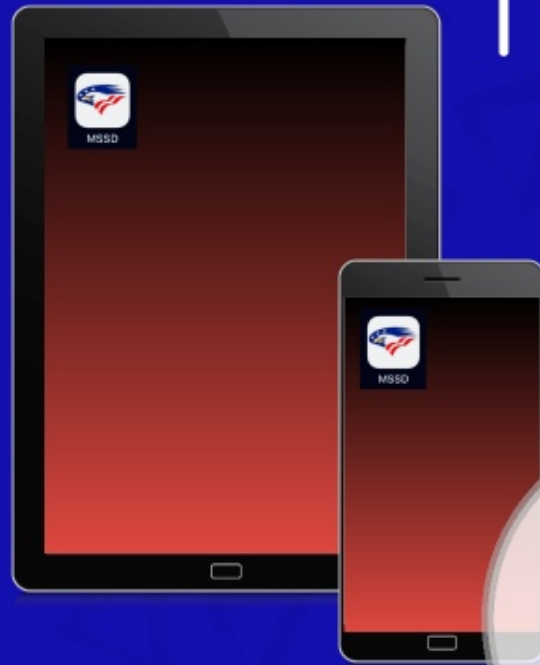


The MSSD App

Holly Bullard

Student Activities Manager

Model Secondary School for the Deaf



**Why have
the MSSD
App?**

**What's in
there?**

**Future
plans**

Data



**Primary
User Group**

**Instant
Information**

**Controlled
Access**

Why have the MSSD App?

After having thought a lot about the information we share with our students through bulletin boards and other resources...



Controlled Access to the App



Internal Distribution

Email addresses are manually fed and generic passwords are issued.





Instant Information

The app is a quick and convenient way for students access important MSSD information in their hands.

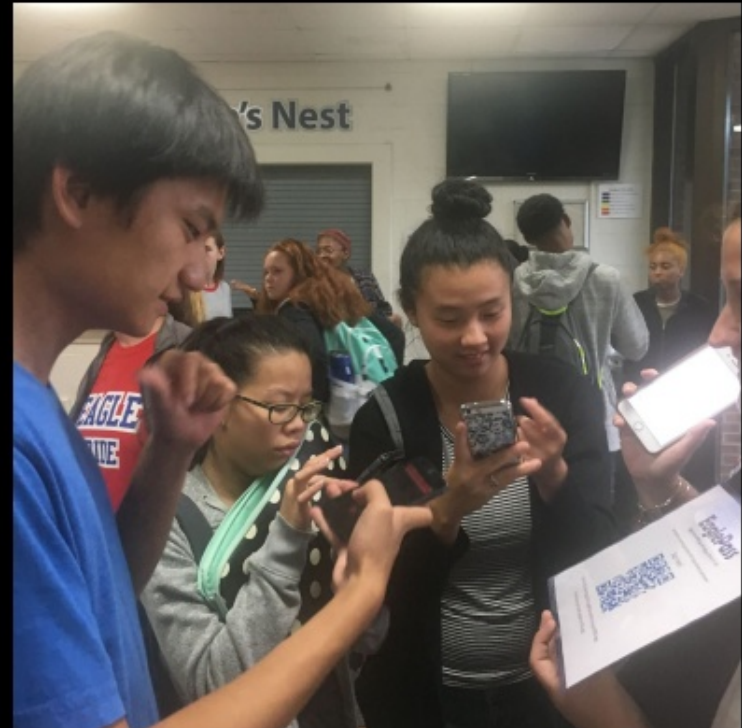
Today's students are 21st century learners. They expect relevant information to come to them faster than any generation has ever before.

Primary User Group

The app is primarily used by MSSD students, parents and student life staff.

Missing in the picture:

What about the teachers and school personnel?

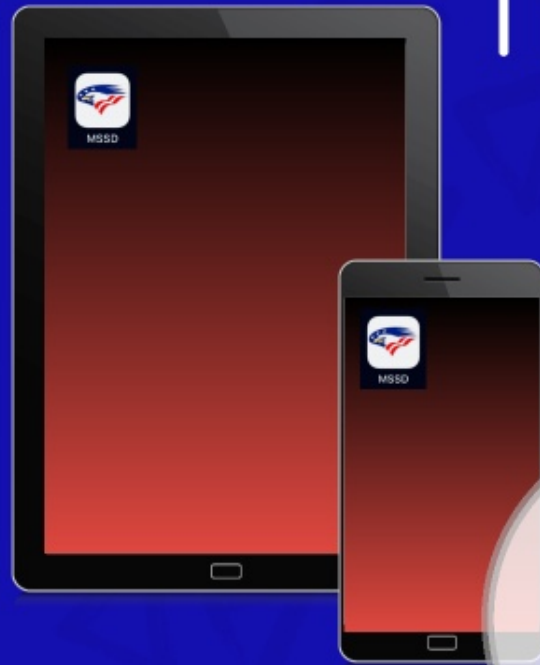


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**Future
plans**

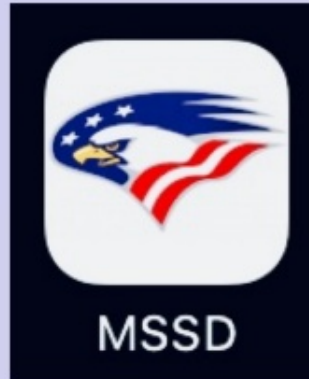
**What's in
there?**

**Why have
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App?**

Data



What's in there?

