

MOBILE

Lunch & Learn Session 06/09/11

THE LANDSCAPE

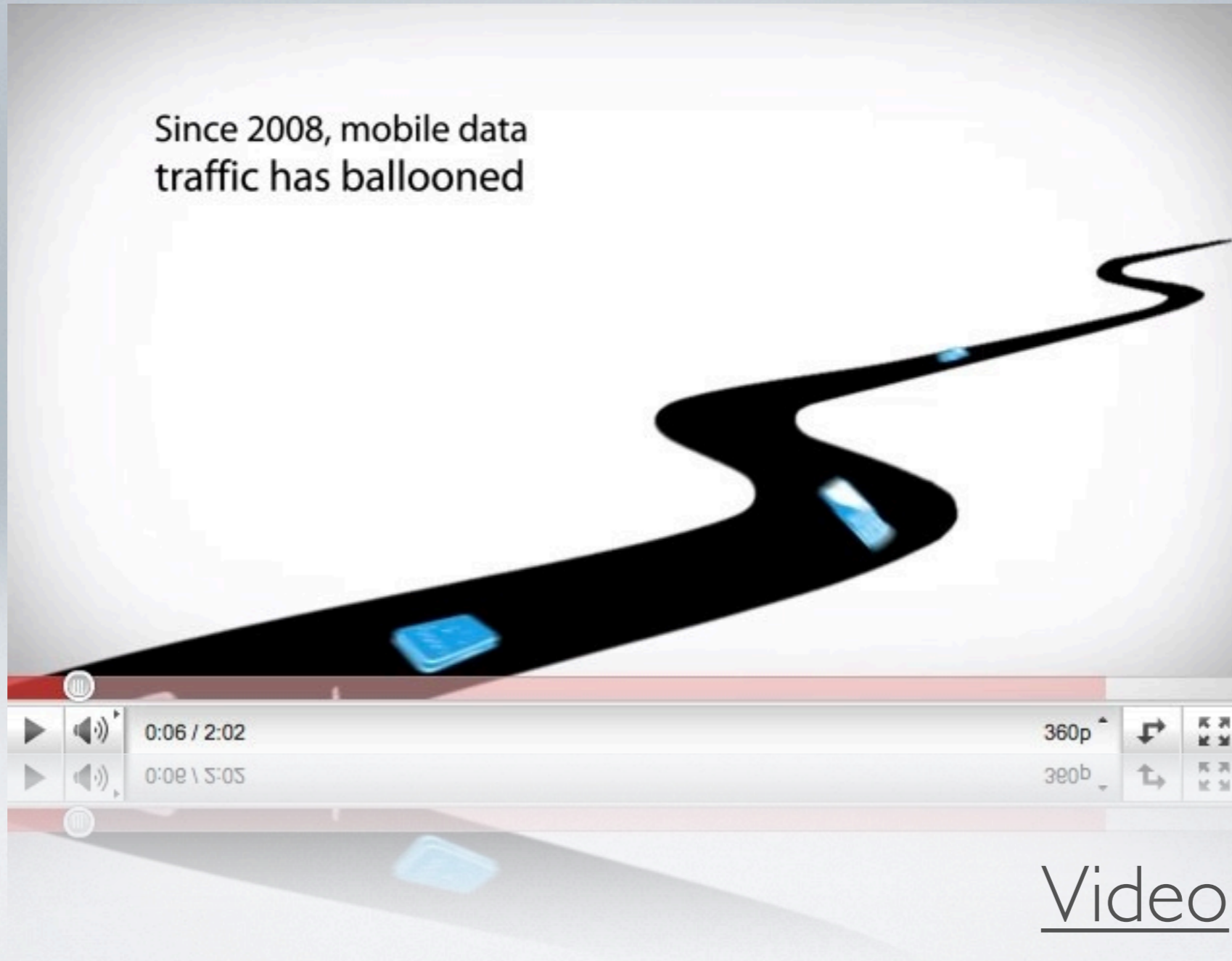
The
growth
of mobile...

