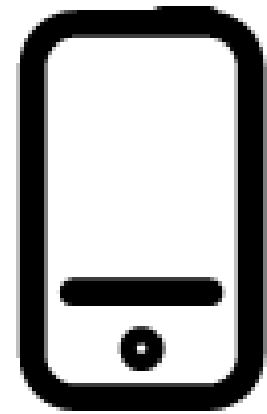# Mobile App Development at Ohio State

Impact

65,141,754

Screen views in the Ohio State App within the past year.

264,074

General article and wellness article views in the Ohio State App within the past year.

247,181

Unique Users in the Ohio State App within the past year.

https://go.osu.edu/ohiostateapp2021

How We Started and Our Journey

1. Rag tag group of code bandits
2. Believed the University needed a mobile app
3. Volunteered time from a lot of different units
4. Confidence that we could deliver it
5. Presented by students to the Board of Trustees for funding
6. Moved centrally
7. Orientation
8. We're Official
9. Alumni
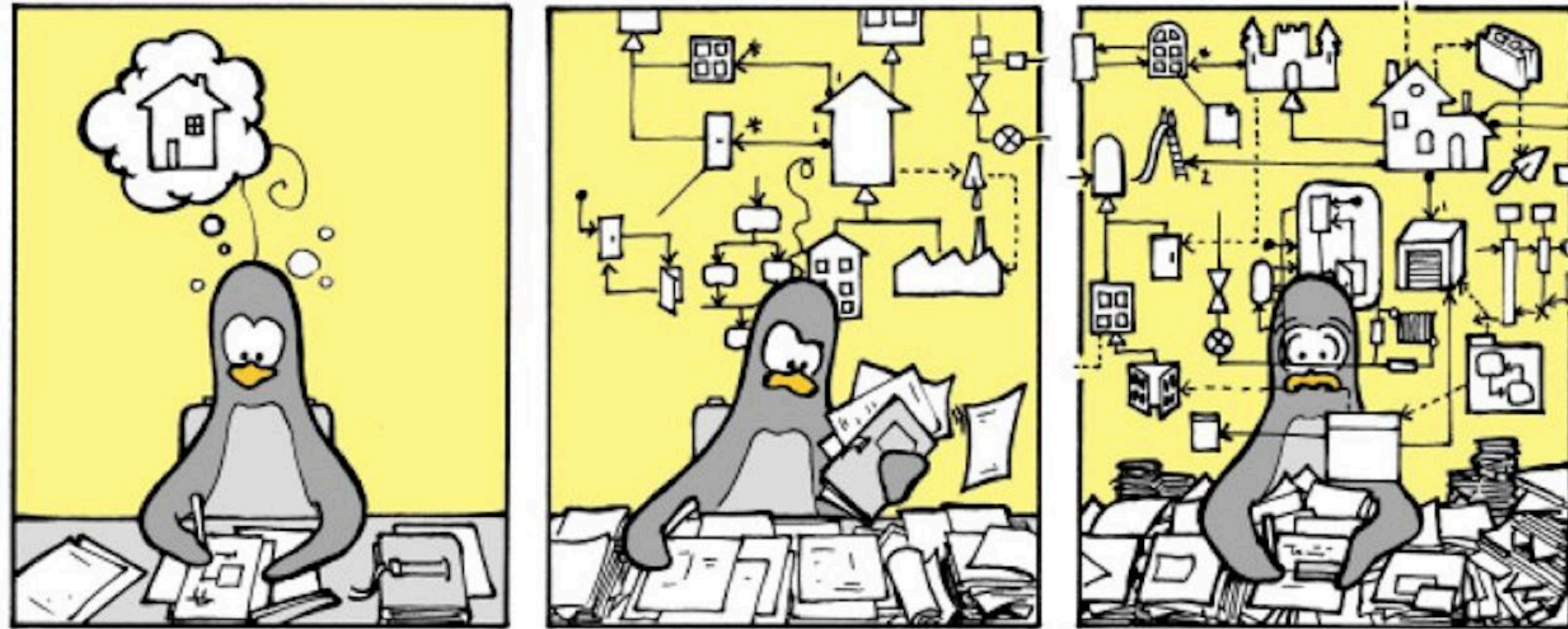10. Wellness
11. What's next?

Guiding Principles

1. Make people's lives easier.
2. Deliver useful features over noise.
3. Obvious always wins.
4. Respond to every single feedback thoughtfully.
5. Make the experience more awesome, always.
6. Discover, adapt, and reflect.
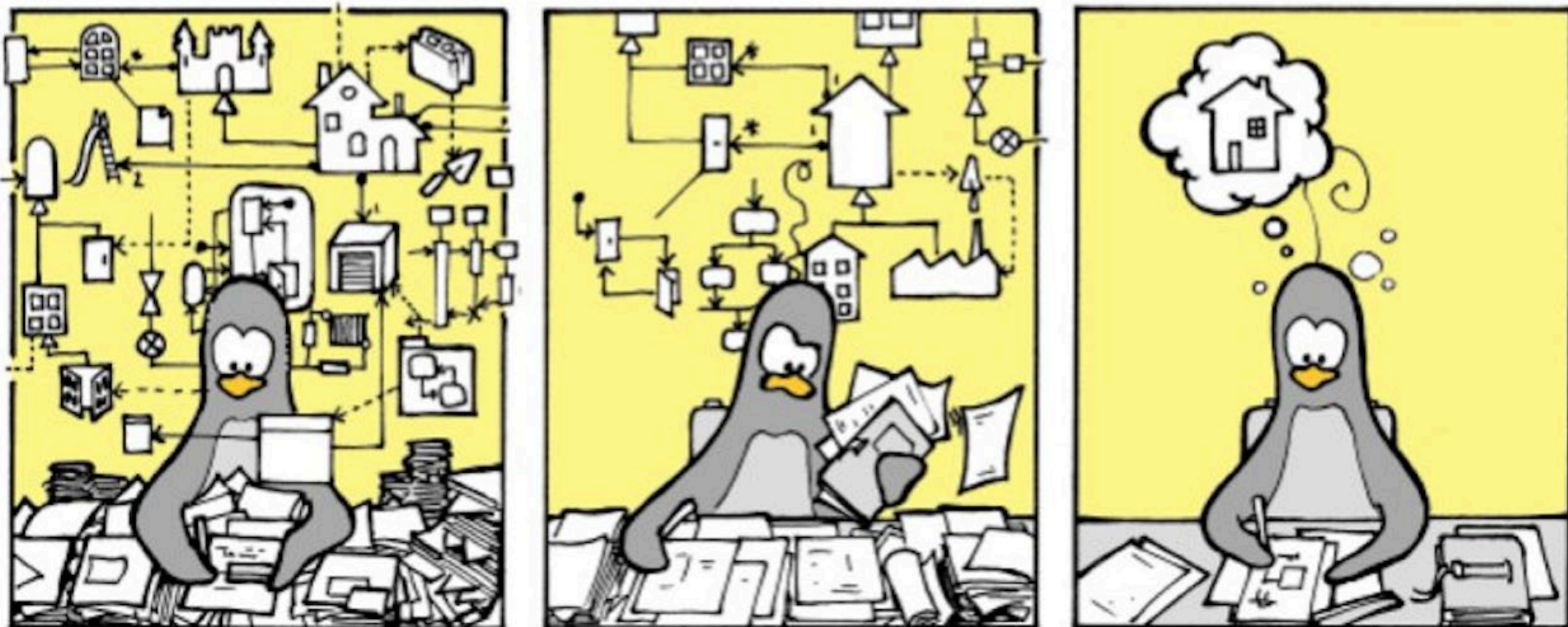7. You can change the University.

