Mobiles and Collaboration, covering OU Live and OU Anywhere

Conference or Workshop Item

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oro.open.ac.uk
Mobile Learners & Collaboration

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Learning Systems Team, IT

This presentation: goo.gl/WIT607
Student device usage & mobile trends
Monitoring and reporting high-level usage by student/browser and device/platform

2006-2013 retrospective data

addition of device autodetection in Summer'08

some switching of views (to desktop-theme) persists
StudentHome & VLE device trends

OU Anywhere app released Jan/Feb 2013
note that the total student/device numbers are indicative only - students found to have on average 2.3 devices
Spot-checks, and snapshots taken of the VLE - relating back to module activities over the monthly period.
Looking at impact of new devices on the market (but cannot currently quantify):

4” smartphones and 10” tablets complemented by 7” devices - different user characteristics, types and length of activities undertaken. Orientation and responsive/adaptive design
"Mobile VLE" delivered on the web
Mobile VLE - on all live modules - for 'handheld' mobiles.
While tablet experience similar to desktop, still a constrained Mobile Operating System
Mobile support in Learning Systems now mainstreamed and updated in parallel
Mobile web approach on Qualifications
OU Staff demonstrator - Mobile VLE

Included below the menu is a simple form to generate the URLs needed to force your mobile browser (or desktop*) to show a specific VLE module or workspace in the Mobile VLE view.

* Please note that in order for a desktop browser to give you a feel for how this looks, you normally need to resize the window so it is sufficiently narrow. This does not work well in MSIE - but is successful on Firefox, Safari or Chrome. The popup window used below uses typical mobile resolution.

Also note that the mobile renderer is only for Moodle websites that use the OU Study Planner view.

For further information on the evolution of the current Mobile VLE for the majority of students, and its future direction in VLE2, please view blog entries via: www.open.ac.uk/blogs/ctleam/?p=19

If you are viewing this page on-screen and want to quickly access using a phone that understands barcodes, you may like to snap this QR code which should launch the mobile version of this page.

For information, if students come through StudentHome mobile or directly to the VLE on a device, then there is device detection in place, and a cookie set that should automatically show the mobile optimised views. This is likely to be the method increasingly used to enable other OU websites to become mobile-friendly.

As explained in a related JET TechTalk, now that more sites are in VLE2 then an additional button has now been added.

The screenshots below show a typical comparison between what is shown on an approximation through the popup and what would actually be seen on a mobile device. It might be useful to note that the desktop Safari browser and iOS are the closest match in terms of fonts and sizing, but other browsers (incl. on mobile devices) allow for more customisation over these options to suit the user.

Guidance menu

WiFi
Devices
Applications
Bookmarks/QR/barcodes
Emulation
Mobile Experiences
Mobile Strategy

Module websites

* Staff demo - Mobile VLE
* Structured Content
Tips and tricks
Internal links for OU staff

Enter in the full module code and presentation of the website you would like to view:
e.g. AR123-11A or the workspace 'shortname'.

Alternatively if you know the Moodle course ID, enter below:

Generate:

URL on VLE1  URL on VLE2

You may need to sign in before you get to your Mobile VLE page. You may also need to switch back to the 'Desktop view' when you next connect using your web browser normally.

Try this out via:
goo.gl/TMcPF

[desktop/laptop usage]
Staff device usage & proportions
Data for Jan’14
Tutor platform use ALL VLE in 2013

Internal staff platform use ALL VLE in 2013

Tutor usage trend 2012-2013

Internal staff usage trend 2012-2013

2013 retrospective data
2013 retrospective data
Other services, support & guidance
Library on mobiles
Mobile-friendly sign-in

StudentHome mobile redesign
Mobile access to OU Google Apps
Advice and guidance material for self-help, prior to wider publicity
Try this out via: m.open.ac.uk

[mobiles & tablets]
Student feedback: curricular use
Daisy Mwanza-Simwami, and IET colleagues, 2013

D.Mwanza-Simwami@open.ac.uk
What Devices Do Our Students Use? (Jan 14 update)

This updates Tech Note 4 (Oct 12), using newer and more detailed data from IT on student VLE usage.