▶ 🔊 0:01 / 3:11 360p ↻ ⌛

▶ 🔊 0:04 / 3:11 360p ↻ ⌛

Video

Since 2008, mobile data traffic has ballooned



Video

MOBILE @ U OF L



iPhone



Android



iPad



BlackBerry



Windows Phone 7

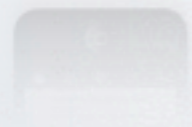
iPhone

Android

iPad

BlackBerry

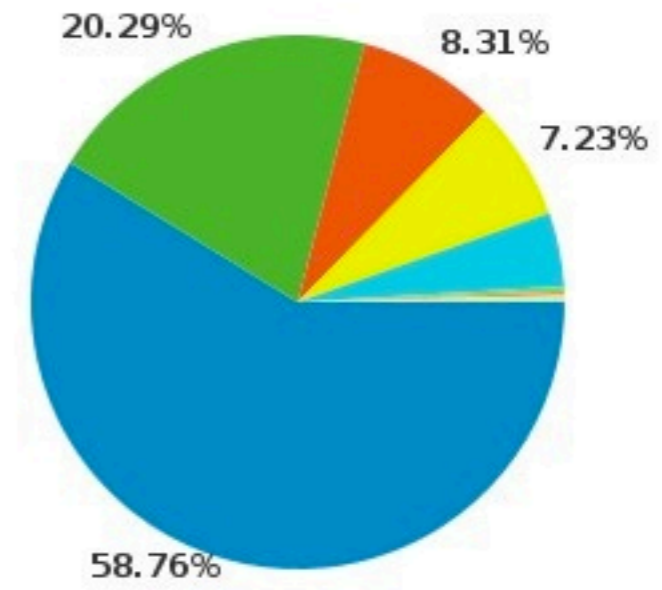
Windows Phone 7



Visits 7,389 % of Site Total: 2.30%	Pages/Visit 1.65 Site Avg: 1.69 (-2.53%)	Avg. Time on Site 00:01:13 Site Avg: 00:02:21 (-47.88%)	% New Visits 22.55% Site Avg: 16.48% (36.85%)	Bounce Rate 65.04% Site Avg: 51.97% (25.17%)
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Operating System	Visits	Visits
1. iPhone	4,342	58.76%
2. iPad	1,499	20.29%
3. Android	614	8.31%
4. iPod	534	7.23%
5. BlackBerry	330	4.47%
6. SymbianOS	21	0.28%
7. LG	20	0.27%
8. Windows	12	0.16%
9. Nokia	11	0.15%
10. Samsung	5	0.07%

Operating System contribution to total:



Filter Operating System: [Advanced Filter](#) Go to: Show rows: 1 - 10 of 11

Filter Operating System: [Advanced Filter](#) Go to: Show rows: 1 - 10 of 11

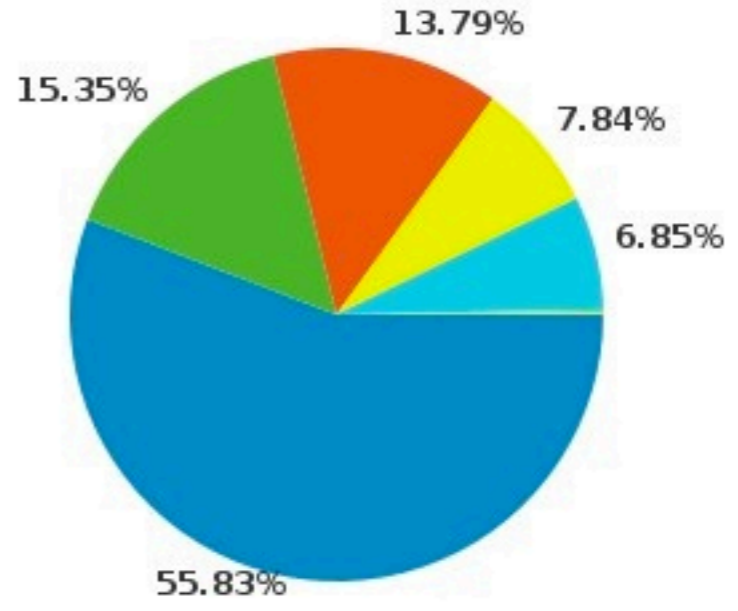
10. Samsung	5	0.07%
8. Nokia	11	0.15%

28.10%

Visits 2,117 % of Site Total: 6.95%	Pages/Visit 3.01 Site Avg: 3.87 (-22.28%)	Avg. Time on Site 00:02:05 Site Avg: 00:02:19 (-9.58%)	% New Visits 40.29% Site Avg: 34.09% (18.19%)	Bounce Rate 41.85% Site Avg: 36.56% (14.46%)
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Operating System	None	Visits	Visits
1. iPhone		1,182	55.83%
2. iPad		325	15.35%
3. iPod		292	13.79%
4. BlackBerry		166	7.84%
5. Android		145	6.85%
6. Windows		5	0.24%
7. LG		1	0.05%
8. SymbianOS		1	0.05%

