

(by means of the app presented in this paper) in order to request additional information from the university. We have received 53 complete answers, all of them from secondary school students, and their age range is 15-19. A majority of respondents (31 of them) are students in the last year of secondary school (the one previous to university admission).

The number of respondents (41%) who agree that receiving information through the iPad contributed to improve their understanding about UPM degrees is much higher than the number of the ones that disagree (15%). Additionally, more than 50% of respondents mention that the presence of iPads in the UPM stand caught their attention. Similarly, a majority (68%) responds that they regard UPM stand in the fair as one of the most technological advanced. This positive attitude is even higher when considering the respondents who are in the last year.

With regard to comments received through the open questions in the survey, some answers showed appreciation on the usage of iPads for orientation purposes. The possibility of downloading the app directly in the student cell phone or iPad was also highlighted.

4. Conclusions

The main objectives have been fulfilled: An app has been developed to support the task of the informant, which is easy to learn and efficient to use; the usage of the app in the AULA fair has contributed to better explain less known degrees in the overall offer; and the presence of iPads in the university stand has contributed to transmit the UPM image as a university on the cutting-edge of technology.

The results show how promising iPad technology is for marketing purposes, in particular where non-professional staff is employed in sales activities, as it is the case for universities in promotion events

addressed to prospective students. The adoption of a human-centred approach for the development of mobile apps is critical for obtaining a good usability level, leading to good results with limited training.

5. References

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