PCC Mobile
The Opportunity

Provide current students quick and easy access to the information they told us was most necessary for their success. Allow fluid access to PCC information for community members and prospective students. Usage of links will create a step ladder to the main PCC website, while usage of icons eases navigation for non-English speakers.
PCC Mobile

- Progressive Web App (PWA)
- Highlights key resources and information identified
What is a Progressive Web App (PWA)?

- Different from a native app but similar characteristics
- Access the content through the browser
- Some characteristics:
  - Safe (uses https)
  - Can be used offline
  - Can be installed on the home screen
  - Push notifications
Why a PWA?

- Uses less data
- Can be accessed on all devices with internet
- Increase user acquisition and retention
  - An app loses 20% of its users every step between the user’s first contact with the app and starting to use the app\(^1\)
- Future thinking
  - Estimated 20% of brands will abandon their native apps by 2019\(^2\)

(1) http://webagility.com/posts/building-a-progressive-web-app-part-1-background-and-back-end
Further Support for a PWA

“Twitter Lite PWA Significantly Increases Engagement and Reduces Data Usage”

- Google created a PWA for Twitter which has shown a 75% increase in Tweets sent while using 3% of the device storage of the native app.
- “After implementing the ‘Add to Homescreen’ prompt asking users to save Twitter Lite to their homescreens, Twitter has seen 250,000 unique daily users launch Twitter Lite from the homescreen 4 times a day on average.

“Windows 10 version 1803 will bring full support for Progressive Web Apps”

- “Full PWA support will roll out to everyone with the next major Windows 10 release.”

(1) https://developers.google.com/web/showcase/2017/twitter
Mock Up

Watch the demo:
https://youtu.be/-YkXKUFe3lQ

Try it yourself!
https://invis.io/YJAS0LZ8E
What can this app do for PCC?

- Promotes easy access for new or potential students
- Can be used by Outreach as a tool for creating excitement for the college
- Supports equitable student success by removing potential roadblocks to pivotal knowledge
- Places PCC on the forefront of a brand new technology
Questions?