Study Devices

Responses from 607 OU students who completed LTS's second ICT survey in Summer 2013 showed that:

- Each student has an average of 2.3 devices which they use for OU study purposes (2012: 2.2)
- 80% of first devices are PCs (2012: 95%) and 71% of these are laptops (2012: 64%)
- 31% share their first device with other family members (2012: 34%)
- 5% use a work, college or public computer as their first device (2012: 5%)
- 55% of second devices are 'mobile' (phones or tablets) (2012: 44%)
- 9% use a phone or tablet as their primary device for study (2012: 5%)
- 90% connect via home or mobile broadband (2012: 97%) and 86% connect at >2Mbps (2012: 90%)
- Win 7 is the most popular OS (41%) and Chrome (latest version) is the most popular browser (23%)

Platforms and Browsers

The following information is based on visits to any VLE site by unique student and device combinations. This means a student using the VLE three times in a month on a single device would count as one visitor making three visits; a student visiting twice on their PC and once on a tablet would count as two visitors making 2+1 visits. Any small inconsistencies in numbers are due to the exclusion of minor device types.

VLE Visitors by Device Category

<table>
<thead>
<tr>
<th>VLE Presence</th>
<th>All devices</th>
<th>Desktop/laptop</th>
<th>Mobile phone</th>
<th>Tablet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors</td>
<td>243,967</td>
<td>169,613 (70%)</td>
<td>40,050 (16%)</td>
<td>34,256 (14%)</td>
</tr>
<tr>
<td>Visits</td>
<td>21,506,692</td>
<td>1,519,283 (53%)</td>
<td>538,316 (18%)</td>
<td>47,567 (16%)</td>
</tr>
<tr>
<td>Page views</td>
<td>24,261,071</td>
<td>20,669,090 (55%)</td>
<td>1,236,072 (6%)</td>
<td>2,254,993 (9%)</td>
</tr>
<tr>
<td>Avg visits per visitor</td>
<td>10.3</td>
<td>12.1</td>
<td>5.7</td>
<td>10.1</td>
</tr>
<tr>
<td>Avg page views per visit</td>
<td>5.7</td>
<td>6.4</td>
<td>9.1</td>
<td></td>
</tr>
<tr>
<td>Avg page view duration</td>
<td>8 min 40 sec</td>
<td>11 min 28 sec</td>
<td>6 min 13 sec</td>
<td>10 min 46 sec</td>
</tr>
<tr>
<td>Avg presence/visitor/month</td>
<td>14 hr 22 min</td>
<td>23 hr 18 min</td>
<td>3 hr 27 min</td>
<td>11 hr 49 min</td>
</tr>
</tbody>
</table>

VLE Visitor Presence by Device Category (1-30 Nov 13)

The information from the LTS Technical Working Group aims to provide early warning of any possible development and support issues. It is not intended to act as a substitute for authoritative guidance or policy that may follow from discussions.
Apps & OU Anywhere
Downloads

Applications available for downloading will be linked from this page.

Some of the apps will be available via the Apple iTunes Application Store or the Android Market and others will be made available by Open University staff either as a finished applications or as prototypes to aid our testing.

OU Anywhere

OU Anywhere is an app for students of The Open University available on both iOS and Android. If you are a Level 1 or 2 student and starting a module in 2013 you can now access your printed course materials and other downloadable files for use offline. Level 3 content will be delivered later in 2013 and beyond.

Chinese Characters First

Learning to read Chinese begins with the first sight learning.

- The complex
- Matching each
- Choose a

This is an extinct version of Chinese Character. This frequently used 400 plus characters. If you just write, you get this step-by-step.

The Open University

The Open University is a world famous university that offers degrees and postgraduate course online. The University is based in Milton Keynes, England. This is a mobile app that provides free access to the University's content and resources.

The app allows you to access the latest news and updates from The Open University. You can also view modules and courses offered by the university. The app also includes a search feature that allows you to find specific courses or modules.

There are several ways to use The Open University app. You can browse through the different modules and courses offered by the university. You can also search for specific courses or modules using the search feature. Additionally, you can access the latest news and updates from the university.