In Practice

Behaviors
- We are the product managers of The Ohio State App, we advocate for people, before the University.
- Products over projects.
- Developers are always in the room.
- Make behaviors intentional.
- Refactor religiously.
- Be self critical. **Design is never done.**
- Always consider the entire problem. Critical mass has gravity.
- Pivot when stuck, but differentiate when hard problems are worth solving.
- Believe we can deliver like Apple/Google/etc.
- Let the work speak for itself.
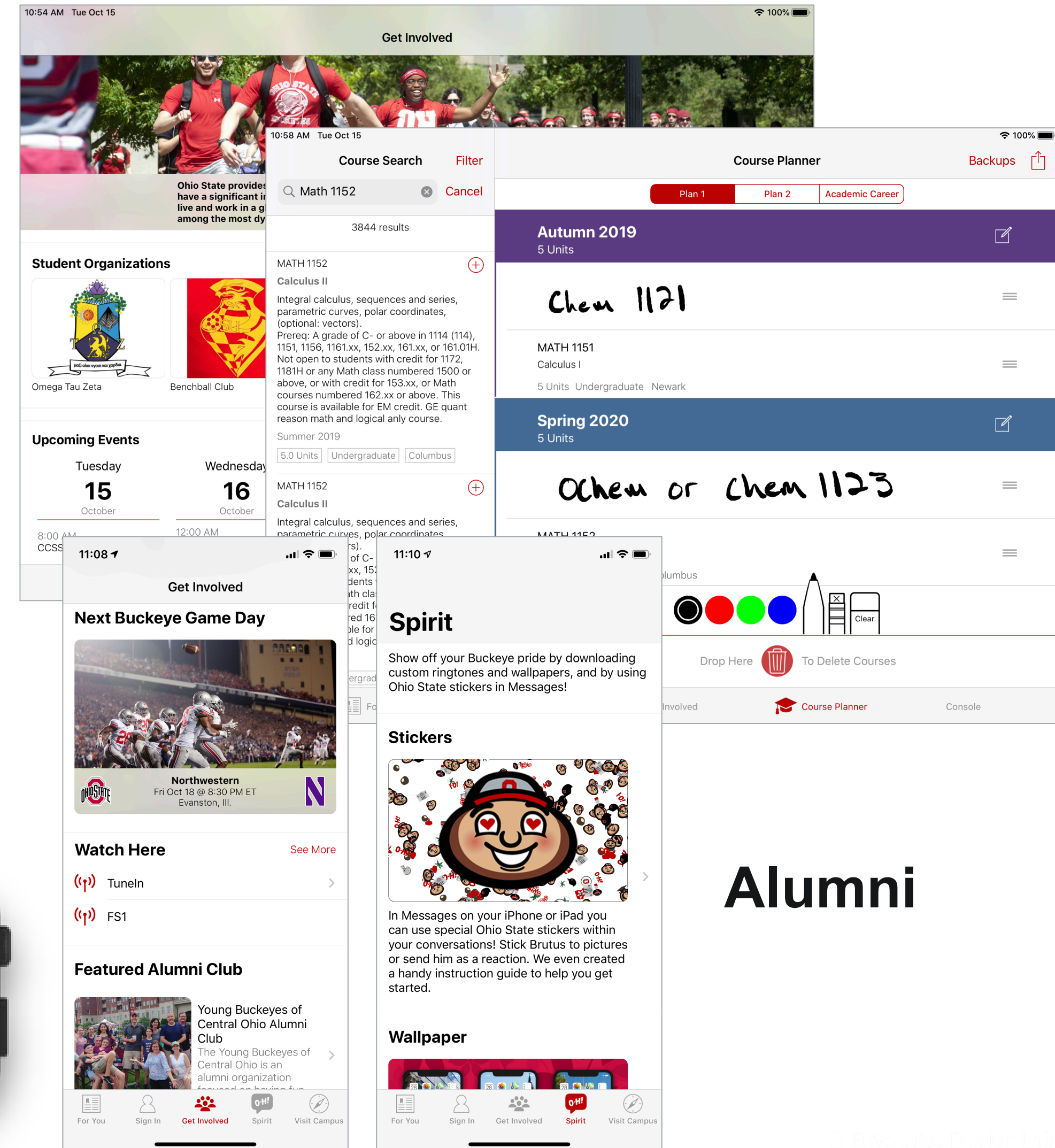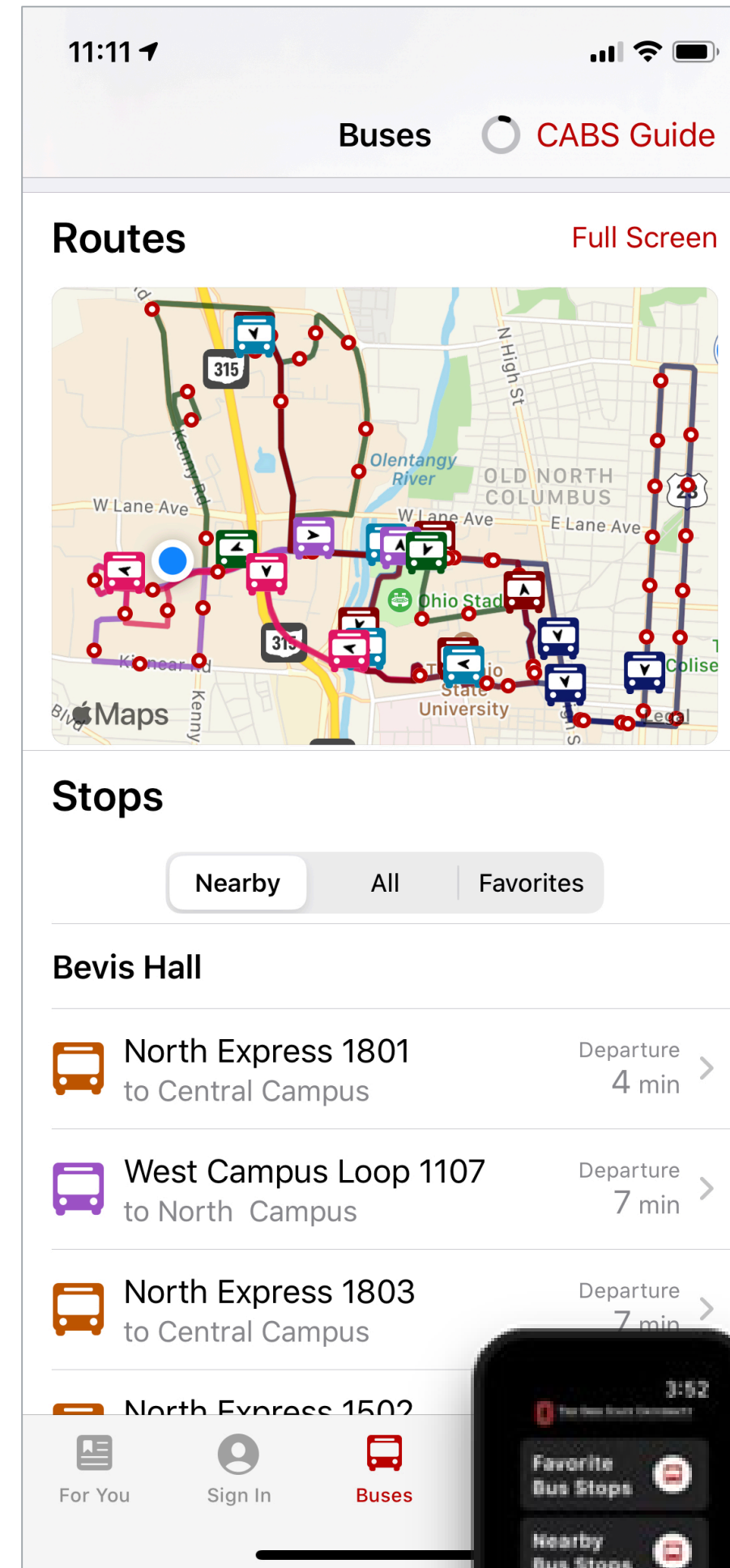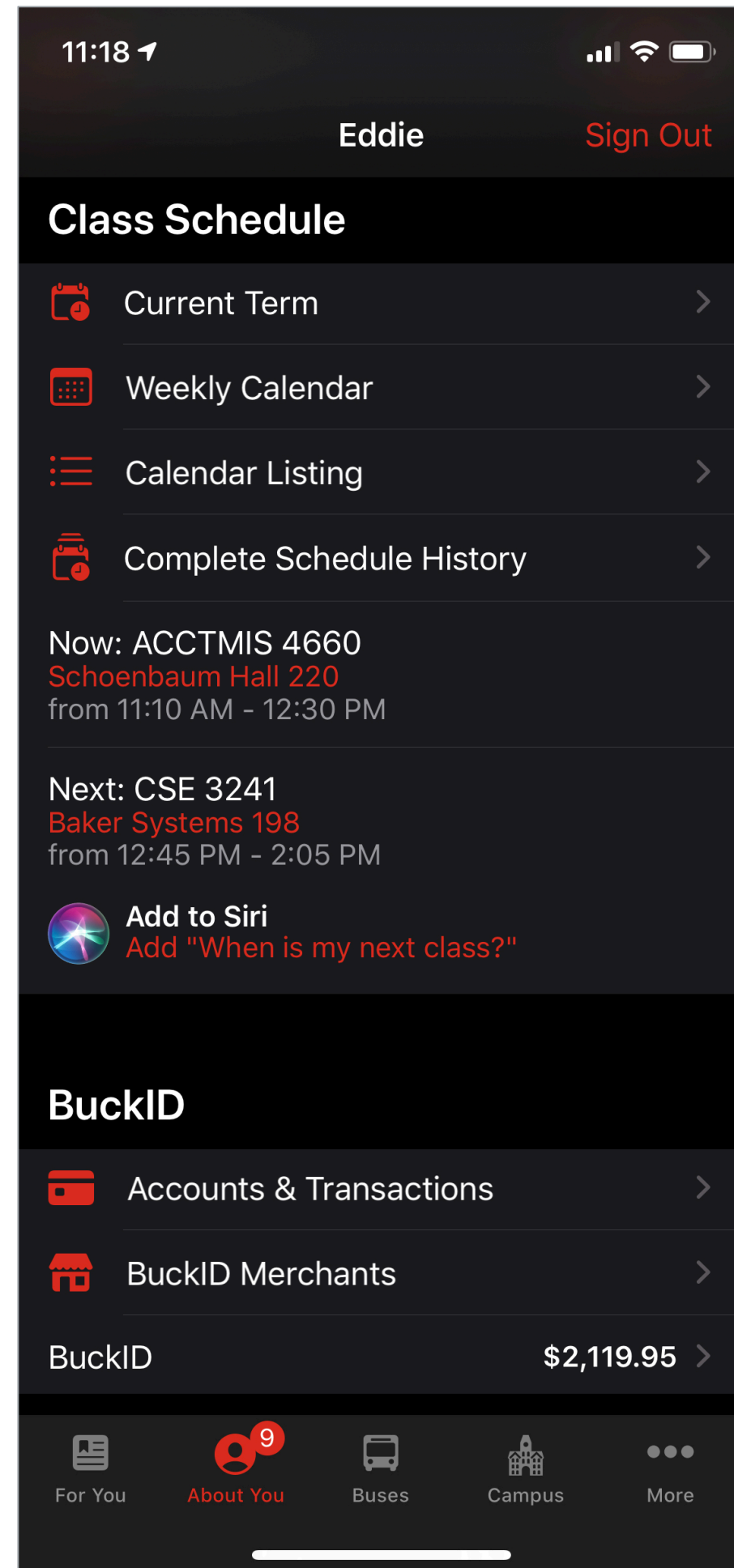
Design is Never Done
