OU Mobile VLE: extending the reach of studying through the mobile web

Conference or Workshop Item

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Version: Version of Record

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OU Mobile VLE: extending the reach of studying through the mobile web

Use of 'dead time', mobile use also includes that on sofa
Mobile phone contracts predominate (from current user sample)
Usage: Touch phones (up) Smart phone (down), changing bi-yearly
Assessment [scores] remain a key driver
More frequent visits via mobile over the 2010 period
Reading updates and forums are the most completed activity
Accessing different parts of Study Planner important
Switching view or mode depending on requirement
Downloadable resources preferred in standard formats
OU app for adding multimedia rather than 3rd party/intermediates
Self-help, FAQ-based and crowd-source online support sufficient for device specifics

Surveys taken in October 2010 with n=557 responses, followed up by ongoing feedback.

Mobile-optimised smart/touch-phone interface: 'Launchpad view'

Activities optimised for smaller screens, concentrating on key and usable functions.
Navigation and optional features separated out.
Signposting to activities in planner, sub-pages and embedded throughout. Tool development for mobile now mainstreamed. Some constraint on text entry in first release.

Thick-client/HTML5 apps in prototype, including:
- Tokenised (easier) sign-in, with 2-tier authentication
- Cached content packages – incl. multimedia and eBooks
- Mobile services for distance and blended learning
- Rich media contribution and collaboration

What next?
Extending mobile theme to other access points.
Realigning subject-based entry points around qualifications.

Current usage levels from viral, peer and self-discovery with no publicity.
Longitudinal research will add further qualitative data for evaluation.

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