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

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Student survey feedback
- Use of 'dead time', mobile use also includes 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

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

- Current VLE platform
- Legacy VLE platform

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.

Device Support
- Legacy devices [read-only launchpad]
- Smart/touch-phone tabbed view
- Tablets and optional launchpad

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

Thin-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

Generic guidance and device-specific peer support

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