

USA Now! A University Event and Announcement Management Application: Its Usability and Effectiveness

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Abstract

The University faces a challenge in efficiently managing and disseminating information across the student body. Given the increasing amount of university announcements and events, the means of receiving and giving out information among the University of San Augustine enrolled students, faculty, and staff lacks consistency. Based on this observation, the researchers proposed a mobile application entitled "USA Now!" that will revolutionize and bridge the communication gap in the university. The mobile application serves as a centralized platform. Through a Descriptive Research Design, the study defined the heavy reliance of university students on technology in receiving university information, mainly through the use of social media as a primary source. Together with the help of the university students as respondents of the survey questionnaire, the research objectives align with the development of the mobile application to address the identified challenges. The study concludes the significance of the usability and effectiveness of the mobile application.

Keywords: mobile application, centralized platform, information dissemination, student engagement

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I. INTRODUCTION

The University faces a challenge in efficiently managing and disseminating information across the student body. Bulletin boards, posters, and social media often fail to reach the target audience. These sources have a weakness in that they are not able to classify information based on the group of students who need the information [1]. This leads to missed opportunities and a lack of engagement within the community.

Given the increasing number of events the university hosts, ensuring that all students are aware of the available opportunities to them becomes a challenge. With so many events happening simultaneously, it can be difficult for students to keep track of everything that is going on within the university. Moreover, announcements are mostly separated and need help reaching students' attention. The lack of a centralized platform leads to disconnected communication among the student body. Additionally, announcements may not be tailored to a specific student's interests or needs.

Based on this observation, the researchers proposed to develop a mobile application with the main objectives of improving the dissemination of information across the student body and enhancing student engagement. Since mobile applications are multi-sourced, one mobile may have a significant amount of applications, making communication between them possible [2]. Thanks to the current mobile technology, this application has the potential to revolutionize communication for the University of San Augustine.

This research aims to develop and evaluate the usability and effectiveness of a mobile application designed to manage events and announcements for the University of San Augustine. The application will serve as a centralized platform for all university-related information, such as events and university announcements. It is designed to bridge the communication gap among university staff, organizations, and students.

Furthermore, the mobile application will be designed to be user-friendly with a clean and modern interface. The key is to understand user acceptance and real-world utilization of technology [3]. In evaluating its usability, the application will display social media-like features to familiarize users. Additionally, users will be able to customize the information they receive based on their followings and notification preferences. These features will expectantly make it a valuable tool in increasing user satisfaction.

Review of Related Literature

Numerous studies have demonstrated the significant impact of mobile applications on education. Research from Greece emphasizes the use of mobile technologies in creating a more interactive and engaging environment [4]. Mobile applications can significantly enhance the student experience by providing timely access to information.

Furthermore, another research suggests that educational institutions are inevitably influenced by the latest advances in technology in teaching and learning [5]. It highlights the acceptance of mobile applications in

facilitating communication between students, faculty, and staff. Integrating technological features like real-time notifications and updates is shown to enhance student engagement.

These findings highlight the potential of mobile applications and how they will significantly impact the university and the student body. With the current mobile technology, universities may adapt to the needs of university students, faculty, and staff.

II. METHODOLOGY

2.1 Research Design

A research design ensures that the methods match the research objectives. The study will follow a Descriptive Research Design.

A Descriptive Research Design helps answer the questions of a particular research problem. As a survey method, descriptive research designs will help researchers identify characteristics in their target market or particular population [6]. This will help the researchers justify the development and implementation of the mobile application.

2.2 Respondents

The respondents for the study are the University of San Augustine enrolled students. The researchers have limited the sample size to university students only to not only save time but also to cater to a younger demographic. A total of 23 students have responded to the questionnaire.

2.3 Data Collection

The survey questionnaire was conducted online using Google Forms. The platform is a free online tool that allows the researchers to collect information easily and efficiently [7].

2.4 Data Analysis

Once the data was gathered, the researchers were able to gain an understanding of the responses of the students. The data analyzed involved summarizing the responses. Furthermore, this data shall help the designers and developers in future development of the mobile application.

III. RESULTS AND DISCUSSION

This chapter presents the generated data and provides the data analysis and interpretation of the results.

3.1 Analysis of Technology Usage

The findings indicated in Figure 3.1 display that university students (82.6%) are highly reliant on technology for accessing university-related information. Which makes sense in today's generation having the majority of students that use smartphones daily.

How often do you use technology to access university announcements and events?