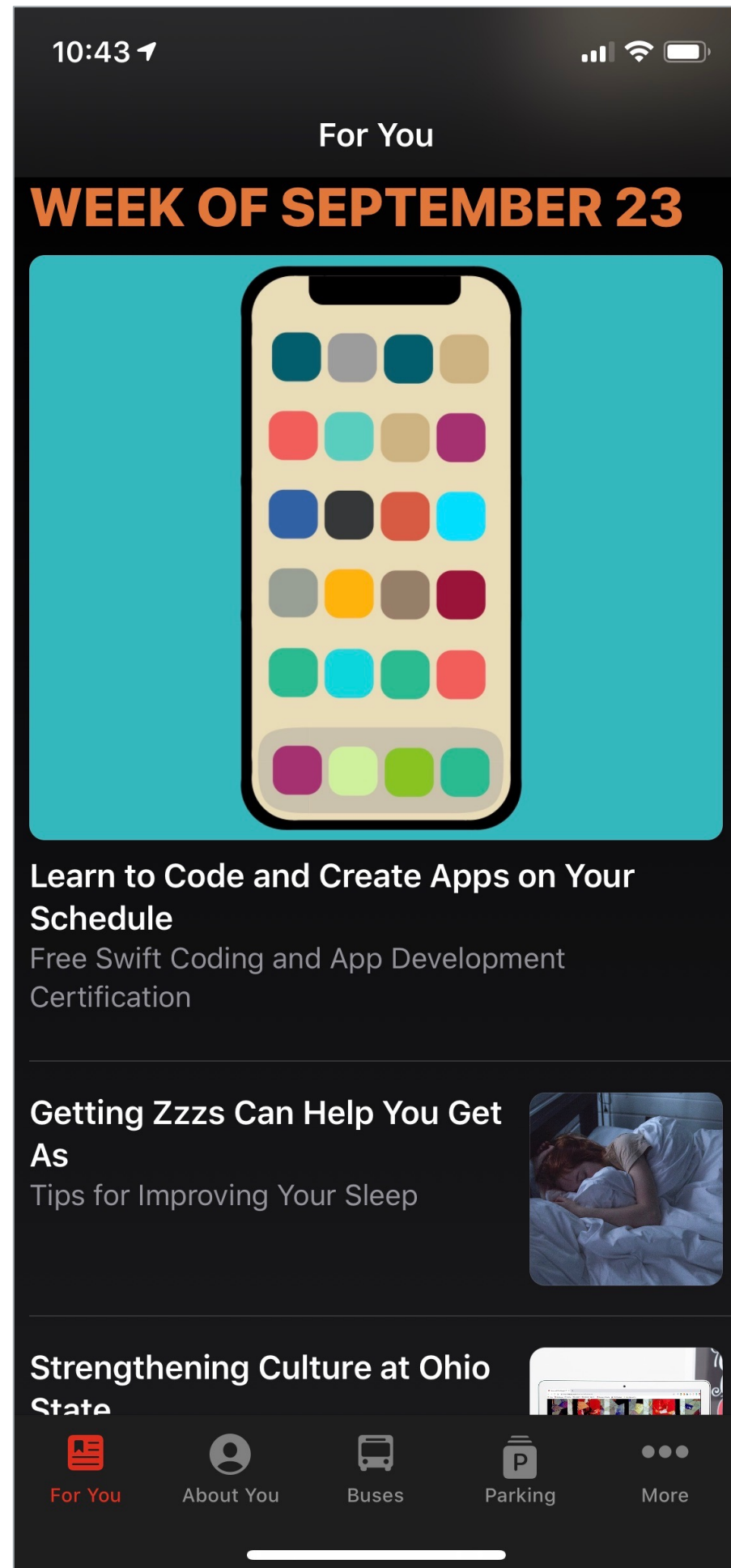
The Ohio State App 2011 - 2021
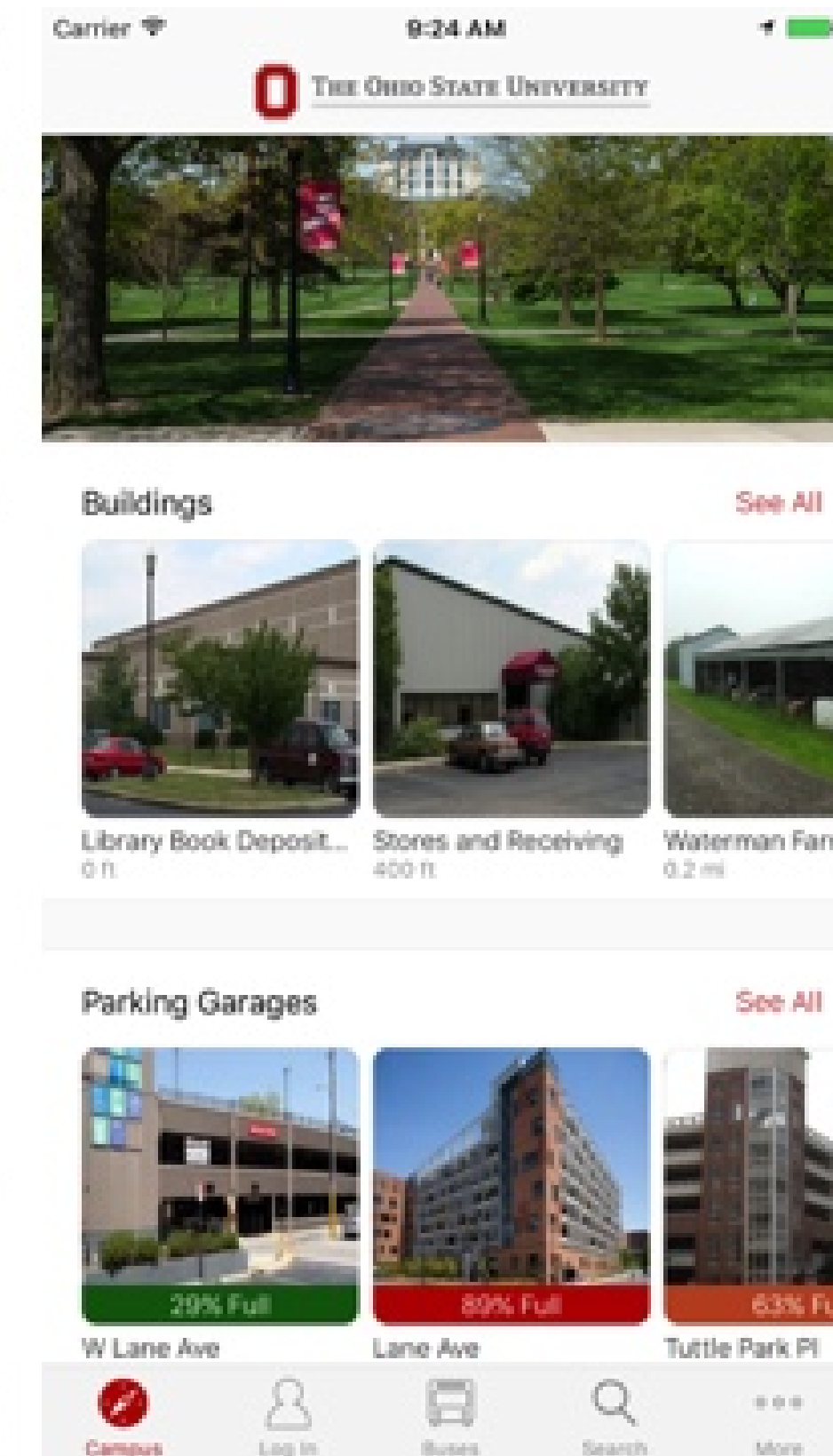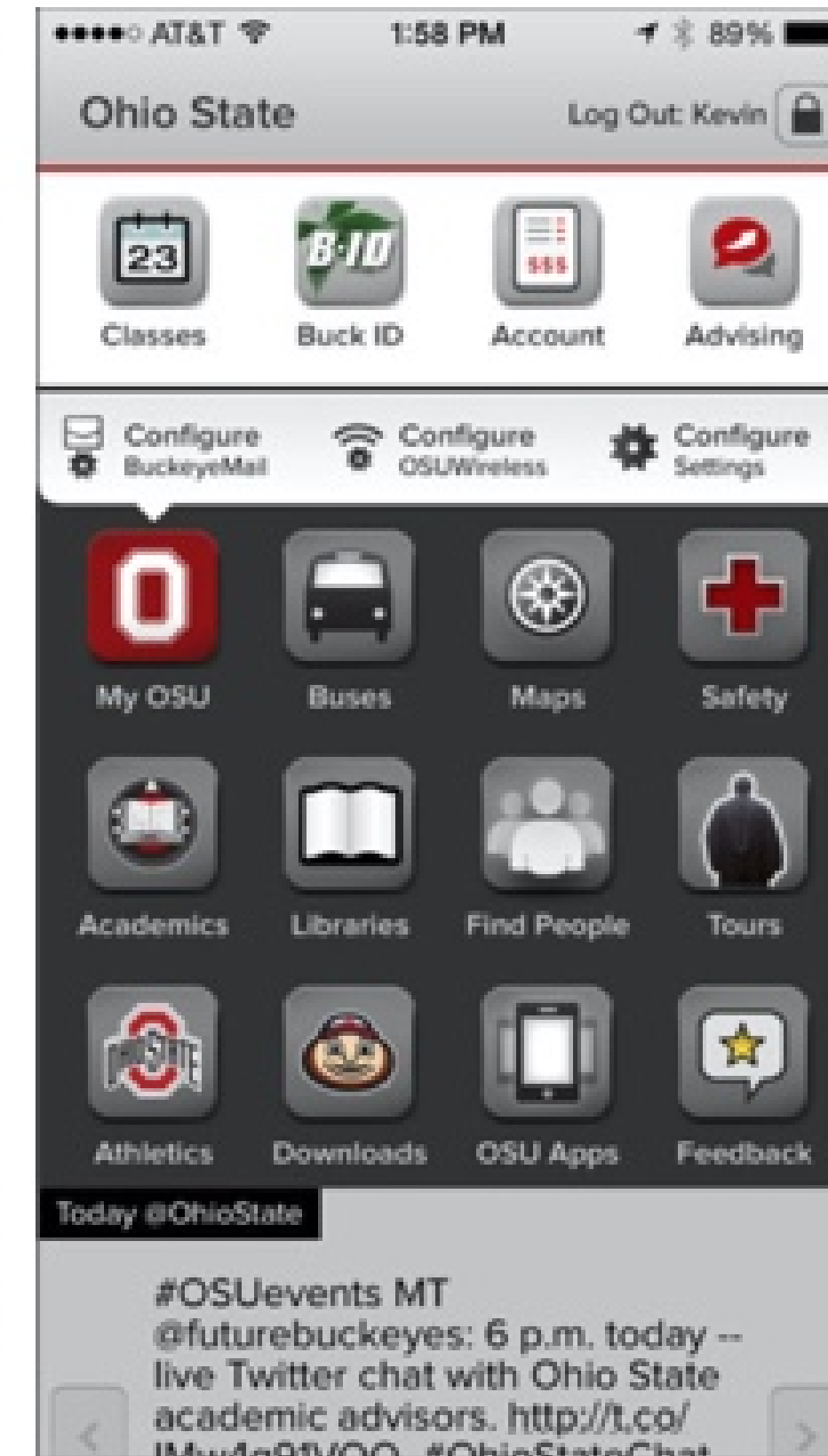