

A guide in the pocket

To help students and visitors

FACULTY OF ENGINEERING, LTH | LUND UNIVERSITY

August 15 2011

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LTH-guide

The Faculty of Engineering (LTH) at Lund University brings a guide to campus in your pocket. The timetable has now moved into students' mobile phones. Not only is it able to give a reminder about lectures, but also show the way by GPS straight into to the lecture hall – or to the closest cup of coffee afterwards.

For a new student a lot happens in the first few weeks: academic introduction, team-building activities, lectures and, not least, learning to find one's way around Lund and student life.

The objective of the campaign was to help new students and visitors to LTH to get accustomed to the university, the campus and their new town.

The strategy of the campaign was to be where the students are. To get the information and resources as close to the students as possible – literally in their pockets.

The use of iPhones and other smart phones will break barriers in the way we provide information and services to students – in how they converse with the institution, their curriculum, the faculty, and each other. The Faculty of Engineering (LTH) at Lund University will be in the forefront of this development, and in August 2010 we launched the first version of the LTH-guide. The LTH-guide is a free iPhone, and from August 2011 also an Android, application that puts LTH in the palm of your hand.

The application, which primarily is designed to help new students, features a complete timetable – both academic and the first week’s introduction in the student life – with GPS-coordinates to every lecture and images of the buildings, and their own GPS coordinates in relation to the lecture hall. In the same way students can find the nearest cup of coffee or a choice of nearby lunch restaurants with only a tap.

They can also get a daily tip, find cafés and restaurants, get the programme for the unions’ and nations’ (social fraternities) evening activities, and access useful information for those who are new to Lund. LTH-guide also guides the new student, or a visitor, in the town of Lund and describes museums, shops, historical buildings, cinemas and other places of interest outside the university. The LTH-guide is available in both Swedish and English.

In the LTH-guide 2.0, which will be ready in the end of August 2011, the students also get news from LTH and can get instant messages if lectures are cancelled with short notice. They can also be reminded of important academic dead-lines or get instant messages in a crisis situation.

Visitors to the university has their own settings, instead of a timetable they get information about hotels, taxi and buses, and of course the guide provides excellent help for a visitor to find their way around at the university and the city of Lund.

LTH-guide is developed by students for students. Andreas Jönsson, Robert Magnusson and Gustav Bladh were students of engineering on their last year when they developed LTH-guide, apart from their studies, they also run their own business Tezmo, and they remembered how hard it was to find their way around campus and university when they were new. From their experience they have developed the LTH-guide to help other students.

1 200 new students started the semester in September 2010 and more than 1 700 (!) has downloaded the LTH-guide! There are about 8 000 students all in all at LTH. And far from all have an iPhone – the pilot project in 2010 just provided the LTH-guide for iPhones. In 2011 all with an Android phone will also be able to use LTH-guide.

In our evaluation the app gets four and half of five points when students grade it and very good ratings in our surveys. When we launched the app, it went straight up to the third place of most downloaded apps in the category “Education.”

Our evaluation also showed that it was not only the new students at LTH who wanted the app and their personal timetable in the phone – all students wanted this feature. There was also a strong wish to get LTH-guide for phones that uses the Android-platform. So the LTH-guide 2.0 that will be launched in August 2011 will provide timetables for all students and will be available for both Android-phones and iPhones.

Students can give feedback directly from the application and new content and features will be added to the application over time.

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Timeline

May 2010 Two students at LTH presented an Idea of an Iphone-application guide, for the Vice rector at LTH, who forwarded the question to the Head of Communication, who immediately acted together with the web editor and the graphical designer at the Communication office.

June 2010 The project was established with responsible persons for the Education and Student service at LTH. The Communication office helped in developing the guide.

The project was named “LTH-guide” and was focused on new students.

July 2010 The two Students worked together with Student Service with the content for the guide.

August 2010 The graphic designer from the Communication department helped in designing the application

August 20, the application was launched at the Iphones app store.

Result LTH-guide was downloaded 1 700 times – LTH has 8 000 students and the main target group, new students, are 1 200.

LTH-guide straight up to the third place of most downloaded apps in the category “Education.”

The application is the first one of its kind at Swedish colleges and universities and got a lot of attention in media and positive press.

The app got four and half of five points when students grade it and very good ratings in our surveys. The critical re-views LTH-guide got are two:

1. The app targeted the new students and only had timetables for the first year – students’ wants timetable for their entire education.
2. Many students wanted a LTH-guide for the Android platform for smart phones.

LTH-guide 2.0

Feb 2011 The work to develop LTH-guide begins. LTH-guide 2.0 targets ALL students at LTH, and will feature timetables for all five years. It will be available both for Android-phones and iPhones.

LTH-guide will also be made dynamic to up-date information faster and a feature to send instant messages to the students will be developed.

A news-feed will keep students and visitors up-dated with news and events on LTH and the university.

LTH-guide will also contain more and better information for visitors.

May 2011 Tezmo starts to build LTH-guide 2.0

August 2011 The application will be launched when the semester begins.

Download LTH-guide

Have a look at LTH-guide! It has settings for both Swedish and English.

You can download it from here (**The new version will be available at the end of August!**):

<http://itunes.apple.com/se/app/lth-guide/id386485273?mt=8>

Web links

<http://tezmo.se/products/lth-guide>

http://www.lth.se/utbildning/studera/studier/lth_guide_applikation/

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