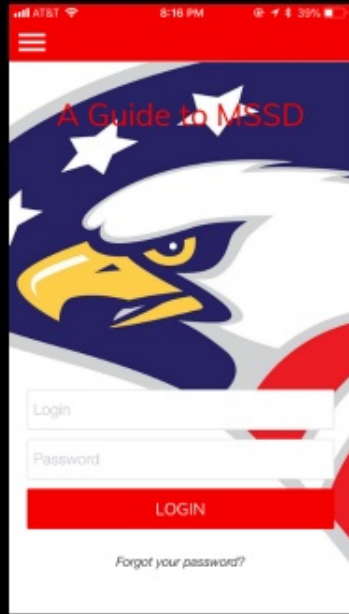


**Launch &
Sign In**

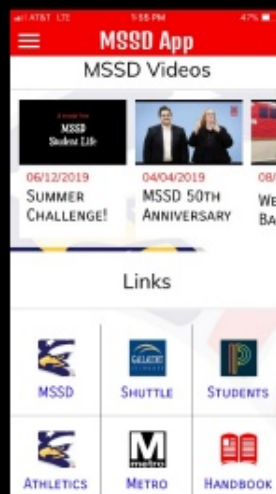
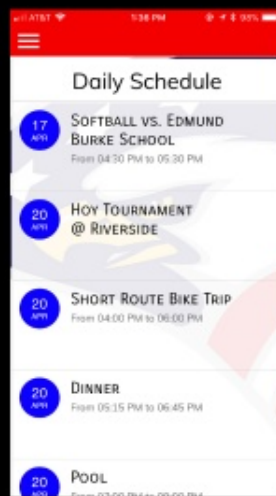
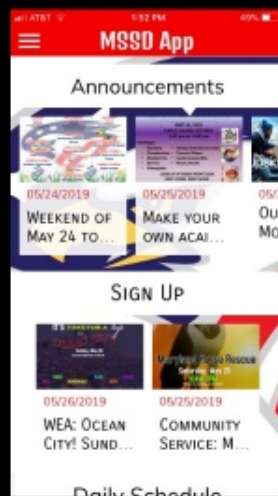
Homepage