Operating System contribution to total: Visits




Filter Operating System: containing [] Go Advanced Filter Go to: 1 Show rows: 10 1 - 8 of 8

Filter Operating System: containing [] Go Advanced Filter Go to: 1 Show rows: 10 1 - 8 of 8



Visit our
facebook
Fan Page

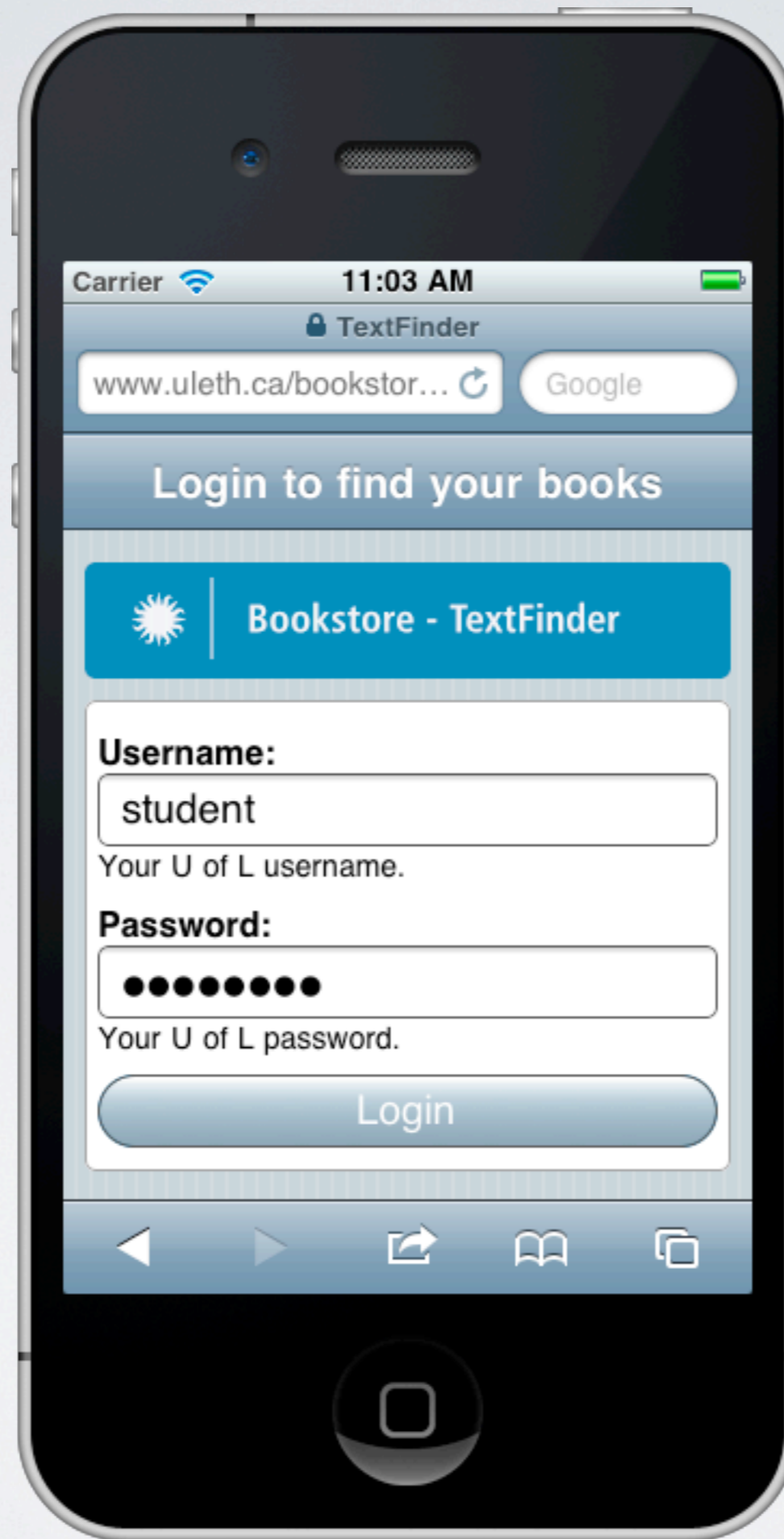
Scan this code with
your phone to  Like us





GET MOBILE!

