Gravity

Product research: e- collaborative learning

Tecnológico de Monterrey

Challenge

Many universities are facing the challenge of eliminating the gap between the digital services they offer and those that students use in their daily lives, in order to provide students with an effective digital experience. One way to achieve this is to accompany students in the evolution of their learning and personal development needs, by means of technologies that allow us to create digital channels to offer services and obtain data that can be used to improve our service offerings over time.

Looking to answer this challenge, the questions to be resolved are: What digital solutions can we develop to balance the digital expectations of students, in terms of connection and collaboration with others within the Tec community? How can we make communication between the Tec community more accessible, direct and immediate? How can we take advantage of technology to create a central meeting point for the entire Tec community? Listening to the voice of its students, Tec de Monterrey has developed the TecNow project as the solution that seeks to reduce this digital expectation gap, through the Gravity product.

What is Gravity? How it works?

Gravity is a suite, currently in the pilot phase, based on a private social network that offers students information and the possibility of communication, offering a similar experience similar to what they are used to on other platforms, but with differentials in privacy, comfort, security and exclusivity, under the premise Mobile First, Cloud First and API First.

This social network is designed to be the central point of all digital interactions with the students and has the characteristic that its services and functions can be increased by connecting Micro Apps, each focused on solving one or more student needs.

Gravity has a feed with relevant news, notification section, events, individual and group chat, contacts, groups, fan pages, chatbot and a teaching and learning module
Students will be able to access Gravity through their smartphones and via web using cloud services. This solution is connected to the Tec de Monterrey digital ecosystem which allows us to interact with the data from the different channels
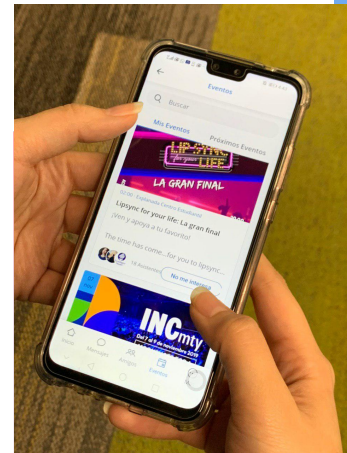
Learning outcomes

Gravity offers a meeting space for sharing knowledge where students learn in a flexible way with the quality of a faster response to changes in the environment than the traditional school system

It allows to share challenges and being part of a community that favors and promote leadership

It is a digital space for content collaboration and exchange that flows naturally among students, facilitating collective learnings

Return on investment

Improvement in the value delivered to students by giving them the opportunity to give real time feedback to the institution in a continuous, permanent and personalized way

This product follows our digital strategy to optimize our channels and reach more customers by generating more digital activity that allow us to enhance the interaction experience between students and the university

Gravity is part of our digital ecosystem, which will allow us to have interconnected services to analyze behavioral trends and improve decision-making through the data