

# From a Buggy, Barely Used Mobile App to 90% Student Adoption



## CHALLENGES

University of Indianapolis (UIndy) had a mobile app that was, “a poor representation of the website.” Many students stopped using the app due to the technical issues, and UIndy wanted to address several key challenges:

- Leave their buggy app behind for a platform that offered the same experience students expected from other community-focused, mobile-first apps.
- Address the lack of engagement on their current app, which reduced its impact as a communications channel.
- Move beyond replicating their website and toward a student experience that tied together with their different information streams.

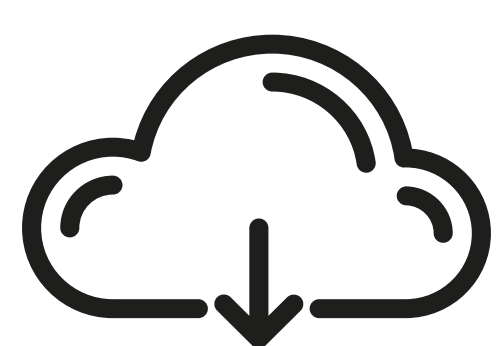
## OPPORTUNITIES

UIndy saw the potential for building an impactful communications channel around an engaged online student community and prioritized the following for their new mobile app:

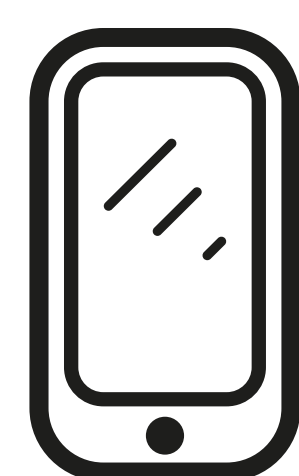
- Amplify their student experience with fingertip access to personalized information about events, classes, assignment deadlines, and other important information.
- Increase the reach of their services and resources by providing the right information, to the right student, at the right time using targeted push notifications.
- Grow a campus community that would foster those connections and relationships that are essential to student success.

