

LocknCharge... it just makes life easier.

Mobile Device Survey at the University of Wisconsin



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- > Learn a little about BYOD challenges
- > See what students are saying about managing their mobile devices on campus
- > See how LocknCharge's FUYL Cell Station can make life easier on your campus
- > For more details about this story or the FUYL Cell Station, contact us at (888) 943-6803



Taming the BYOD beast

LocknCharge survey at the University of Wisconsin

Survey Highlights

- 72% will use the FUYL technology
- 67% need to charge at least one device every day during their time on campus
- Average number of devices per student is 2

What and When I charge

Typical response:

"Whenever my device needs a charge and where ever I can find an outlet."



Challenges – Mobile Devices on Campus

Mobile devices on campuses continue to grow bringing challenges regarding security and use. Professors are **integrating mobile devices into curriculum** and students bring anywhere from **two to three mobile devices with them every day**.

• Expectations

Students and faculty not only expect that they will be able to use their smartphones, tablets, and consumer-based apps in their academic work but also expect that their institutions' services will work as elegantly and effectively as commercial services

<http://www.educause.edu/ero/article/top-ten-it-issues-2013-welcome-connected-age>

• Trends

Supporting the trends toward IT consumerization and bring-your-own device

<http://www.educause.edu/ero/article/top-ten-it-issues-2013-welcome-connected-age>

• Research

The 2013 EDUCAUSE Center for Applied Research (ECAR) study on the Bring-Your-Own Device (BYOD) trend estimates that students will bring three to four Internet-capable devices to campus in the fall of 2013. CTIA, the wireless industry trade association, confirms this trend on a broader level, reporting in its 2012 semi-annual wireless industry survey that in Q2 2012, the number of cell phone devices in use in the United States exceeded the country's population. In addition, the data traffic for the previous twelve months grew 104 percent over the prior year.

<http://www.educause.edu/ero/article/top-ten-it-issues-2013-welcome-connected-age>

The Value Proposition

Students rely on mobile devices for communication, research, homework and classroom participation. These devices need charging throughout the day. Universities that provide easy access to secure charging technology for students and staff strengthen communication, facilitate focus and make life dependent upon "charged" mobile devices easier.

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Union survey results

- 2 - Average number of devices
- 2 - Average number of times charged per day on campus
- 100% carried their cell phone and laptop
- 14% carried a tablet
- 74% carried their charging cables
- 24% had used the FUYL charging station before the survey
- 72% will use it now that they know about it

Library survey results

- 2 - Number of devices
- 2 - Number of times charged a day on campus
- 100% carried cell phone
- 75% also carried a laptop
- 13% carry a tablet
- 71% carry charging cables
- 31% had used the FUYL charging station before the survey
- 53% will use it now that they know about it

The Survey

In December 2013, LocknCharge hired a student at the University of Wisconsin-Madison to survey students about their on-campus mobile device charging needs and challenges.

Ninety-five students were surveyed over fourteen days at two different locations on campus: a library and a student union. The FUYL Cell charging stations were placed in these locations in September. The charging station in the library was located just outside of an elevator and in the student union, the charging station was on the main level across from a café.

Questions:

The opening questions were quite basic.

How many devices do you typically carry? Cell, Tablet, Laptop, Other

Do you need to charge during the day? – How often? And Where?

Do you carry cables with you during the day – why or why not?

Next we described the FUYL charging station and showed them how it worked and then asked about their usage.

Have you used before – yes or no?

Now that you know this technology is available will you use – yes or no?

If yes – how often

If no – why not

Then we went on to product improvement types of questions

How can we make this technology even more useful to you?

How can we make your fellow students more aware of the charging station?

Finally we added some demographic type questions

Year in school and field of study?



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While 73 of the respondents hadn't used the FUYL Cell Station before the survey, 60 of these 73 students or 82% plan on using the FUYL Cell Stations several times a week. . .

Surveyor's Point of View

The student who conducted the survey found that students use the FUYL Cell Stations more in the Union than at the Library for a couple of different reasons. At the Union, she found students placing devices in or removing devices from the FUYL Cell Stations every time she went to do the survey. Most of the time, half of the FUYL Cell Stations were being used at any given time. This wasn't the case in the library.

Location. Location. Location - heavily impact the differences between the two venues and how often FUYL Cell Stations were used. In the Union, the FUYL Cell Stations is highly visible; in the library it is not as visible.