**Navigation
Menu**

**Notifications
& Badges**

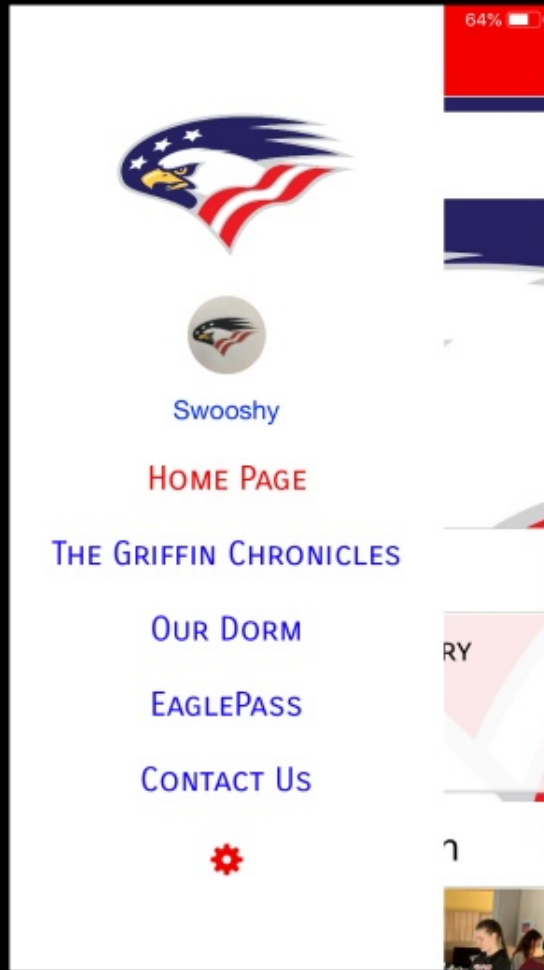


Launch & Sign in



Home page

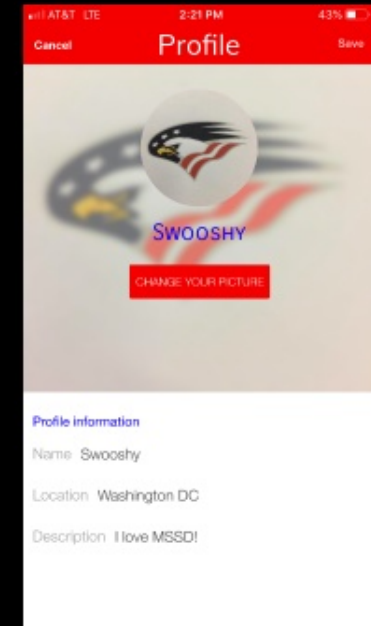
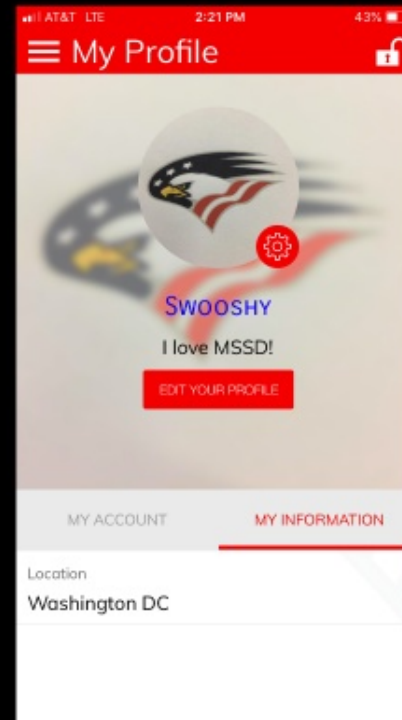
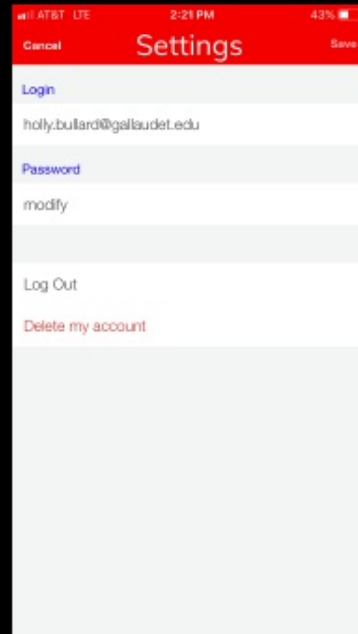
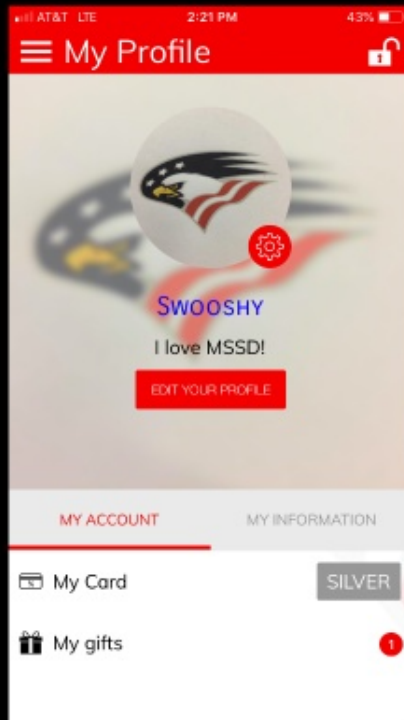
Announcements
Sign Up
Daily Schedule
Student Life Album
MSSD Videos
Links



Navigation Menu

My profile
Return to Homepage
School literacy competition
Dorm information
EaglePass
Contact Us
Setting

My profile

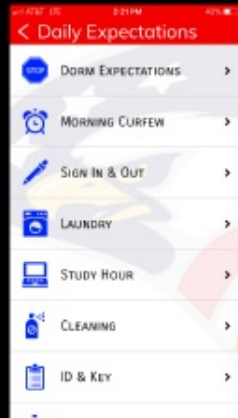
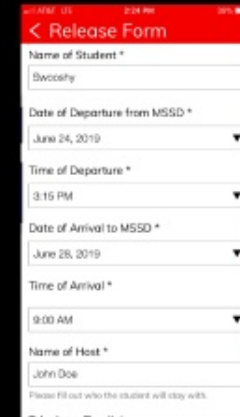
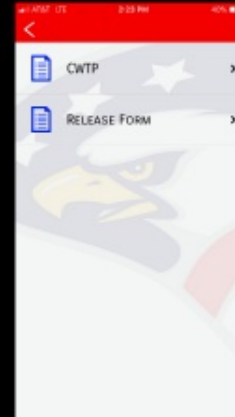
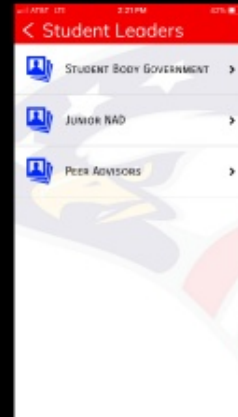
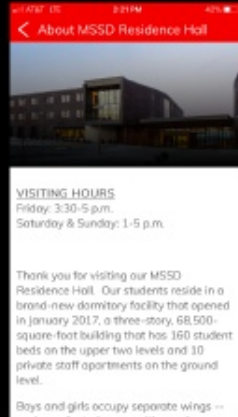
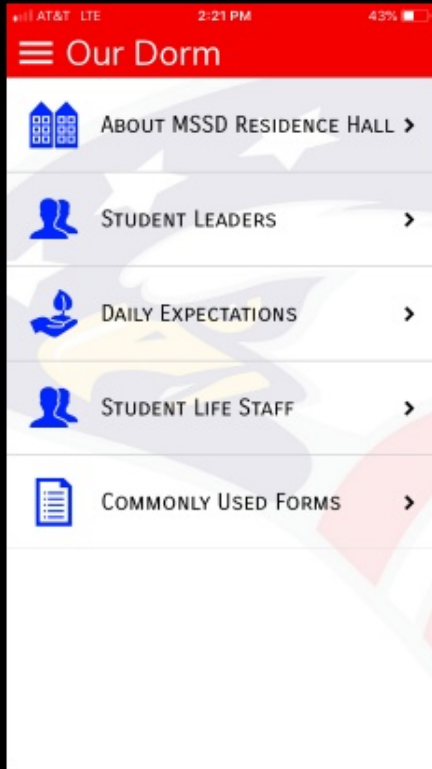


The Griffin Chronicles



Our students can check for more information through links and submit their work through The MSSD App.