## OUTCOMES

**App downloads and total app sessions significantly increased when UIndy introduced the Ready Education campus app.**

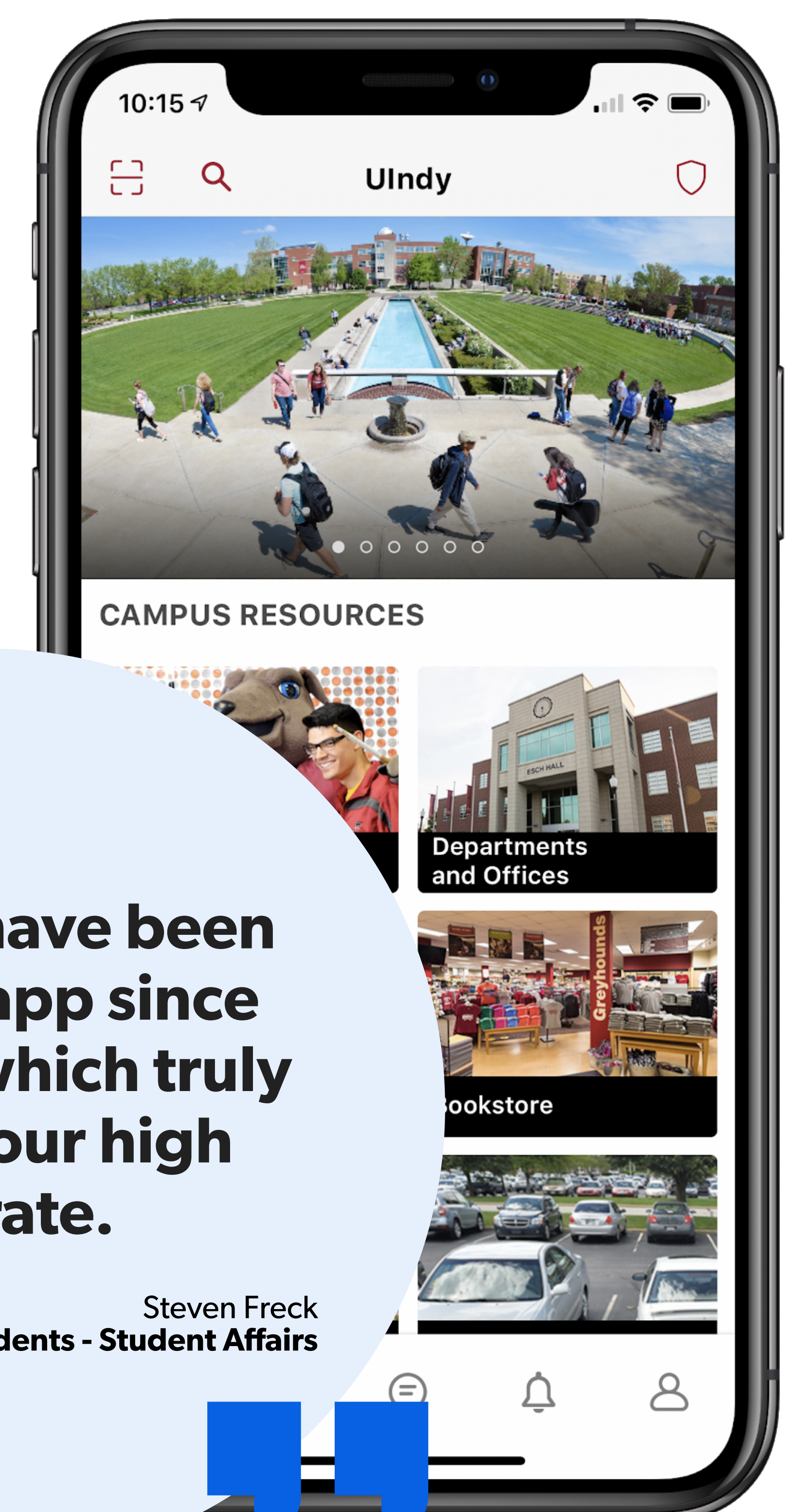


**5,000**  
App Downloads



**430,000**  
Total App Sessions

Within the first three months of switching to Ready Education, the team at UIndy was thrilled with the platform’s success. They were able to rebuild the excitement in their online community that the previous app had eroded, resulting in a surge in downloads and student engagement.



**Students have been using the app since day one, which truly speaks to our high adoption rate.**

Steven Freck  
Associate Dean of Students - Student Affairs

# Adoption Skyrocketed



"Linking the app to critical pieces of programming, like our new student orientation and other campus events, skyrocketed our adoption rate. The first year we rolled this out, we checked-in 1,200 students in 4 minutes at our safety presentation, which was unheard of before integrating the Ready Education app. We were able to start the presentation on time for once!"

Steven Freck  
**Associate Dean of Students - Student Affairs**

# "Not Like Other Vendors"



"Ready Education has been great for us - they are not like other vendors. We couldn't believe how much training they helped with."

Marty Tormoehlen  
**Assistant Director & Senior Applications Developer**



**I've always enjoyed seeing technical support questions being asked and answered correctly by students, which is great for us in IT. It saves a lot of time on everyone's part.**