**SCAN A CODE, TAKE YOUR
BOOK LIST WITH YOU!**







Carrier  11:04 AM 

**STAT 1770 A - INTRODUCTION TO
PROBABILITY & STATISTICS - DRAPER,
MARIA**

Textbook Title	New Price	Used Price
*Required - STAT 1770 (CONNOLLY & DRAPER) - COURSEPACK	\$15.00	\$11.25
Total price for this course	\$15.00	\$11.25

	New Price	Used Price
Required texts:	\$15.00	\$11.25
Optional/Alternative texts:	\$0.00	\$0.00
All texts:	\$15.00	\$11.25

Please Note:
Your registration information in this system is







U OF L LIBRARY

- Group Room Booking
- Library Catalogue

LOCATION BASED SERVICES



Foursquare for universities helps students, alumni, and staff connect with each other, find new and interesting things to do, and earn rewards for exploring their campus and nearby areas. We combine a communication platform and a campus guidebook to create a fun experience for our users; students earn points, win 'Mayorships' and unlock badges for checking in to places and trying out new activities on campus.

Universities such as Syracuse, Harvard, Arizona State, and Texas A&M have already launched a foursquare presence, and engaged tens of thousands of their students.

Here are a few of the ways a university can benefit from using foursquare on campus:

- Encourage students to explore their campus and participate in campus events and student-run activities.
- Communicate campus traditions and historical facts about the university as students experience campus life.
- Direct students to campus facilities, such as computer stores, dining halls, and book stores by providing targeted specials and promotions.
- Facilitate social connections by providing a tool to help students easily find friends and foster deeper school pride.

As students use foursquare to explore their campus, they can share their discoveries - via check-ins and 'Tips', on Twitter and Facebook.

Case Studies

To get a better idea of how your university can work with foursquare, take a look at some of the ways other campuses have leveraged our platform:

- [Harvard](#) →
- [Arizona State](#) →
- [Syracuse](#) →



TIPS

[POPULAR](#) [RECENT](#)

[FOLLOW ARIZONA STATE UNIVERSITY](#)



ASU Memorial Union

Hungry? Get a snack at the MU Market, Quizinos, Burger King, Papa John's Pizza, etc. in the Memorial Union.

✓ **283** | August 18, 2010 | Tempe, AZ



Hayden Library

Try a delicious sandwich or salad from Café Biblioteca located in Hayden Library.

✓ **257** | August 18, 2010 | Tempe, AZ



Computing Commons

The ASU Computer Store, located in Computing Commons, is your one stop shop for computers, printers, ink, etc.

✓ **213** | August 18, 2010 | Tempe, AZ



Lattie F. Coor Hall

The computer lab located in Coor Hall is a great place to do homework or work on group projects.

✓ **180** | August 18, 2010 | Tempe, AZ

Arizona State University is one of the most innovative universities around, and that translates to an active social media presence. Follow us on foursquare to find your friends, learn more about our four metro Phoenix campuses and unlock specials and badges!

Connect to us through Facebook, Twitter & Youtube, too, at socialmedia.asu.edu.

@asu

History



Sun Devil Stadium

Tempe, AZ

3 weeks ago



Wells Fargo Arena

Tempe, AZ



TIPS

POPULAR

RECENT

FOLLOW HARVARD UNIVERSITY



Harvard Coop

Since 1882, this Harvard landmark has been a staple of Harvard Square. Browse for a new book or shop their wide array of official Harvard gear.

✓ 578 | December 8, 2009 | Cambridge, MA [More Info](#)



Harvard Book Store

This independent, locally owned shop has served the community since 1932. Known for superb selection, customer service, and author readings.

✓ 438 | December 8, 2009 | Cambridge, MA [More Info](#)



John Harvard Statue

Get your picture taken with the statue of John Harvard, Harvard's first benefactor, and rub his left foot for good luck.