Our Dorm



EaglePass

model secondary school for the deaf
Student Life

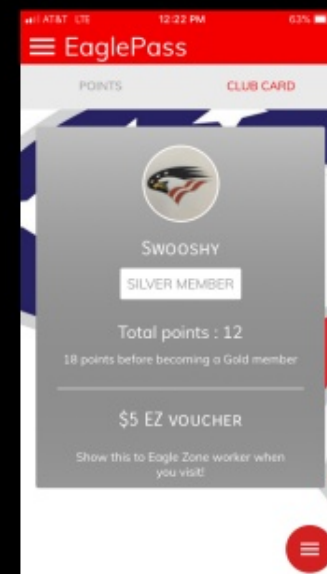
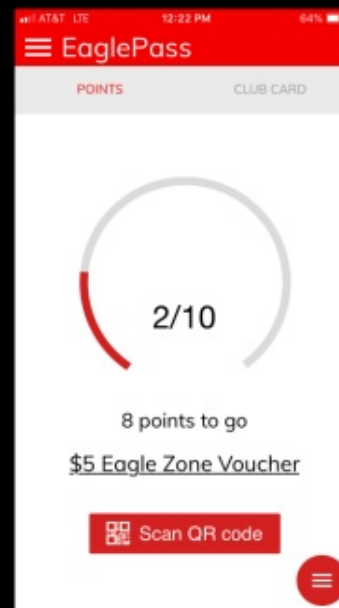
EaglePass



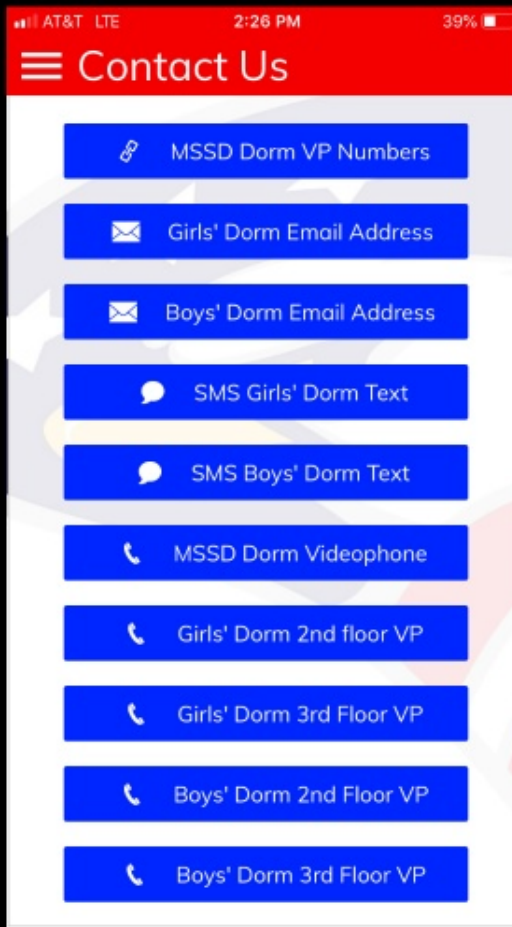
Come and support your friends at a game, a show, or even go to a museum with friends – see staff and scan the QR Code through MSSD App and you will see a point appear on your app!

Earn an EaglePass point toward your goal of:

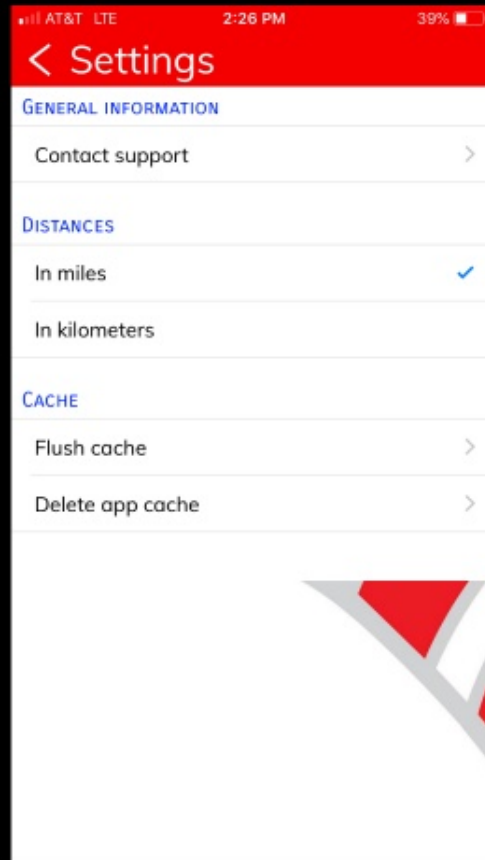
- 10 points: \$5 Eagle Zone voucher or
- 30 points: MSSD T-shirt (from Eagle Zone) or
- 50 points: MSSD Sweater (from Eagle Zone)



