

## Mobile App Submission Form

A mobile app, or a micro-app within the main UManitoba app, is a great way to communicate with your audience, but to be most effective it has to provide value that cannot be found through other forms of communication, e.g. a website, social media, etc. If you simply want your app to provide the same information that can easily be found on your website, then it may not be the best use of mobile technology.

Remember, it's easy to surf the web and use social media on a smartphone or tablet, so even without an app or a mobile site, you are not being left behind if you have an active website and/or social media presence.

So a good approach is to start with this question: How can we use mobile technology to help our faculty/unit achieve our communications and marketing goals?

Here are the steps to moving forward with your mobile app strategy:

1. Apply for the app using the Mobile App Guidelines as a guide, and this form as your submission.
2. Send your submission to our app developer [Dave.Cooke@ad.umanitoba.ca](mailto:Dave.Cooke@ad.umanitoba.ca) who will share it with the Mobile Technology Steering Committee.
3. The steering committee will review your submission to ensure it meets the University of Manitoba's guidelines, as well as the guidelines of Apple, Google Android, etc. We will respond within 2-3 weeks.

### Please fill out the following:

Name of App:

Name of associated Faculty or Unit:

Contact Name:

Contact Email:

1. What will your app do? What will be its main functionality?
2. If your app requires content, where will that content come from?
3. What goal or objective in your communications and marketing strategy will the app be achieving?

4. To what audience will the app be speaking? Does that audience use this technology?
5. Has your unit/faculty/department given full support to the app? Is there a clear understanding of what it will do, its objectives, and audience?
6. Do you have the resources to commit to supporting that app with content and necessary development for at least two years after publication of the app?
7. If applicable, please provide information on how the app will be developed, and what OS it will work with.
8. How would you gauge your own level of experience with mobile technology?

**None.** Don't own a smartphone/tablet.

**Some.** Own a smartphone, but mostly just use it as a phone.

**Experienced.** Own a smartphone/tablet, download and use many apps.

**Very experienced.** Own smartphones/tablets, always up-to-date on latest trends, have developed apps, etc.

9. Include any other relevant comments or questions here: