

MOBILE APP DESIGN

Publications and Digital Media Excellence Awards | **Marketing Materials/Mobile App**

Purpose, Planning & Outcomes | New District Mobile Communications App Design & Launch

The screenshot shows the Gilbert Public Schools website. The header includes the logo and navigation links: Home, Our Schools, District, Academics, Programs, Services, Thrive, Contact Us, Tours, Enroll, Families, and Calendar. The Families section is expanded, showing links to District Updates & Communications to Families, Download the GPS Mobile App, Family Newsletters & Archives, How to Contact the District & Your School, Task Force Updates, Online Learning Information, Distance Learning Plan, On-Site Learning Support Plan, Parent Technical Support, Sample Schedules, Learning Model Options Overview, Full-Time In-Person Learning On Campus Option, GPS Global Academy Online Option, and Preventative Measures In Place on Campus.

The main content area features a banner for the mobile app: "Gilbert Public Schools has a new mobile app that will keep you connected with the school and district news and information. The app delivers real time school news to your smart-device for fast, up-to-date access." Below this is a section titled "Download the GPS Mobile App" with a sub-header "Download the Free GPS District App". It includes a list of app features: View the latest news, View custom school calendars, Access the Families Hub, Receive important alerts, Access school and staff info, View menus and bus info, and Access enrollment, THRIVE, and more! It also shows the Google Play and App Store download buttons.

Below the app download section, there is a text block: "Stay connected easily with our GPS Mobile App! It's FREE and easy to download: 1. From a smart-device, go to the App Store® or Google Play Store® 2. Search for 'Gilbert Public Schools' 3. Then select the 'Gilbert Public Schools' app for free download 4. Don't forget to customize your app by selecting to follow your student's school calendar and notifications! School news in the palm of your hand, your new GPS mobile app is just a few taps away. Download it today!"

PROJECT PLANNING & HIGHLIGHTS

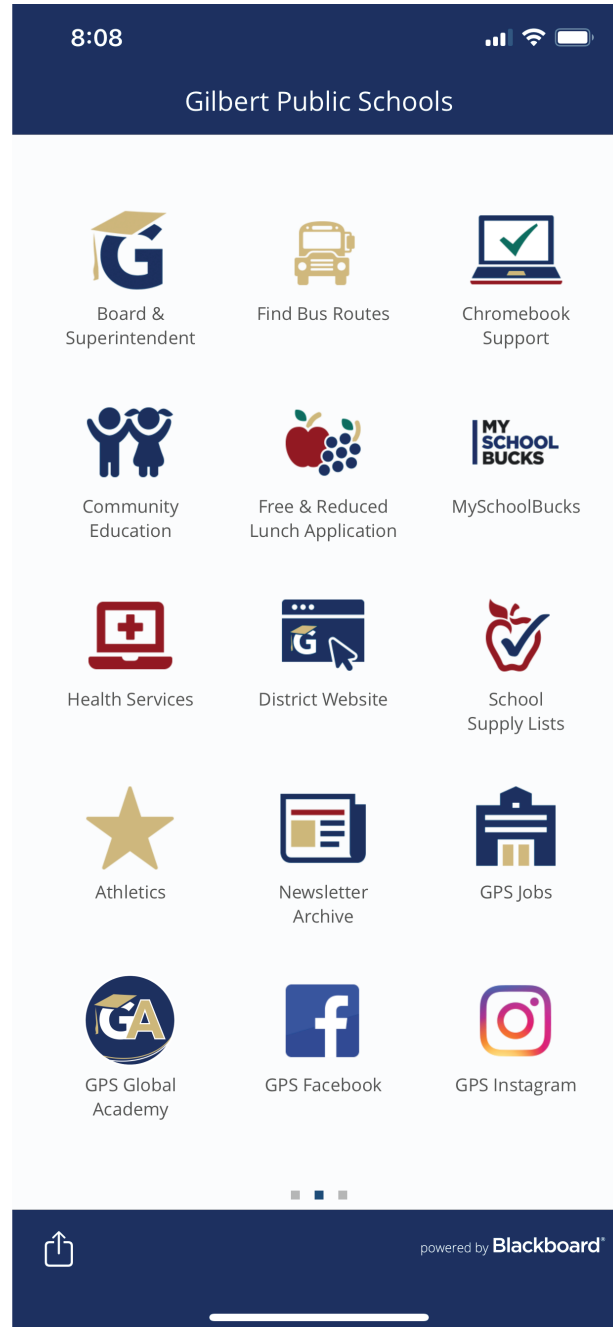
The GPS district launched its new Blackboard app with custom icons and calendars, social feeds, along with digital marketing for a successful launch.

Download app at
gilbertschools.net/app

App Downloads

2,750

Custom branded app icons, notifications, easy access to frequently accessed links and calendars.



Download app branded promotional graphics for school marquees, social, and websites.

2:57
Gilbert Public Schools
Welcome, GPS FAMILIES!
GILBERTSCHOOLS.NET/FAMILIES
Families Hub
CURATED FAMILY RESOURCES & DISTRICT COMMUNICATIONS
TOP STORIES
GPS Family Hub & Communications

3:02
Gilbert Public Schools
Board & Superintendent
Find Bus Routes
Chromebook Support
Community Relation
Free & Reduced Lunch Application
MySchoolBucks
District Website
School Supply Lists
Letter Archive
GPS Jobs

ANDROID APP ON
Google™ play

Download on the App Store

DOWNLOAD OUR
MOBILE APP
Follow your school and get notifications!

GILBERT
PUBLIC SCHOOLS