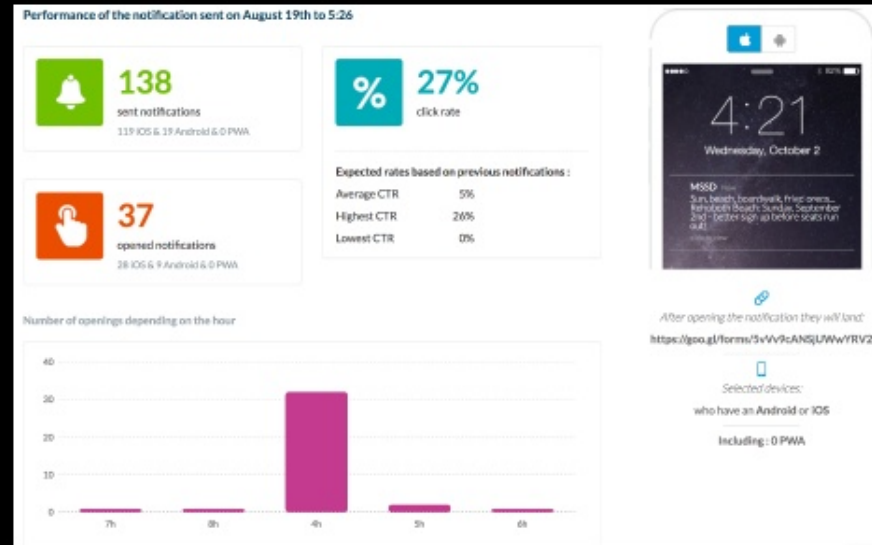
Contact Us



Setting

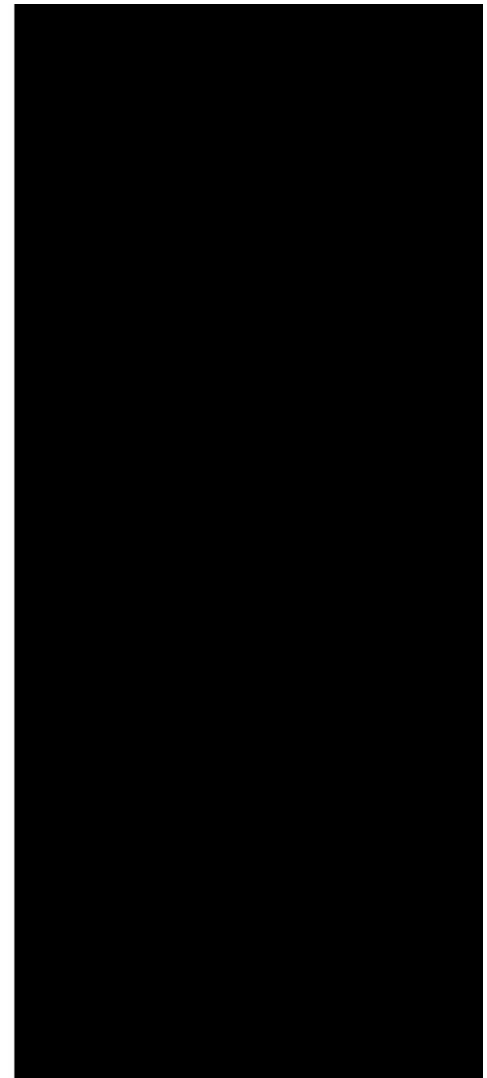


Notification & Badges





ations :



Performance of the notification sent on August 19th to 5:26



138

sent notifications

119 iOS & 19 Android & 0 PWA



27%

click rate

Expected rates based on previous notifications :

Average CTR	5%
Highest CTR	26%
Lowest CTR	0%

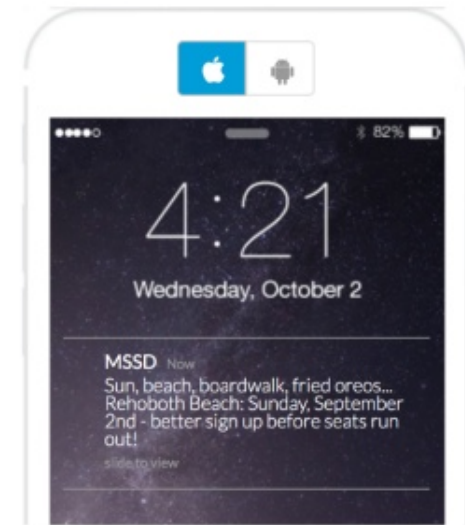
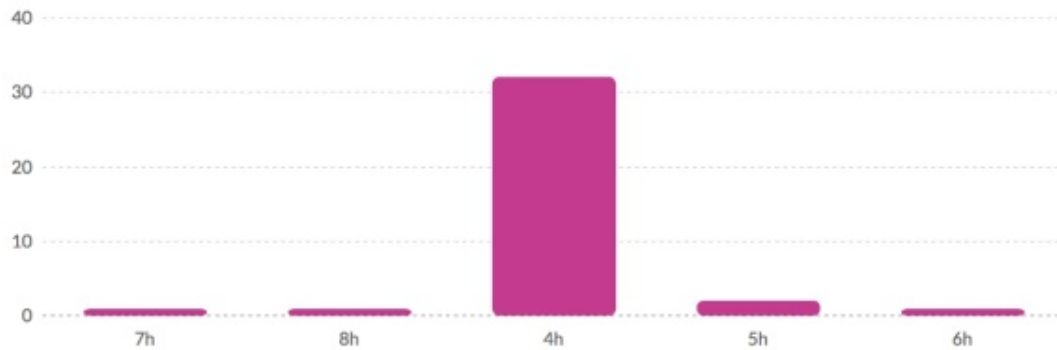