✓ 415 | December 8, 2009 | Cambridge, MA [More Info](#)



Harvard Johnston Gate

Pass through Johnston Gate, an 1889 Georgian Revival by McKim, Mead, & White. The gate is one of the most photographed locations on campus.

✓ 324 | December 8, 2009 | Cambridge, MA

Harvard is more than classrooms and buildings. It's an interconnected community of people, ideas, and experiences, and we are actively pursuing ways to enhance those connections. Foursquare allows our community to engage with friends, professors, and colleagues in new ways. We also hope visitors and neighbors will benefit from the platform as it grows through use.

facebook.com/harvard

twitter.com/harvard

@harvard

Followers



FACEBOOK MOBILE

THE RISE OF FACEBOOK MOBILE

<http://www.facebook.com/press/info.php?statistics>

150

number of active mobile users on facebook, in millions

2x

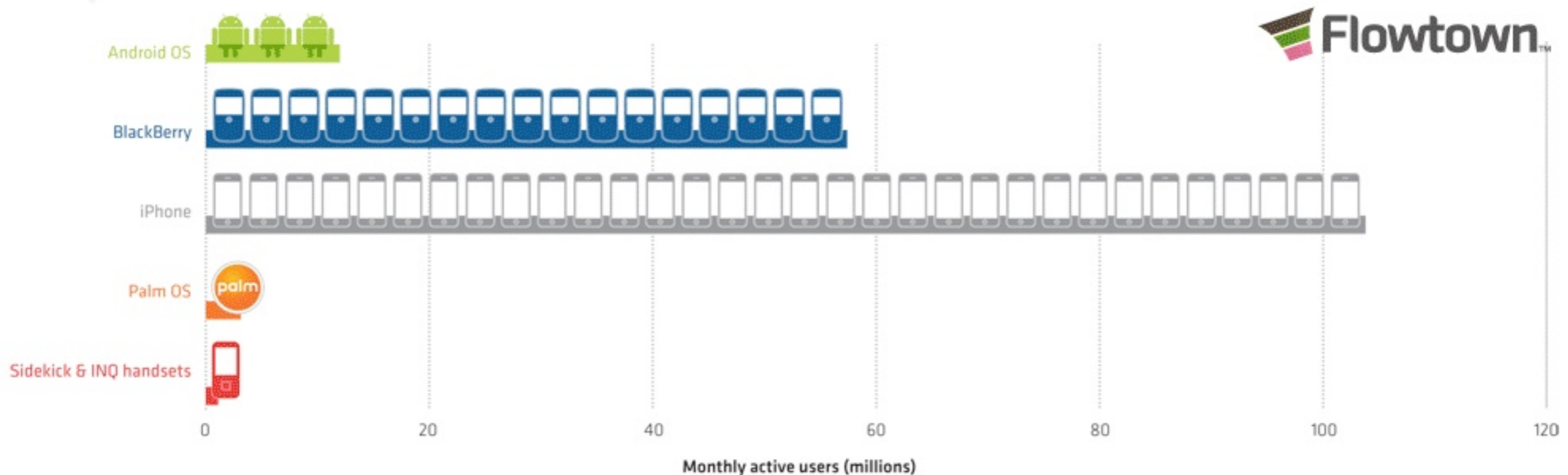
amount more activity of facebook mobile users than non-users

200

number of mobile operators, spread over 60 different countries, working to deploy and promote facebook mobile products