Marty Tormoehlen  
**Assistant Director & Senior Applications Developer**

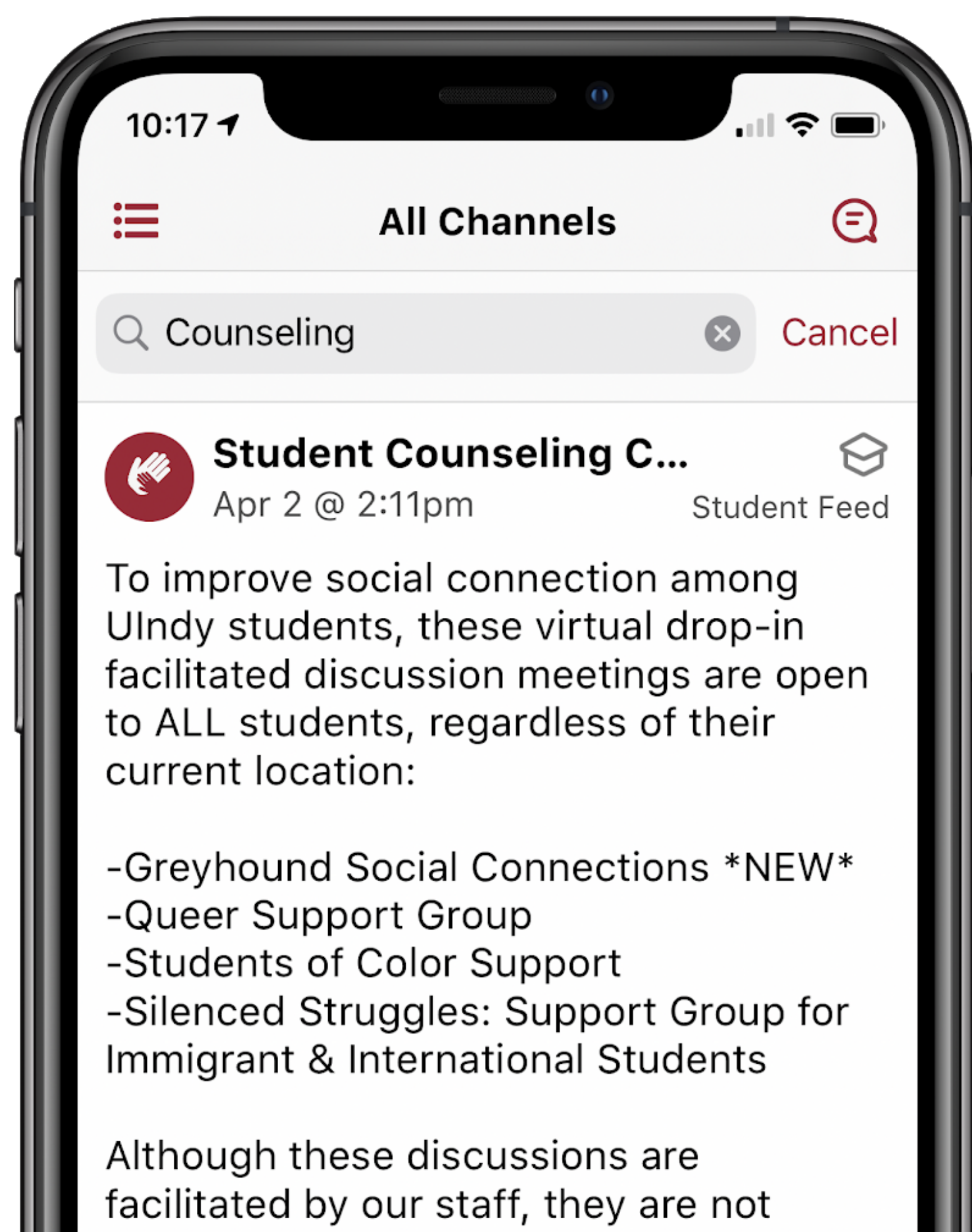


# Easy Roll-Out



"There was a quick turnaround for getting this app off the ground. Ready Education provided us with a roadmap for launching and then continuously improving how we used the app."

Ross Hollebon  
**Campus Marketing & Communications Manager**



**229 hours saved**  
by crowdsourcing students' questions via the Campus Community in their first year active

# Student App Reviews

**Kuroki Y.**



"You have everything you need in this app for UIndy students."

**Ajay J.**



"Great app! Keep killing it, guys."

**Treston L.**



"Love it!"