37

opened notifications

28 iOS & 9 Android & 0 PWA

Number of openings depending on the hour



After opening the notification they will land:

<https://goo.gl/forms/5vVv9cANSjUWwYRV2>



Selected devices:

who have an **Android** or **iOS**

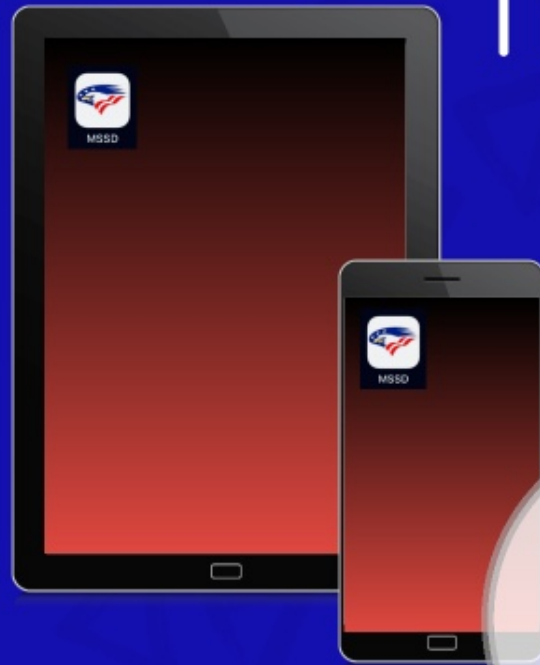
Including : **0 PWA**

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Data

The MSSD App was launched in the beginning of the school year 2018-2019.

An online end-of-year survey was shared to all users.

SWOT

TESTIMONIALS

Users

SWOT Analysis

Strengths



- Communication at your hands
- EaglePass
- Quick updates if plans change
- Photos & videos viewed in one place

Weaknesses



- App log users out
- Some struggle to use QR scan
- Features seem boxy, not flow well
- Internal distribution

Opportunities



- Beneficial to students & parents
- Students can learn to make an app to replace mine
- Room for growth & improvement

Threats



- Upkeep of information in app
- Monitoring for certificate expiration annually
- Training & knowledge of CMS process



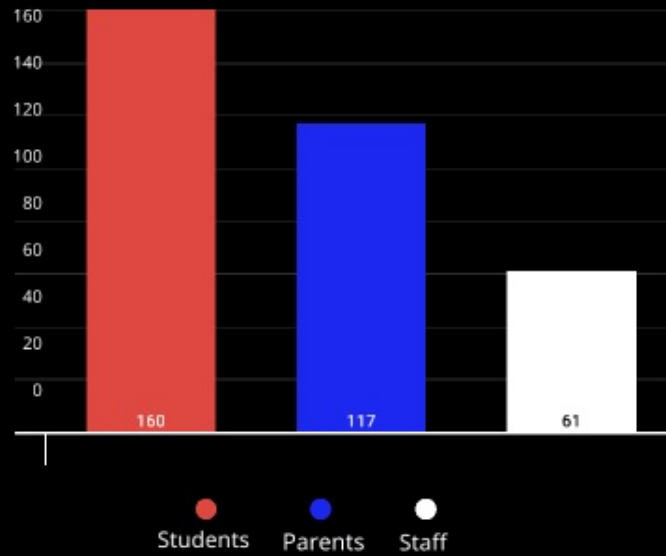
“*Love having EaglePass as an incentive to get free food at Eagle Zone!*”
- MSSD student

“*Already loved the layout, easy on eyes and seems easy knowing what to look for too!*” **Hand-waving!!**
- Parent of a MSSD student



End of Year Survey

Have the
MSSD App



160 students
117 parents
61 staff

Respondents

How many
use The
MSSD App?

