

# Why Mobile Matters

Create a cohesive student experience with a portal they can access from anywhere

Did you know...

40%

of students say they face challenges accessing a computer, **but**

96%

of Americans aged 18-29 **own a smartphone.**

## Be where your students are.

Today's students have grown up in a world where smartphones have always existed. Easy-to-access information is simply a part of their lives. If you don't meet those expectations, they'll stop engaging. (Just imagine how frustrated you'd be if you could only check your bank account from a computer.)

Providing a student portal that offers a native mobile app — one that is equally as great as the web-based version — takes advantage of the way today's students engage with the world, giving your important information, messages and systems a better chance of being seen.

Students might not be in front of a computer all the time, but they always have their phone with them. An easy-to-use mobile app allows students to access their personalized portal from anywhere during their busy day — on campus transportation, at lunch, between classes, anytime they have a second and are likely already looking at their phone.

## We live in a mobile world.

### Time on Mobile

The average American adult spends **more than four hours** on a mobile device each day. For teenagers, that average can get as high as **more than seven hours.**

### Native Apps Dominate

When people are using a mobile device, they still prefer native apps over mobile browsing. Nearly **90%** of time spent on mobile is spent in native apps.

### Options Matter

The average number of devices connecting to campus Wi-Fi is two per student. **75%** of students who connect to campus Wi-Fi do so with **both a smartphone and laptop.**

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## Benefits of the Path Portal Mobile App

### Mobile Push Notifications

It takes a lot of communication to keep a campus running smoothly — emails, alerts, notifications, etc. But how many of those are actually reaching students? If they don't log into the right app, the message will get missed entirely. A native mobile app enables you to send mobile push notifications so messages reach eyes.

### Designed for Mobile, Without Being Watered-Down

Mobile apps are different than web apps, and they need to be designed with mobile in mind. The Path app features modern mobile design and functionality, like swiping between dashboard widgets (something that comes naturally to students).

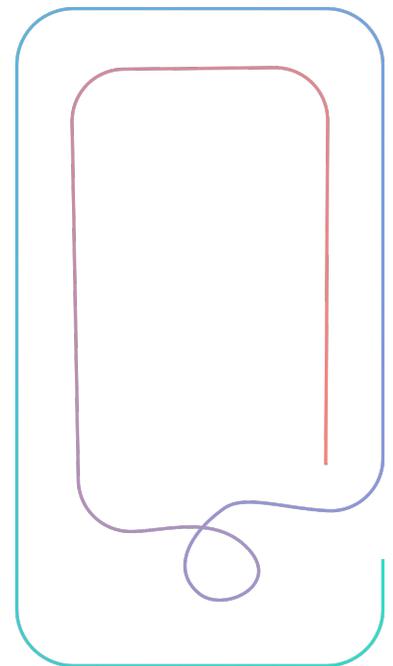
While the app is *designed* specifically for mobile, it has the exact same information, widgets, tools, pages and other features as the web portal, creating a comprehensive, cohesive experience.

### One App = All the Important Information

Some of your most important systems (like your SIS or LMS) may not have a mobile app, making it harder for students to access. Or maybe too many of your solutions have apps, making it time consuming for a student to check each one. With Path, you can pull everything into a single app, putting the most important information just one click away.

### Whitelabeled to Match Your Institution

For students, the portal shouldn't be about the technology behind it. It should be about you. Path is whitelabeled to match your school colors, logo, vanity URL and identity. We're just here to help.



## About Path

Path is the most innovative student portal for higher ed. We're not just obsessed with making great technology, we're completely obsessed with student experience. Delivering cloud-based, integration-friendly technology designed to drive student engagement, Path pushes personalized information, content and resources to the right people on any device. With a team of former university executives and technologists, we know what we're doing — and our recent incredible 84 net promoter score from customers proves it. Path has offices in Denver (headquarters), New York and Melbourne. Learn more at [pathhq.com](http://pathhq.com).