facebook mobile app

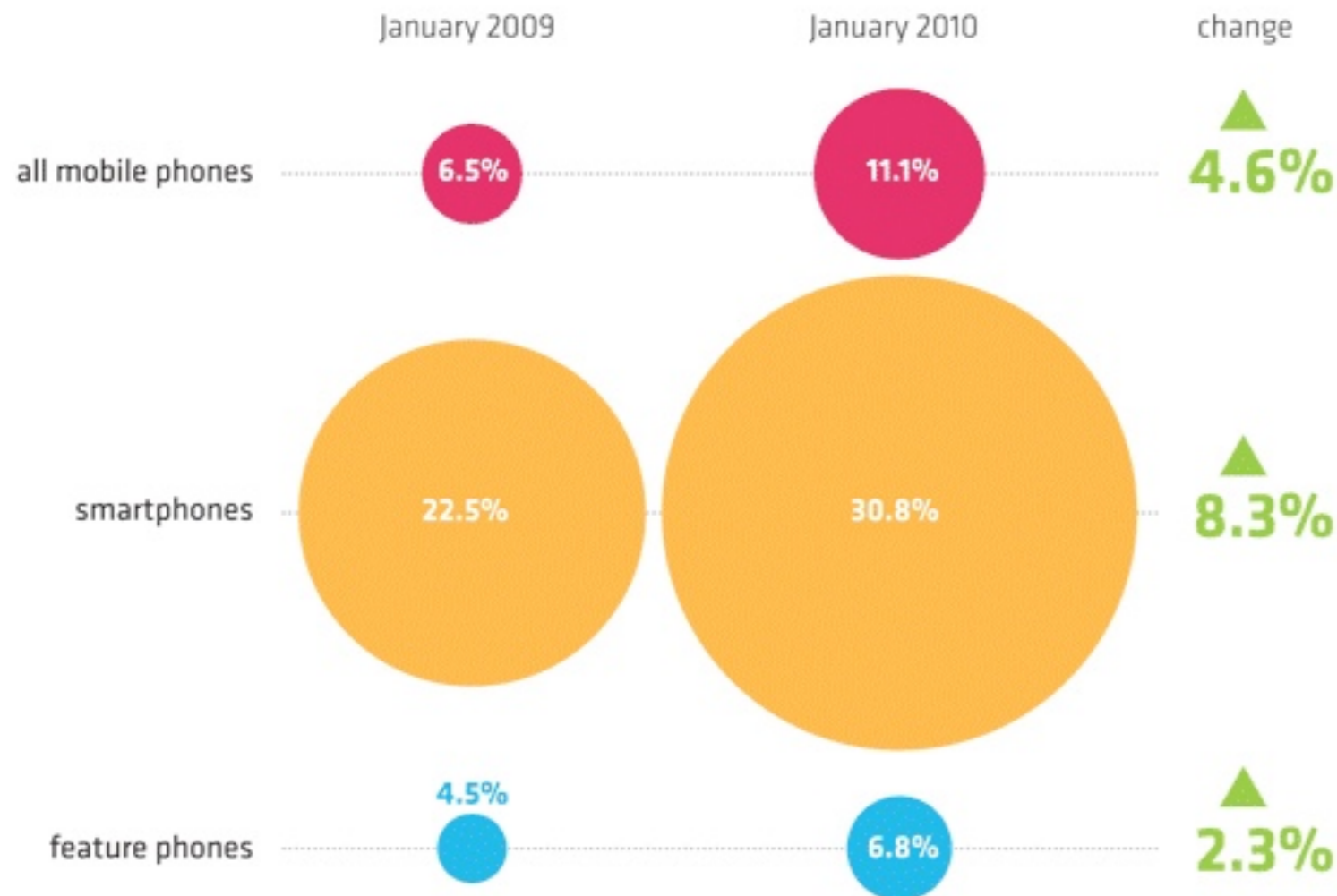
<http://www.mobile-ent.biz/news/38330/Facebooks-iPhone-app-now-has-102m-users>
<http://www.engadget.com/2010/08/25/facebook-mobile-app-stats-shocker-104-million-iphone-users-12/>