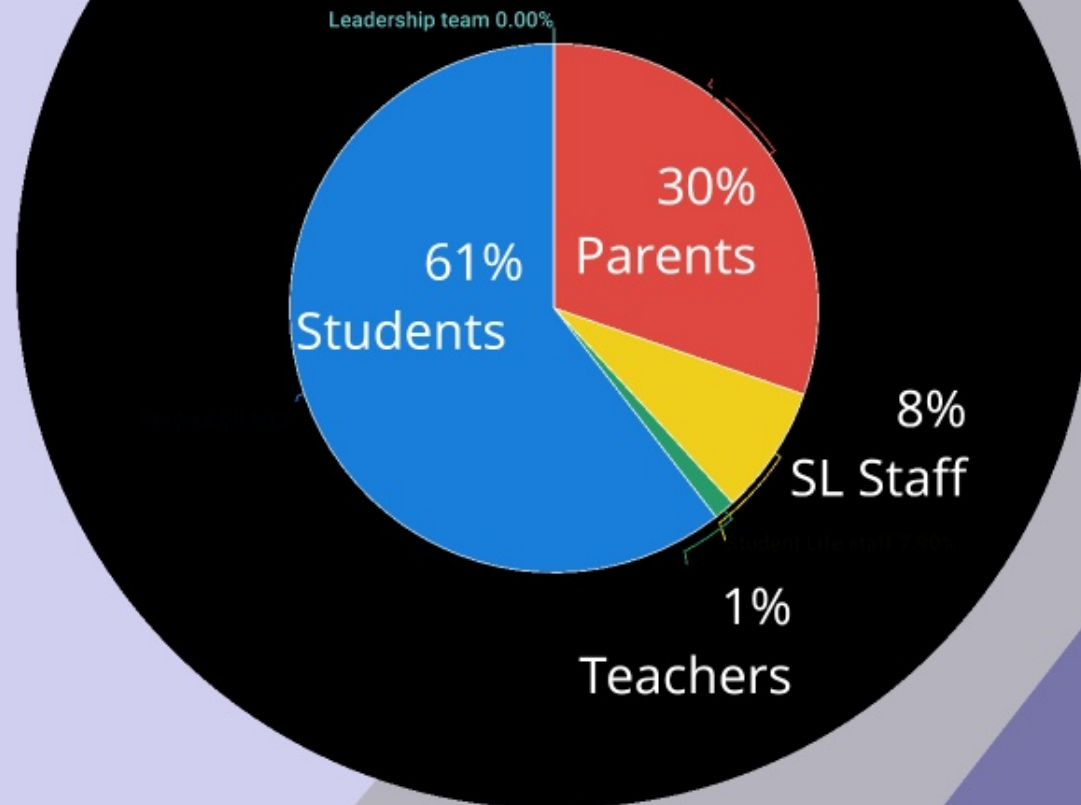
Feedback

Satisfied?

Frequency

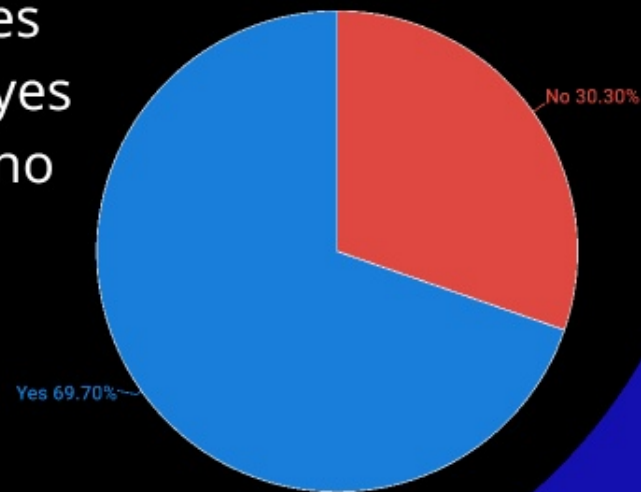
Reasons to
check MSSD
App

Respondents to the survey



Number of respondents reported using MSSD App

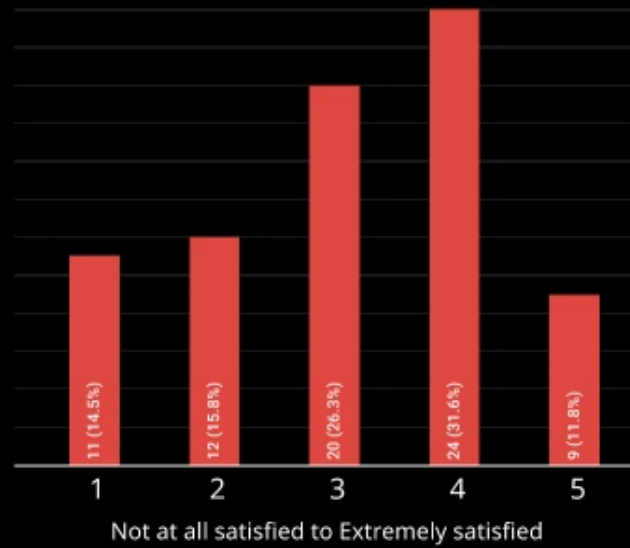
76 responses
69.7% said yes
30.3% said no



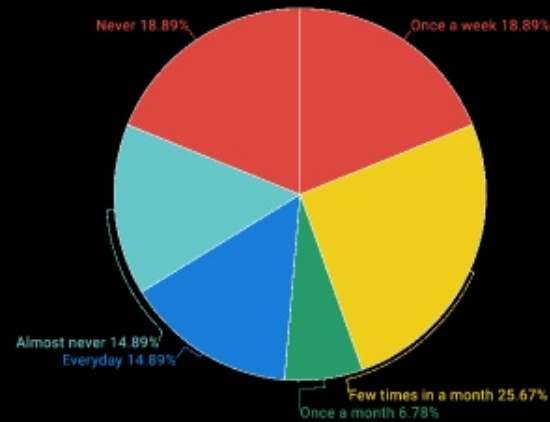
Feedback

- More photos/videos of students
- Something fun in app, like a game or something amazing
- The ability to fill out forms online thru typing and e-signatures
- A better layout - should have buttons all in one screen, not in the hamburger menu
- Live streaming
- Being able to pay for fees

How satisfied are you with The MSSD App?

