

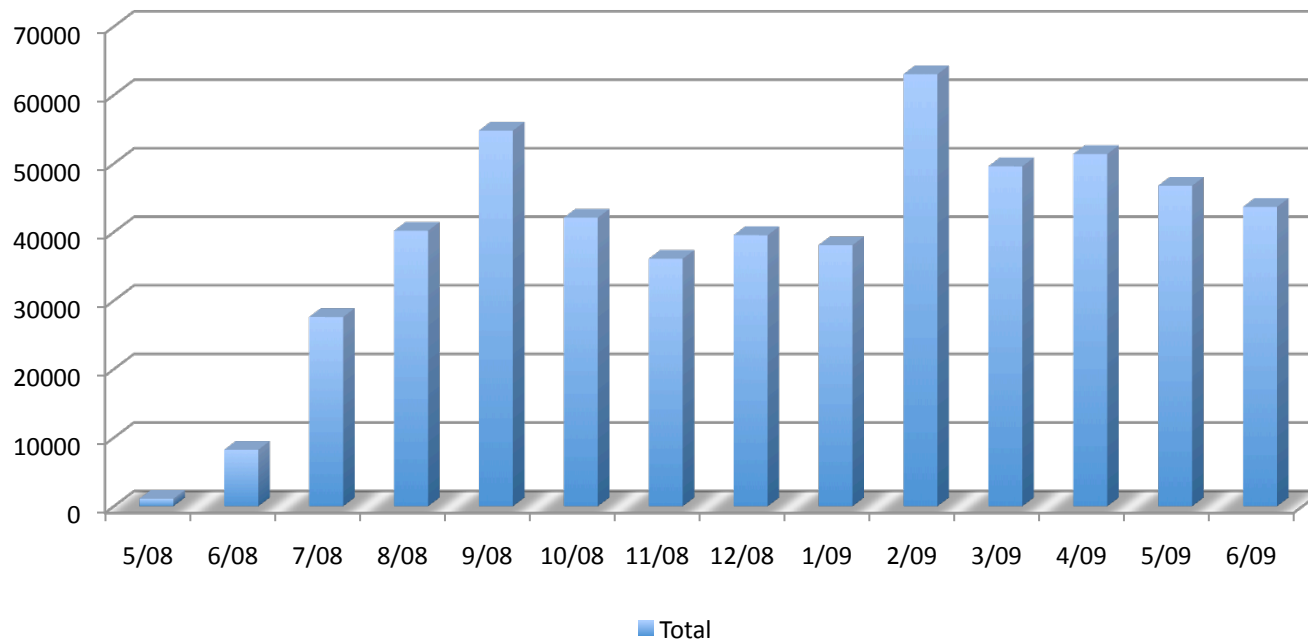
m.mit.edu

Traffic and Usage Statics

5/2008 – 6/2009

Monthly Page Views

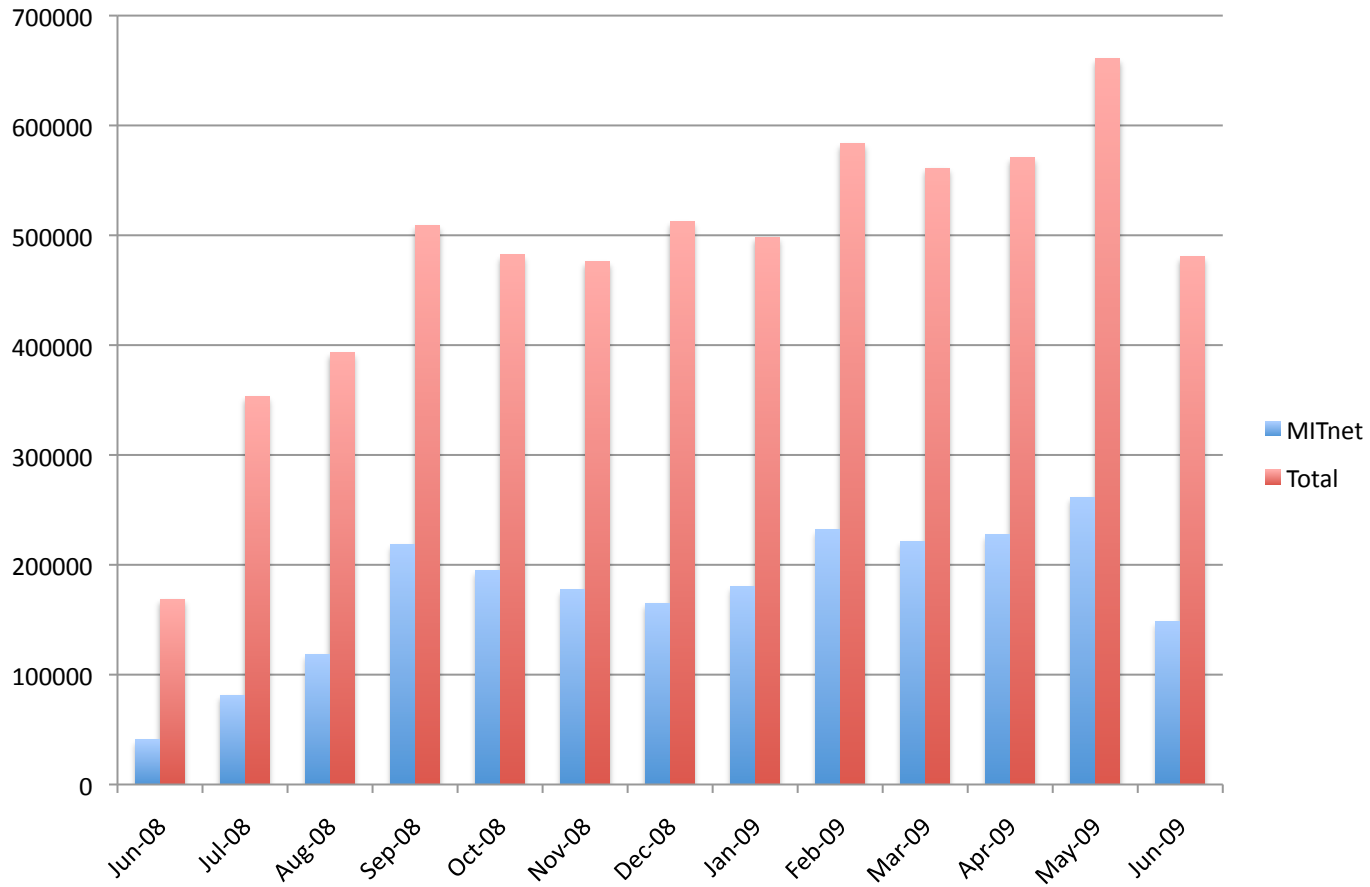
Monthly Page Views* (Conservative)



* Note: Page views are under reporting the actual usage due to mobile optimization that improves user experience. m.mit.edu forces browser caching on many mobile platforms. Actual usage numbers are higher.

