

APS Mobile App and Responsive Redesign of aps.edu

1. The **problem**:
Currently users have difficulty accessing important data from their children's school and district website on their mobile devices.
2. The **solution**:
 - a. A "MySchool" mobile application that provides parents and students with access to their school's information.
 - b. Access to important content and alerts in a user-friendly environment.
 - c. Responsive design for the newly redesigned aps.edu. A responsive design allows users to view the website on their mobile device without having to deal with low visibility and difficult user interaction (navigating, reading, etc.)
3. Who will use it (public) – **audience**:
We are focusing on all of our users in this project (APS employees, students and parents). The mobile app addresses students and parents while providing important information for employees.
4. The **benefit (ROI)**:
Reduce parent inquiries for information at the district and schools (employee time and resources, paper, etc.)
 - a. Real-time access to school information
 - b. Real-time access to district and school alerts
 - c. The ability to communicate other important district and school information to the community

AppCityLife (<http://www.appcitylife.com/>) is a local tech start up who specializes in mobile applications. They have developed the mobile app with the direction of the APS Communications staff.

The APS Web Team is leading the aps.edu redesign project in coordination with the Communications staff and FosterMilo (<http://fostermilo.com/>).

Teens and Tech Quick Facts

Mobile access to the Internet is common among American teens, and the cell phone has become an especially important access point for them.

- Smartphone adoption among American teens has increased substantially and mobile access to the Internet is pervasive. One in four teens are "cell-mostly" Internet users, who say they mostly go online using their phone and not using some other device such as a desktop or laptop computer.

- Youth ages 12 to 17 who fall into lower socioeconomic groups are just as likely and in some cases more likely than those living in higher income and more highly educated households to use their cell phone as a primary point of access.
- About three in four (74%) teens ages 12-17 say they access the Internet on cell phones, tablets, and other mobile devices at least occasionally.
- Youth ages 12 to 17 saw a 14% increase in the use of mobile devices for internet use from August 2012 to August 2013.

Pew Research Internet Project - <http://www.pewinternet.org/2013/03/13/teens-and-technology-2013/>

APS Quick Facts

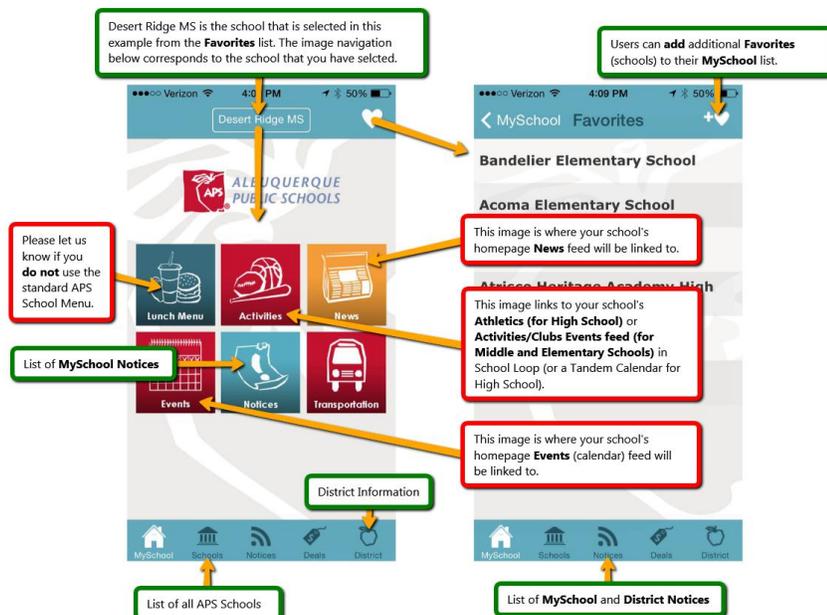
Apr 28, 2010-Apr 28, 2011

- 10,053,036 total pageviews on aps.edu
- 95.67% users accessed aps.edu on desktops
- 4.33% users accessed aps.edu on mobile devices

Apr 28, 2013-Apr 28, 2014

- 53,668,087 total pageviews on aps.edu
- 75.48% users accessed aps.edu on desktops
- 18.67% users accessed aps.edu on mobile devices
- 5.85% users accessed aps.edu on tablets

- **108.46% growth rate in pageviews the past four years on aps.edu**
- **Mobile devices/tablets: 24.52% in 2013-14 from 4.33% in 2010-11 = 20.19% increase of users accessing aps.edu using a mobile device or tablet**



ALERT:

Telephone Service Out at North Star & Carlos Rey elementary schools. [Read More](#)



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APS and the state are paying for...

Events

MAY 14 [Indian Parent Committee Meeting](#)

MAY 21 [Indian Parent Committee Meeting](#)

MAY 22 [Last Day of School](#)

MAY 23 [Make-up Day \(if needed\)](#)

MAY 26 [Memorial Day](#)

MAY 27 [Make-up Days \(if needed\)](#)



TRANSLATE
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