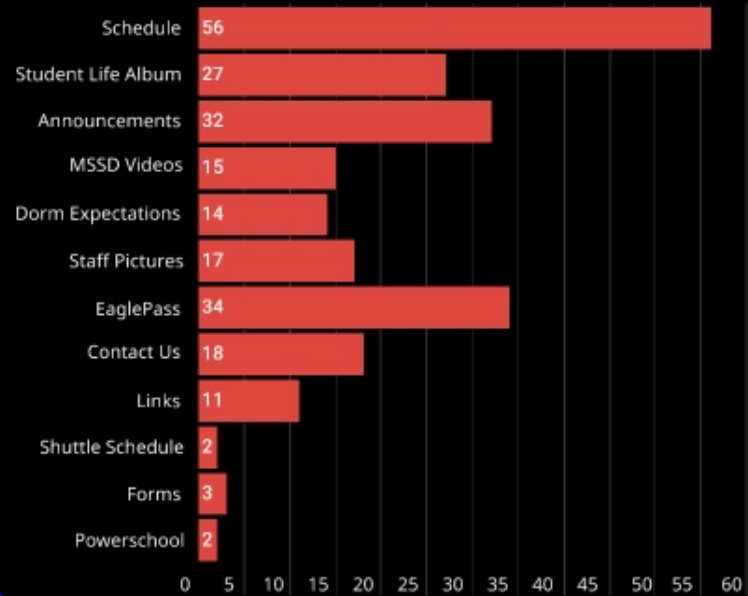


Frequency



- Fridays and Sundays are the frequent days users check the MSSD App.
- Second frequent are Mondays and Saturdays.

Reasons to check The MSSD App

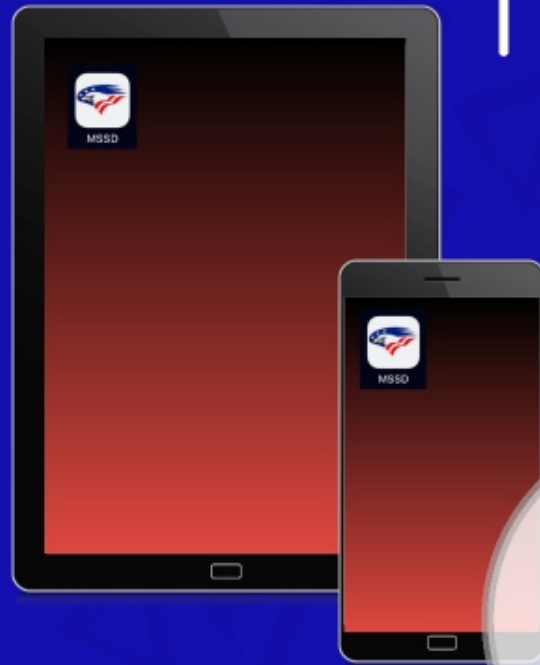


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Future Plans

The MSSD App is continuously evolving because technology continues to change.

Maintenance

Progress

Maintenance

I will be collaborating with school personnel to provide more information on the app from MSSD.

The MSSD App will continue to evolve based on feedback & ideas that will be shared by users through time.

Progress

We are currently working on an innovation lab called ThinkaBit.

At ThinkaBit, students will have many opportunities to learn, and one opportunity will be learning how to make an app.

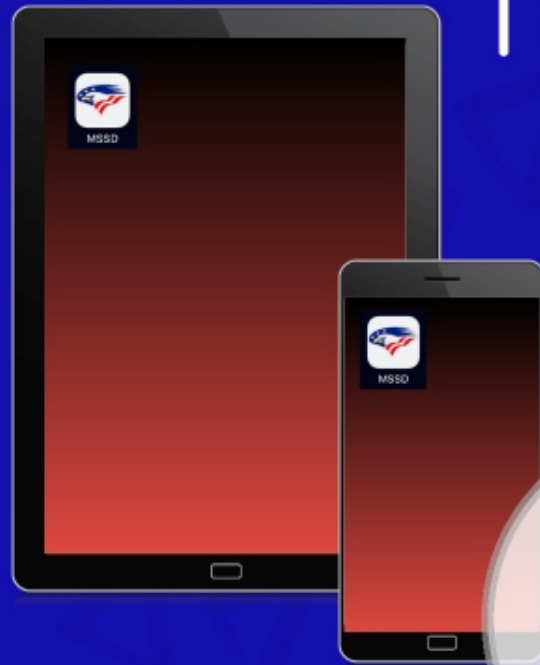
One day, my app will be replaced with a better version by one of our students.

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