23 responses

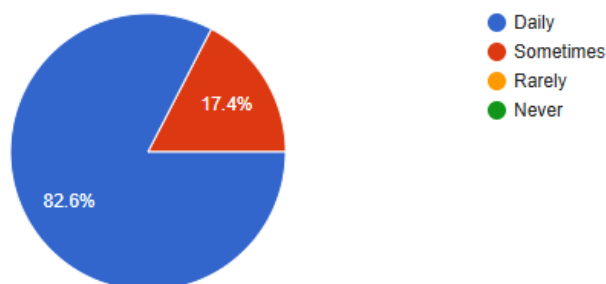


Figure 3.1 Technology Usage to Access University Announcements & Events

3.2 Analysis of Means of Receiving Information

The questionnaire indicates that all of the university students (100%) use Social Media as a means of receiving information as shown in Figure 3.2. This highlights the significance of social media platforms in disseminating information across the university.

Moreover, coming second, Word of Mouth (47.8%) suggests that university students get their information from their peers. However, this also suggests that there is a possibility for misinformation to spread quickly when it comes to important announcements or event details in particular.

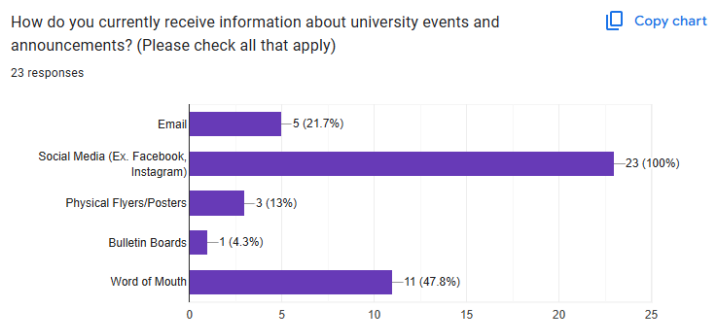


Figure 3.2 Technology Usage to Access University Announcements & Events

3.3 Analysis of Likelihood of User Downloads

Figure 3.3 shows a high level of interest among university students in using a mobile application for university announcements and events, as indicated by the respondents who are "Most Likely" (47.8%) and "Likely" (43.5%) to download the application.

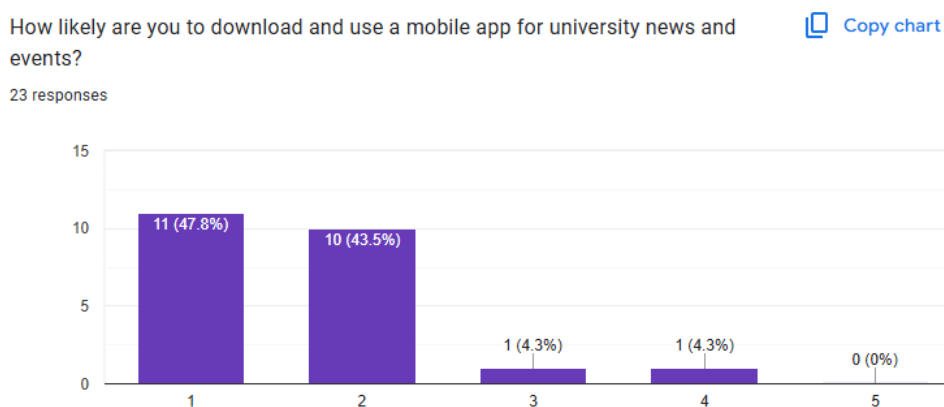


Figure 3.3 Likelihood of User Downloads

3.4 Discussion

The technology usage among university students suggests that there is a significant demand for a centralized platform. With the development of the mobile application, it will serve as a centralized platform for accessing university information. The researchers encourage the proposed mobile application as a reliable source of university information. This will mitigate the spread of misinformation and allow students to engage with the application.

IV. CONCLUSION AND RECOMMENDATION

The research was done to enhance information dissemination and student engagement at the University of San Augustine which are the main objectives of the study. The research findings showed a heavy reliance on technology among university students as a means of receiving information. The development of the mobile application, "USA Now!", aligns with the research findings in providing a centralized platform for university announcements and events.

A limitation that the researchers acknowledge is the relatively small sample size. For future reference, the researchers take into account the need for a larger sample size. Additionally, another limitation to note is the researcher-made questionnaires. The questionnaire has not been verified by an expert and it may be subject to bias.

On that note, the researchers recommend to survey the addition of key features that students may want to see be developed on the mobile application. Circling back, the application should serve as a reliable source of university information. Additionally, the researchers expect the support of the university in the process of development up until the deployment of "USA Now!"

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