

## ***Guidelines for Developing a University of Manitoba App, Or Requesting Inclusion in the main UManitoba App***

### **Reason for Guidelines**

To establish procedures for:

- development of University of Manitoba branded mobile apps
- inclusion of faculties, schools and other units into the University of Manitoba's main app (UManitoba)

in respect to standards, content, presentation and technology used in development.

### **Guidelines**

The Mobile Technology Steering Committee will maintain ownership and control of the University of Manitoba's key mobile apps, developer portal, and associated distributions channels.

All mobile apps that are branded as University of Manitoba, and are intended to be delivered through the University of Manitoba's distribution channels (e.g. Apple App Store, Android Market, Blackberry App World) and/or supported in any capacity by the University, will submit a written proposal to the Mobile Technology Steering Committee for approval. The request will include the following:

- the app's name;
- the app's functionality (what it actually does);
- the app's goals/objectives;
- the app's intended audience;
- the app's sponsor, i.e. associated faculty/unit;
- identification of the OS for which the app is being built;
- identification of the software/kit on which the app is built (if applicable).

All requests for inclusion into the University of Manitoba's main app (as a micro-app or as a component within other micro-apps) will submit a written proposal to the Mobile Technology Steering Committee for approval. The request will include the following:

- the micro-app's name;
- the micro-app's functionality (what it actually does);
- the micro-app's goals/objectives;
- the micro-app's intended audience;
- the micro-app's sponsor, i.e. associated faculty/unit;

If the app or micro-app is being developed on behalf of a faculty or unit, the administration of that faculty or unit must be fully aware of, and in full support of, the app's development.

Any party creating an app that represents the University of Manitoba, or is branded as University of Manitoba, must commit to supporting that app with content and necessary development for at least two (2) years after publication of the app. In the case of the a micro-app, the sponsor group must commit to providing content for that micro-app for as long as the micro-app is on the production version of the main app.

All mobile apps created to represent the University of Manitoba will comply with the University's visual identity and branding standards and guidelines and established visual style.

The Mobile Technology Steering Committee reserves the right to refuse all submissions for creation of University of Manitoba apps, or inclusion into the main app, if they do not adhere to the above guidelines, or are unable to provide a clear benefit to our community.

*For further information, including assistance with developing a mobile app and strategies surrounding the development, visit our developer's blog at <http://blogs.cc.umanitoba.ca/mobileapp/>*

*Or contact the developer directly at [Dave.Cooke@ad.umanitoba.ca](mailto:Dave.Cooke@ad.umanitoba.ca)*

*The Mobile Technology Steering Committee includes the following members:*

- *Lonnie Smetana, Manager, App Development, IST*
- *Michael Marshall, Manager, Web and New Media, Marketing Communications Office*
- *Dave Cooke, Web Developer, IST Enterprise Systems*
- *Brendan Hughes, Director, Student Life*