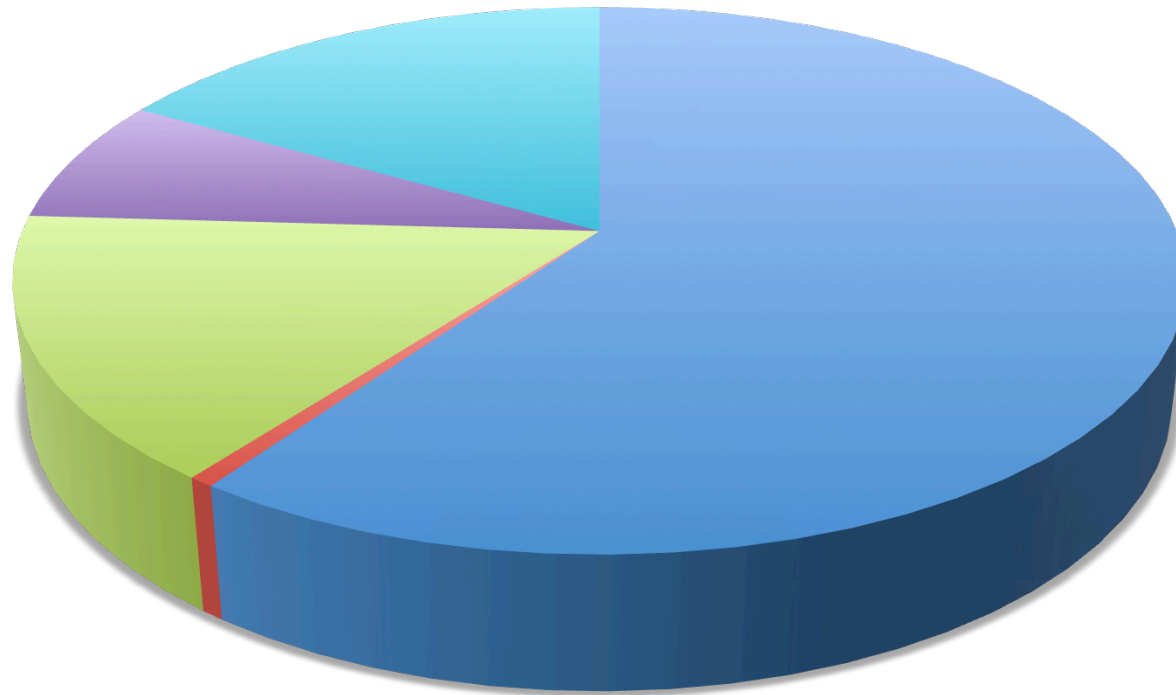
Monthly Hits

Monthly Hits (by IP address)



Traffic by Platform

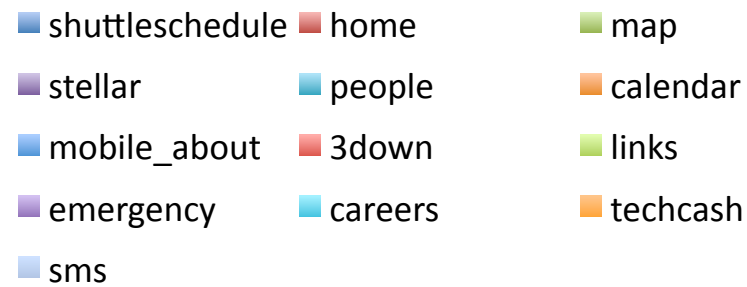
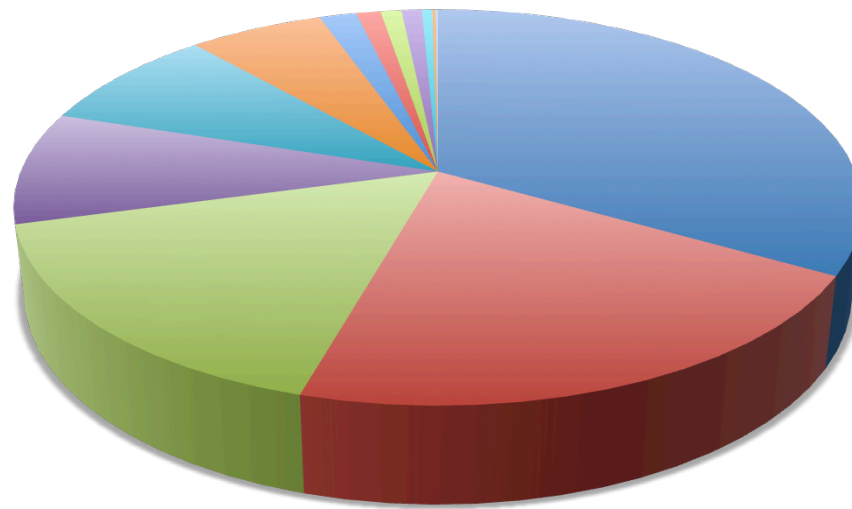
Traffic by Platform (5/08 – 6/09)



■ iPhone ■ Android ■ Smartphone ■ Feature Phone ■ Computer

Usage by Content

Usage by Content (% Traffic)



Current Development Activities

- MIT Mobile Web:
 - Platform Improvements: Browser Detection and new Touch UI, Authentication
 - Improved Modules: Campus Map 2.0, Personalized Stellar
 - New Modules: What's New, Personalized Home Screen, TechCASH, and Libraries
 - Open Source Project
- MIT SMS
 - Shuttle Schedule, People Directory, Stellar, Events Calendar, Emergency
- iPhone Native Application Development
- Documentation and Knowledge Transfer