



MyAirForceLife Mobile App Feature Update – Push Notifications

12 June, 2014 - In response to requests from Force Support Squadron managers and MyAirForceLife Mobile App users, the June 13 update of the mobile app will include “Push Notifications.” This feature will allow Content Management System (CMS) editors to quickly notify customers about time-sensitive specials. The app’s update will allow iPhone and Android phone customers to opt in and receive push notifications for activities or categories of interest. This style guide addresses best practices in using push notifications, and gives examples on how to best maximize push notification capabilities.

ENGAGE YOUR CUSTOMERS WITH RELEVANT MESSAGES

The goal is for mobile app users to look forward to your push communications. Make sure your message is pithy and direct. Think of it as a fun Twitter update crossed with a short informative email. Get to the point right away, as your customers will only scan the message for a second before deciding whether to act on it or ignore it. These messages are non-invasive - a tap on the shoulder if you will - but are a very powerful marketing tool if used effectively.

Over time, you’ll be able to tell which push notifications connect with your customers and which ones fall flat. Push Notifications are not intended for recurring information such as daily lunch specials but as an effective means of informing customers about unplanned or time-sensitive specials.

Do not overuse Push Notifications. This will result in users opting out of receiving notifications and may result in uninstalling the app altogether. Also, be specific as to which Category box is chosen for a push notification, such as Bowling. Do not check all categories because you think it will reach more people.

Although a push notification can contain up to 256 characters, the initial notification, which appears as a banner on the top of the smartphone screen, will only display 50 characters. Make sure your message hits home in that limited space. To assist with message composition, the Content Management System includes a character counter.

PUSH NOTIFICATIONS CAN FALL INTO CATEGORIES SUCH AS:

- A sale or deal which the customer needs to act on immediately to take advantage of:
During an unexpectedly slow period at the Bowling Center, the manager could “push” content for 2-for-1 bowling from 2-4 p.m.
- New product availability, especially if a demand has been expressed by your customers:
A Club announcement that the Grand Opening of the much-anticipated Pizza Place is Friday
An Outdoor Recreation push that it has finally received a long-awaited shipment of golf discs
- A discount code which can only be used for a very limited time:
“GoSpursGo” gets you 20 percent off today only on San Antonio tour packages at IT&T
- An unexpected event or opportunity for your patrons to take immediate advantage of:
A Ping club rep will be stopping by the Golf Course Pro Shop at noon today to demo this season’s new drivers – we just received word from the company

CONTENT MANAGEMENT EDITORS ARE NOT RESTRICTED TO MARKETING PERSONNEL

Activity managers are encouraged to complete the required training on FSKC to become certified and capable of communicating with their customers through this new feature of the MyAirForceLife Mobile App. Step-by-step directions for becoming a CMS editor are also available on download central.

CREATING PUSH NOTIFICATIONS IN THE CONTENT MANAGEMENT SYSTEM (CMS)

The Push Notification feature (Version 1.0) allows installations to submit one-way, time-sensitive, and targeted messages to patrons who have opted-in to receive them.

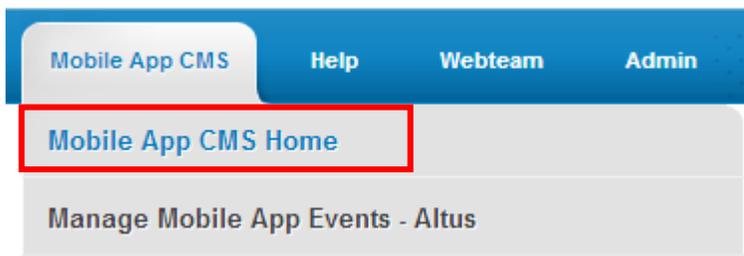
This feature has two components: 1) the transmitter, and 2) the receiver.

The “transmitter” is the “Send Push Notification” form in the MyAirForceLife Content Management System (CMS). The “receiver” is the MyAirForceLife Mobile App on each Patron’s device.