Respondents at the Union said they charge their devices while eating lunch or dinner, in between classes, or during any break they have in their schedule. The Union, a social environment in comparison to the Library, allows for students to take breaks from their schoolwork and charge their devices inside the secure FUYL Cell Stations. On the other hand, students at the Library stated that they often need to use their devices while studying and because the Library is so busy, once you leave a table it is quickly occupied by others.

After talking with 95 peers, the student found that the charging technology was enthusiastically and eagerly embraced. Students recommended many other locations around campus where the technology would definitely come in handy. The statistics show the FUYL Cell Stations are a highly valuable service.

Key Highlights

Students charge their devices:

- Whenever needed and where ever they can find an outlet
- When eating lunch
- Between classes
- Breaks during the day

- All 95 carried a cell phone
- 84 carried laptops
- 13 carried tablets

Top suggestions for promoting the charging stations were:

- Conduct more surveys or have a student standing by to explain the technology,online efforts such as website- social media – emails
- Big signs, bulletin board postings, table flyers
- Faculty and staff announcements

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Recommended Venues

Ideas where the FUYL charging station would be helpful to students ran the gamut from generalities to specific buildings. Ninety percent of the students had location recommendations. Below are a smattering of recommendations in no particular order.

- Wherever there aren't outlets (#1 answer) *"we are always looking for outlets"*
- Places where students like to take breaks
- Unions (#2)
- Business School (#3)
- Student Athletic Center
- Silent places on campus
- Dorms/ Dorm Dens
- Libraries
- Athletics facilities for basketball & football
- Hallways outside all major classrooms
- Coffee shops
- Health Sciences
- Outside test-taking facilities

Library Details

Students said the charging station would be better placed by the front desk, café or closer to the stairs

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- 2 - Average number of times charge a day on campus
- 100% carried their cell phone
- 75% also carried a laptop
- 13% carried a tablet
- 71% carried their charging cables
- 31% had used the FUYL charging station before the survey
- 53% will use it now that they know about it – but several still preferred it be located in the silent sections

Union Details

There seemed to be high awareness of the technology and energy around it; they just wanted the FUYL Cell Station located in a different location. The student population was more diverse with more equal representation across classes and disciplines (27 compared to 15 or less at the library).

- 2 - Average number of devices per student
- 2 - Average number of times charge a day on campus
- 100% carried their cell phone and a laptop
- 24% had used the FUYL charging station before the survey
- 72% will use it now that they know about it
- 74% carried their charging cables



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Overall Findings

While not all the respondents provided demographic information, 60 (or two thirds) were either freshman or sophomores. The Union had more juniors and seniors than the Library.

Based on this finding, there is the need for secure BYOD charging stations on campuses.



A value add technology? Absolutely! The students overwhelmingly (75%) endorsed the FUYL secure charging stations. Words such as "life saver", "just what I need" and "about time" were echoed by the respondents – a much needed solution for charging at least one of the two mobile devices they carry with them every day.

So What is this Technology

No Stress. Safe and Secure.

Our robust FUYL Cells are designed to secure valuable mobile electronic devices such as iPad devices, laptops, cell phones and more. Each Cell has five individually lockable compartments.

On the go charging.

Set up FUYL Cells in any environment and create a secure charging and storage facility. Perfect setup for schools, universities, convention centers – anywhere mobile devices are used.

Highly compatible.

Charge almost any device. Each compartment is fully equipped with a mains supply power outlet, as well as dual USB charging ports capable of delivering 2.1 amps. (iPad® compatible)

Modular and scalable.

Mount the FUYL Cells on a wall or stack them. It's your choice. FUYL Cells are designed to adapt to your space.

Fully Ventilated.

No worries. Uniquely designed for passive ventilation to minimize heating during charging. A fan can be added for additional air flow.

Easy to use.

Works just like a hotel safe. FUYL Cells come with digital locks for individual use 24/7.

Please note: Specifications and images are for illustration purposes only. Final product may differ. iPad is a registered trademark of Apple Inc.

About Us

LocknCharge is a company dedicated to the design, manufacture and functionality of the highest quality security, charging and transport solutions for mobile devices. Our vision is to be globally recognized as the most innovative and trusted brand in developing solutions for managing deployments of mobile technology. Our mission is to make life easier for organizations implementing mobile technology.



www.lockncharge.com