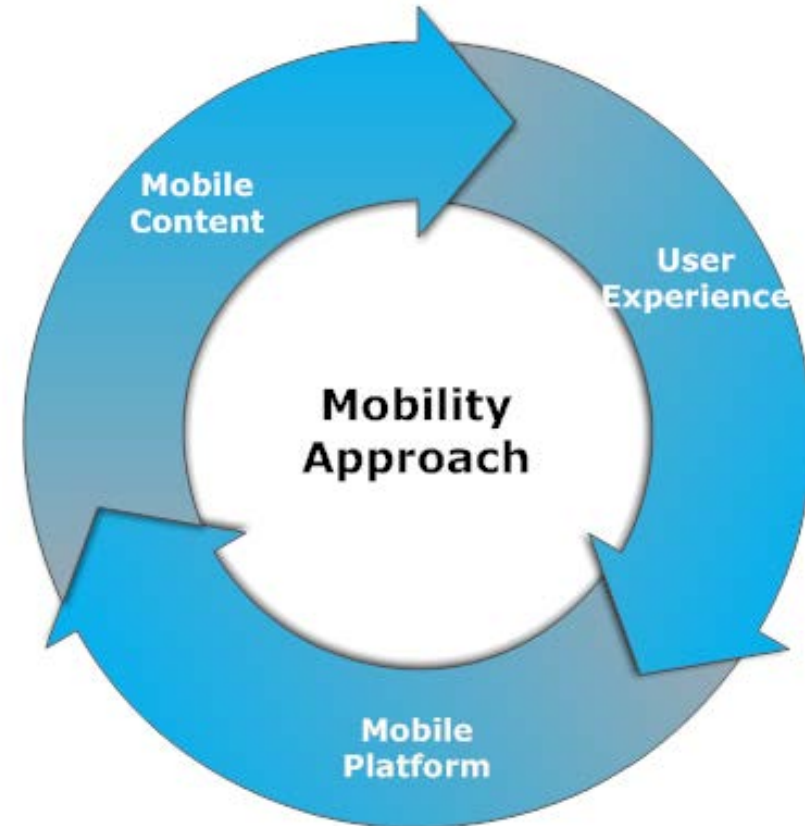
The IDEA cycle:

The business discipline for mobile moments



MOBILE STRATEGY – 3 PRONG APPROACH

1. Mobile Content	2. Design Mobile Platform	3. Design User Experience
Design Mobile Moments Prioritize Features	Design Technical Architecture Hybrid vs Native App	User Interface Design Single Sign On





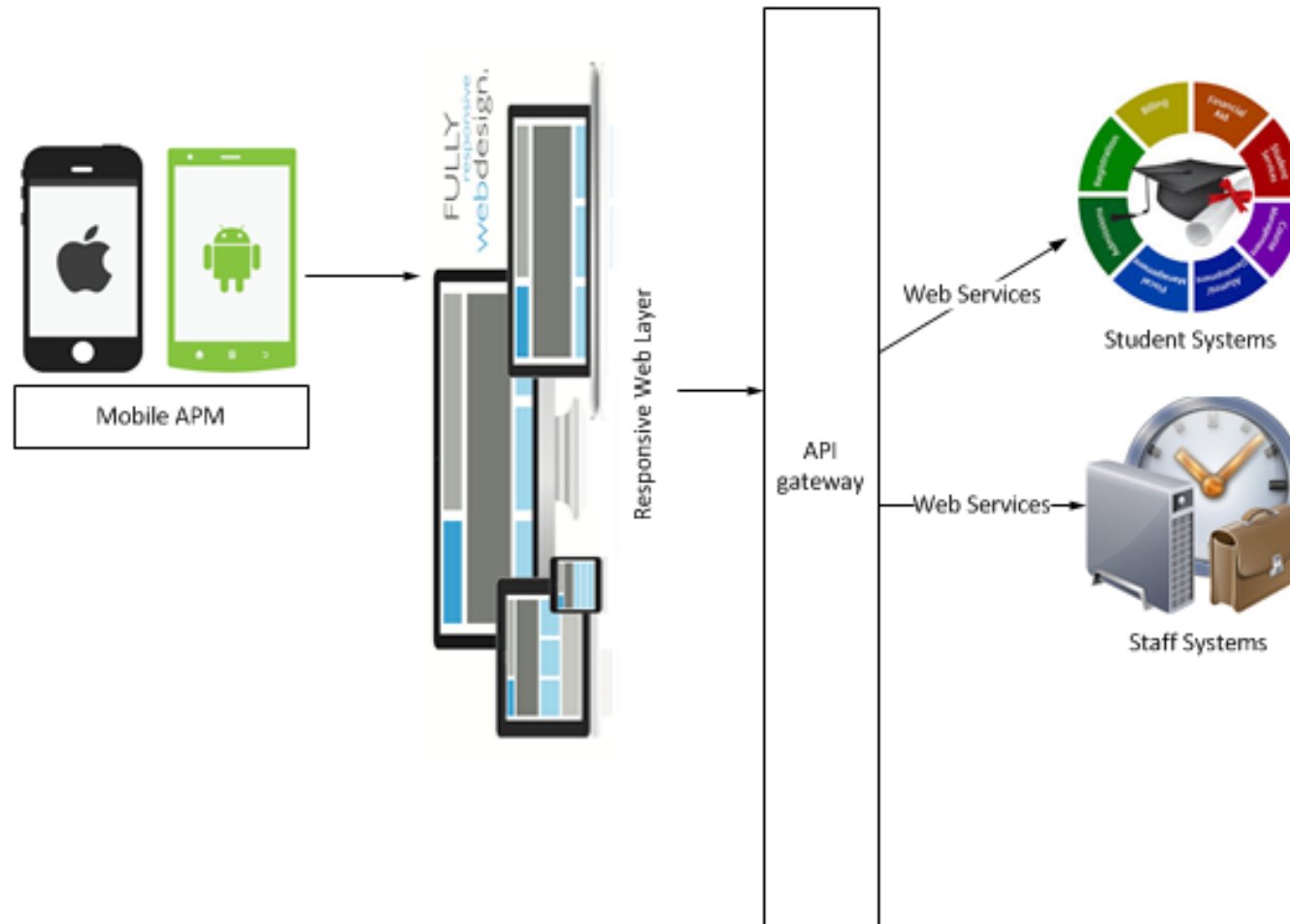
WHICH MOBILE FEATURE?

- Not all features are suitable
- The most frequently use
- Timeliness of data
- Mobile moments applied
- NIE Academics for students
 - Student timetable
 - Course Registration
 - Exam sitting
 - Exam results

NATIVE OR RESPONSIVE?



MOBILE HYBRID ARCHITECTURE



ANALYZE MOBILE USAGE

- Track user hits
- Track usage patterns
- Track performance
- Fine-tune features
- Continuous Delivery
- Active monitoring
 - API gateway
 - Server logs
 - APM on mobile and server