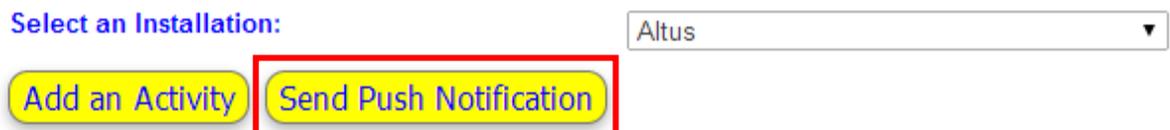
MyAirForceLife Content Management System Update

The CMS has been revised to include the “Send Push Notification” form. This form can be found by:

1. Logging into USAFServices.com with your CAC
2. Clicking the “Mobile App CMS Home” button from the “Mobile App CMS” dropdown menu.



3. Select your Installation (if you have access to only one Installation, it is automatically selected for you now).
4. Clicking the new “Send Push Notification” button



The “Send Push Notification” Form:

Submit Push Notification

[Click for Instructions](#)

Current Installation: Altus

Push Notification Message:

Character Count:

Expires In (hours): 1 hour Hour(s) 0 Minute(s)

Categories:

| | | | | |
|---|--|---|---|-------------------------------------|
| <input type="checkbox"/> Clubs | <input type="checkbox"/> Child Development | <input type="checkbox"/> Arts & Crafts | <input type="checkbox"/> Golf | <input type="checkbox"/> Employment |
| <input type="checkbox"/> Dining | <input type="checkbox"/> Family Child Care | <input type="checkbox"/> Auto Hobby | <input type="checkbox"/> ITT | <input type="checkbox"/> Libraries |
| <input type="checkbox"/> Air Force Sports | <input type="checkbox"/> Youth Programs | <input type="checkbox"/> Bowling | <input type="checkbox"/> Outdoor Recreation | <input type="checkbox"/> Lodging |
| <input type="checkbox"/> Fitness Programs | <input type="checkbox"/> Aero Club | <input type="checkbox"/> Community Center | | |

[Send Push Notification](#)

This form requires 3 things:

1. The “Push Notification message”
2. The “Expires in” value
3. And the selection of at least one “Category”

Push Notification Message

The Push Notification message field allows for up to a text message of up to 256 characters, due to an Apple limitation for message length. This version only supports text: alpha-numeric and punctuation. It does not support the inclusion of hyperlinks.

Expires In

The “Expires in” value is specific to Android devices. This setting allows Content Editors to specify when this message is no longer valid. This is useful in cases where a device does not have an internet connection for an extended period of time.

Example:

If the Bowling Center realizes they have made too many pizzas for a birthday party, they may want to offer slices at a discounted rate for the next 2 hours. As a Content Editor, I would enter the information about the special. I would specify the “2 hour” limit and select the “Dining” and “Bowling” categories as the special applies to both. If a patron’s device is not connected during those 2 hours, you would not want them to receive the message after the 2 hour limit. In that case, you would specify “2 hours” using the dropdowns provided.

Categories

Categories correspond to the same categories patrons can select from within the mobile app. Selection of one or more categories in the mobile app constitutes an opt-in condition.

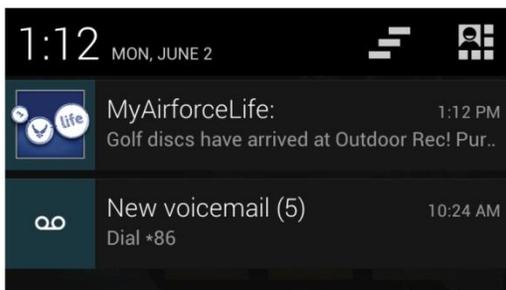
Example:

A patron and app user, who is an avid bowler and also works on the installation, wants to receive information about food specials for lunch. Within the app, this patron would select categories such as “Dining” and “Bowling.” When the previous example about the pizza slice special is transmitted, the patron would receive the message.

Disclaimer: Android and Apple organizations state that push notification services do not guarantee that every device will receive every push notification.

Push Notification Examples

Preview



Full Message