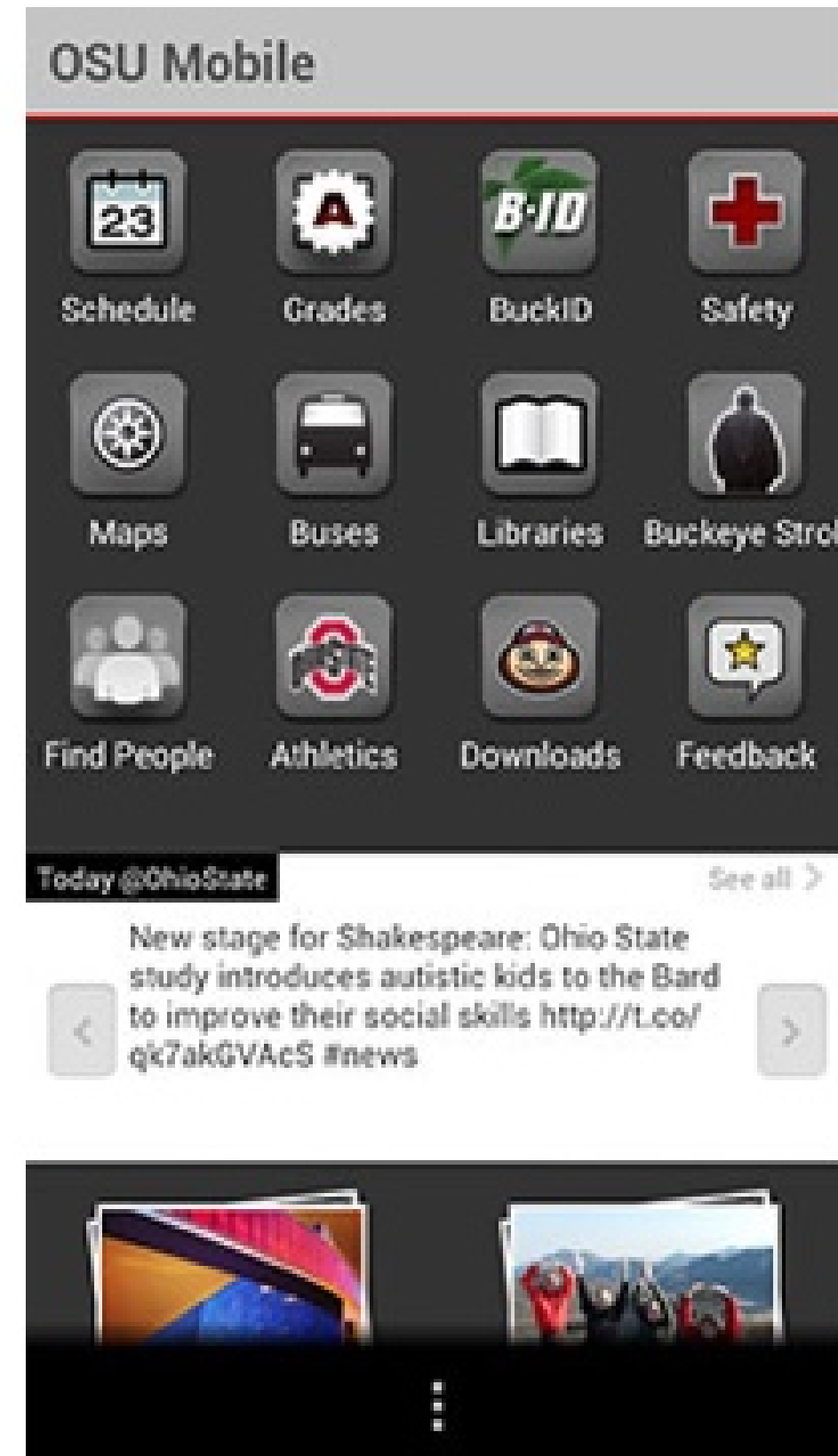
Design is Never Done
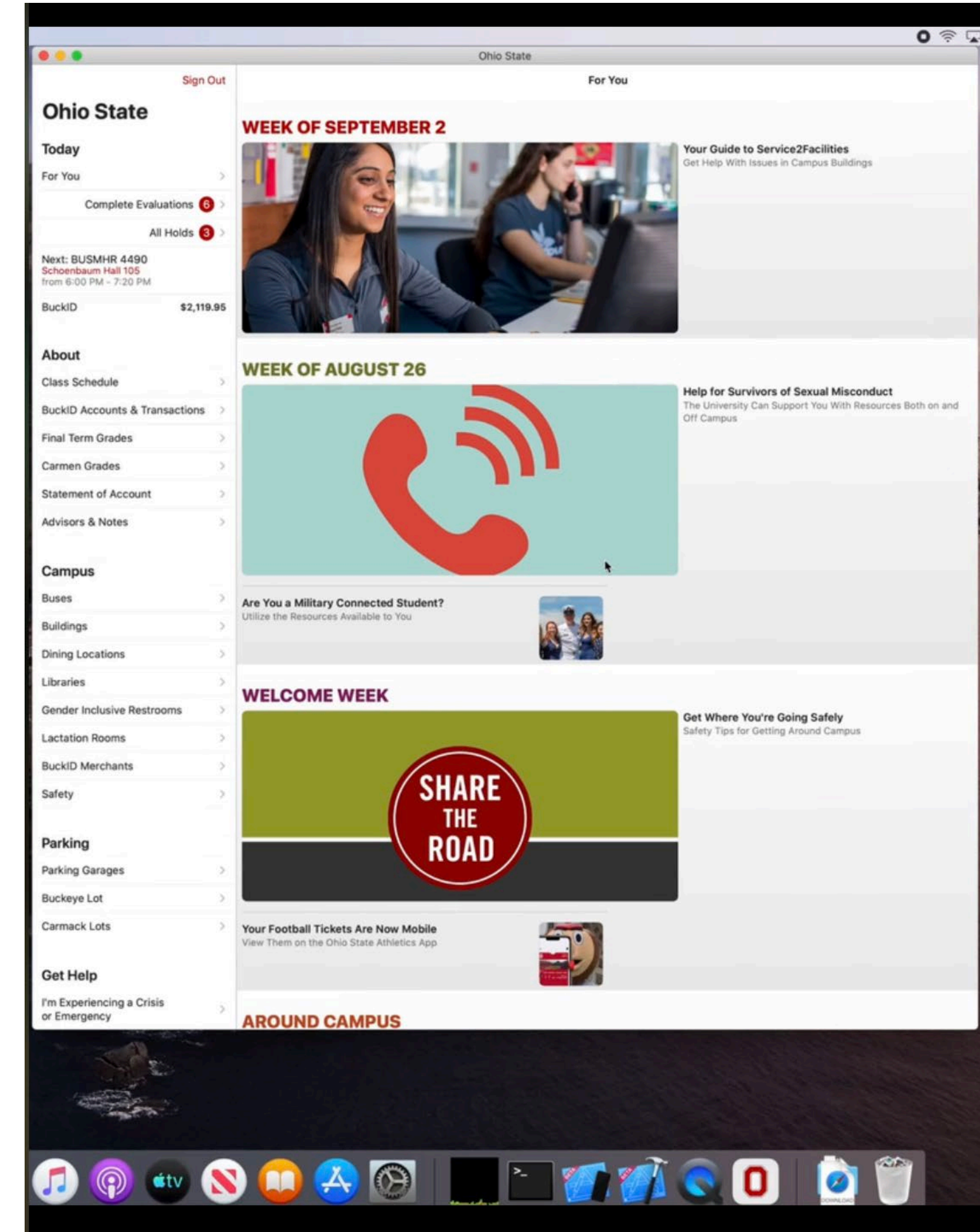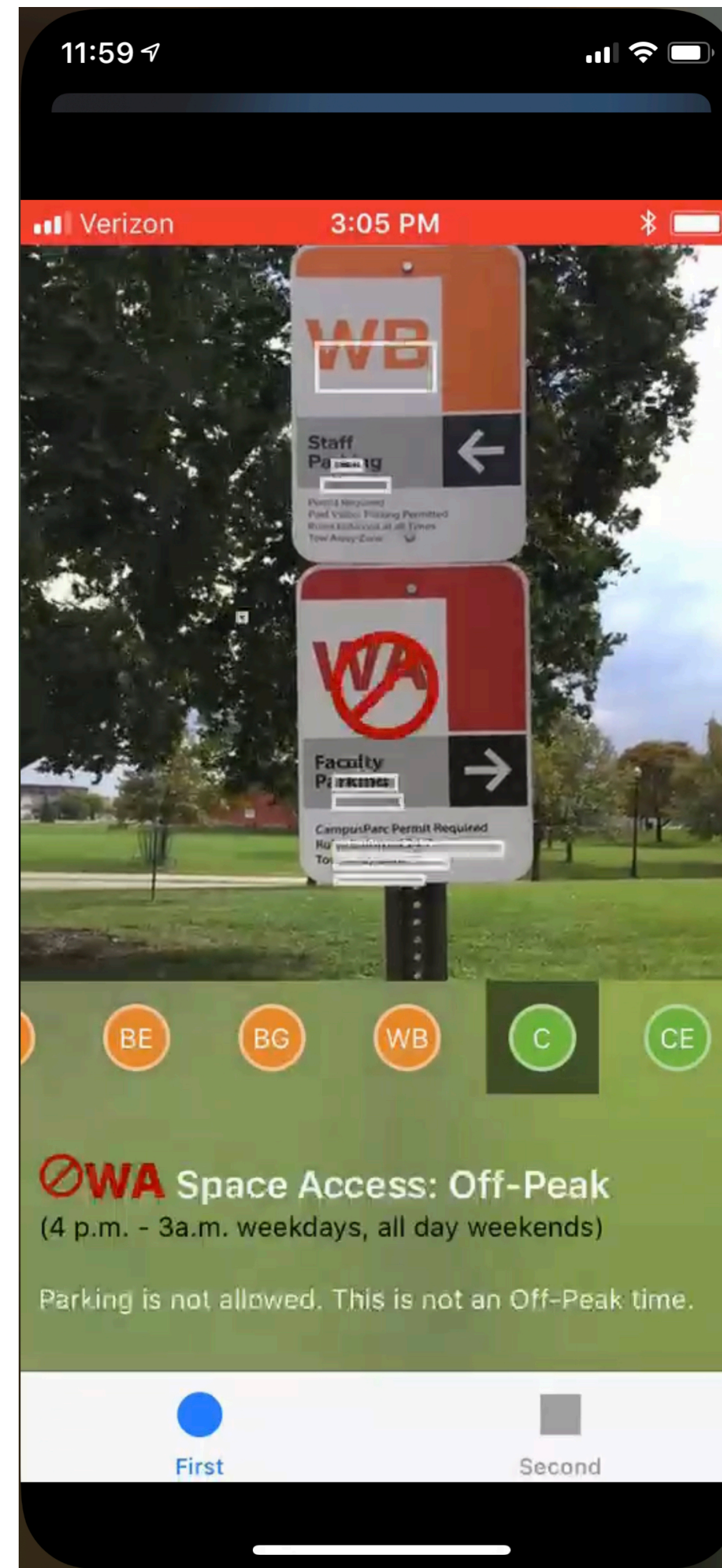
The Ohio State App