type of mobile browser used

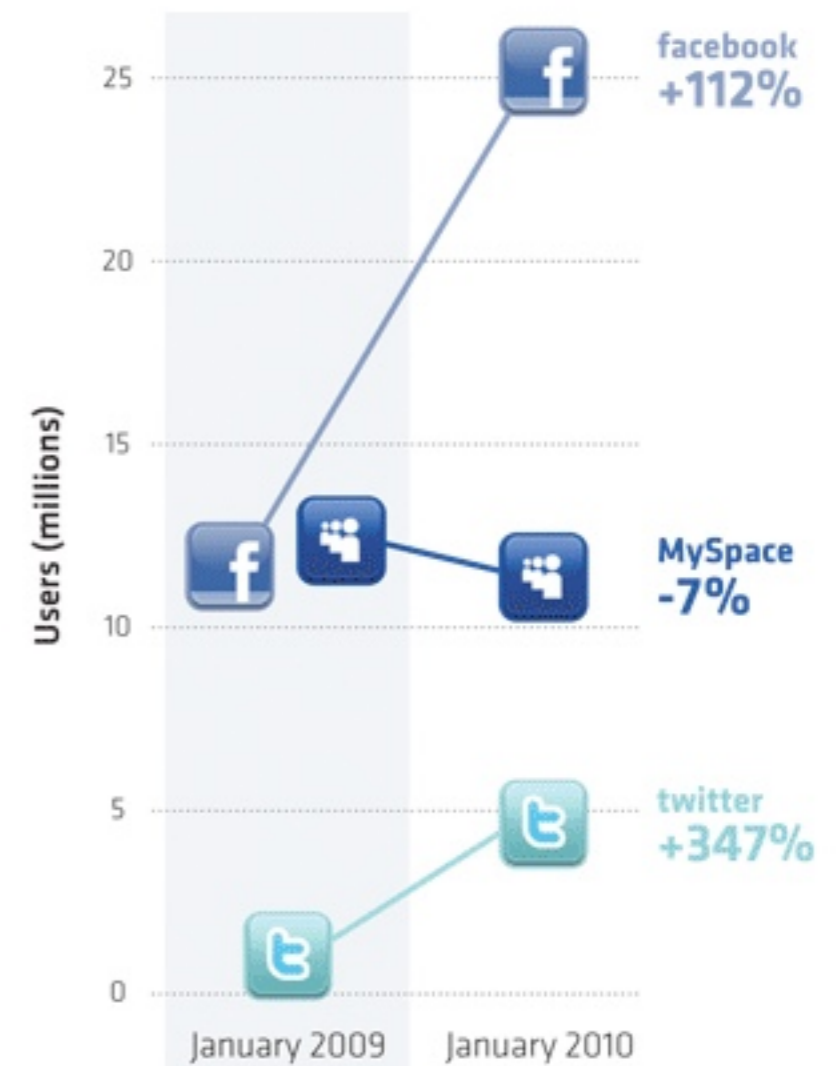
http://www.comscore.com/Press_Events/Press_Releases/2010/3/Facebook_and_Twitter_Access_via_Mobile_Browser_Grows_by_Triple-Digits

Over a 3-month average in the United States, what percentage of different types of mobile browsers accessed social networking sites?



social media sites accessed

Over a 3-month average in the United States, which social networking site was visited the most via mobile browsers?





0:29 / 2:28 CC 360p ↻ ⌵

0:58 / 5:58 CC 360p ↻ ⌵

Video



0:04 / 2:37 360p

13:51 / 14:00 360p

Video

MOBILE SHOPPING

Purchase, manage, and redeem Groupons directly from your mobile device.

Browse unbeatable deals on local adventures, and purchase with the touch of a button. Search nearby Groupons using GPS, and keep track of all your purchased Groupons by location, date, and expiration. And best of all? You save trees by using paperless redemption!



iPhone® App

Our iPhone app is available for all versions of the iPhone, including iPhone 4.



Android™ App

Currently, our Android app is available for Android OS v1.6+ devices.



BlackBerry® App

Currently, our BlackBerry app is available for BlackBerry OS v5.0+ devices.



Mobile Web Browser

The Groupon experience is available optimized for large and small screen mobile browsers.

<http://touch.groupon.com>
<http://m.groupon.com>

QR CODES

**HOW ARE OTHER
MEMBERS
SPENDING THEIR
DIVIDEND?**





FREE MUSIC

GET NEW MUSIC. EVERY WEEK. RIGHT HERE.



Scan this QR code with your smartphone to hear music by Mtn Dew Green Label Sound. Don't have a QR reader? Scan "QR reader" in your mobile device's application store to get your QR reader now. May not be available on all devices. Go to www.greenlabeldownloads.com if you don't have a smartphone. For FAQ visit www.tacobell.com

green LABEL SOUND





Digital is taking over. QR codes have been described as paper-based hyperlinks. [Learn more](#)

Login

Sign up

Generate QR code in 3 steps

- Encode URL, text, contact and more...
- Download as PNG, TIFF, JPEG, GIF, XAML, SVG, EPS or all as ZIP
- Configure size, padding, symbol version, error correction level



WP7 APP

Scan and track QR Codes on your mobile phone.



For Windows Phone 7

Generate

Tracking

PRO

Decode

API

Feedback

GENERATE

TRACKING

PRO

DECODE

API

FEEDBACK

Qr Code

QUESTIONS?