iPad, Watch, and Alumni

Alumni

What About This Cool New Thing?

VR, AR, ML, AI, ABCDEFG
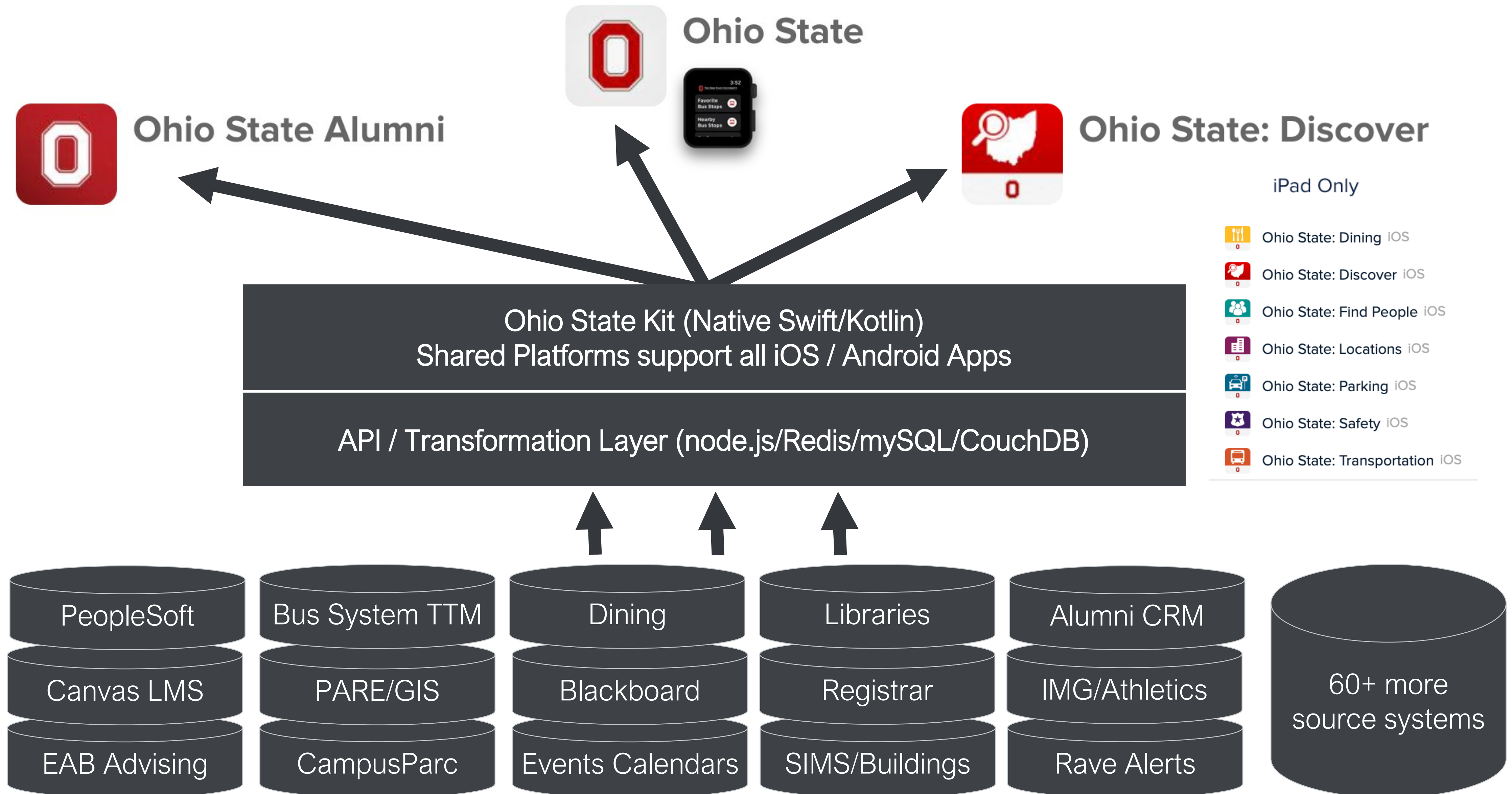
Technology Decisions

Should we do this?
Yes

How should we do this?
Buy (e.g. Modo/Blackboard) vs.
Build (e.g. React Native/Flutter) vs.
Build (Native iOS/Android)

Technology Concept

Ohio State

Ohio State Alumni

Ohio State: Discover

iPad Only

Ohio State: Dining iOS
Ohio State: Discover iOS
Ohio State: Find People iOS
Ohio State: Locations iOS
Ohio State: Parking iOS
Ohio State: Safety iOS
Ohio State: Transportation iOS

Ohio State Kit (Native Swift/Kotlin)
Shared Platforms support all iOS / Android Apps

API / Transformation Layer (node.js/Redis/mySQL/CouchDB)

PeopleSoft	Bus System TTM	Dining	Libraries	Alumni CRM	
Canvas LMS	PARE/GIS	Blackboard	Registrar	IMG/Athletics	60+ more source systems
EAB Advising	CampusParc	Events Calendars	SIMS/Buildings	Rave Alerts	

Questions?

Helpful resources

1. Talk to us (and others!)
2. Watch: https://t.co/OU2dMPDw68
3. Read: It doesn't have to be crazy at work
4. Read: Ruined by Design
5. Read: Creative Selection
6. Read: Apple's human interface guidelines
7. Read: Google's material design guidelines
8. Follow: @lukew on twitter
9. Play: https://cantunsee.space