The app is available for free on both the iOS and Android platforms. It is a great resource for those who are interested in learning more about The Open University and its offerings.
Initial version created as ‘native’ specific apps for iOS & Android only. Now cross-platform, more open ‘HTML5’ approach allowing enhancements.
Staff use of OU Anywhere

OU Anywhere allows you to download your core learning materials to your mobile device as ebooks via the OU Anywhere app, or from this page. These are not additional materials; they contain the same content as the printed materials you received in your module mailing. Note that a PDF is supplied when the content of learning materials is incompatible with current ebook standards. If your module has audio-visual materials that are provided to you on CD(s) and/or DVD(s), you can download mobile-optimised versions via the OU Anywhere app.

Every effort has been made to ensure the content works in these formats. These digital versions do not replace the module website or other content that may be available on your module CD(s) and/or DVD(s). You still need to engage with them.

The page numbers on your device are determined by your screen and font size and so will vary from the printed version. When referencing, always refer to the printed versions for page numbers. When modules do not provide printed materials, refer to module guidance, your forums and guidance from your tutors.

Some of these files can be large and may be slow to download. We recommend you download them only when using your home wireless connection or at a free WiFi access point.

Further information on using the app can be found in the OU Anywhere section of the OU Computing Guide.

ePub files

- **Book One**: 1.9MB
  - Book one provides an introduction to some of the key influences affecting different business organisations such as culture, structure, ethics and the external environment. It provides an overview of the different functions within a business and how they work together and offers an insight into some of the issues facing small businesses and entrepreneurs.

- **Book Two**: 1.8MB
  - Book two is an introduction to managing people and the role of the human resource management (HRM) function within business. It also discusses some of the main HRM activities such as recruitment, job design and managing performance.

- **Book Three**: 4.5MB
  - Book three is an introduction to accounting and financial management in business which looks at why the raising of funds and...
OU Anywhere

CURRENT INSTALLS BY DEVICE

<table>
<thead>
<tr>
<th>Device</th>
<th>Your App</th>
<th>All Apps in Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Android 4.4</td>
<td>5,609</td>
<td>38.56%</td>
</tr>
<tr>
<td>Android 4.1</td>
<td>2,833</td>
<td>19.48%</td>
</tr>
<tr>
<td>Android 4.2</td>
<td>2,385</td>
<td>16.40%</td>
</tr>
<tr>
<td>Android 4.3</td>
<td>2,278</td>
<td>15.68%</td>
</tr>
<tr>
<td>Android 4.0.3 - 4.0.4</td>
<td>990</td>
<td>6.81%</td>
</tr>
<tr>
<td>Android 2.3.3 - 2.3.7</td>
<td>418</td>
<td>2.87%</td>
</tr>
</tbody>
</table>

Itunes Connect

iOS Monthly downloads

iOS Cumulative downloads
Mobile collaboration...
Mobile available since Q4 2013
iOS & Android/Kindle Fire app provided - Basic OU support only [mobiles & tablets] v2 expected later in Summer’14

NO expectation on use - enhancement to current (desktop) provision only at present - due to limited functionality and interaction
Launched as normal from browsing via mobile web
Download the Collaborate app as required [iOS/Android only]

Due to our VLE integration, after downloading the app, you may need to launch the session again from the browser links.
trend similar to desktop - while Collaborate app available, not explicitly mentioned nor OU initial support until Dec’13
Google Apps and group work
Google Docs upgraded to Drive
Google Apps

Sessions:
- All Sessions: 72,947
- Mobile and Tablet Traffic: 5,406

Users:
- All Sessions: 38,031
- Mobile and Tablet Traffic: 3,494

Operating System Sessions % Sessions
1. iOS: 2,639 49.93%
2. Android: 1,821 33.68%
3. iPad: 570 10.54%
4. iPhone: 146 2.70%
5. iPod: 72 1.33%
6. BlackBerry: 35 0.65%
7. Windows Phone: 33 0.61%
8. Windows: 23 0.43%
9. SymbianOS: 5 0.09%
10. (not set): 1 0.02%

Student access point

Mobile access point

Sessions: 1,507
Users: 1,063
OU Annotate and shared experiences
OU Annotate mobile

Within this document you last viewed: Touchscreen use

Table of contents

OU Annotate mobile

OU Annotate mobile allows you to bookmark and comment on OU websites using a tablet. Tablet-specific aspects of OU Annotate mobile are explained here. Refer to the general OU Annotate guidance for general instructions on how to use the manager and toolbar.

Bookmarks and bookmarks

A bookmark is a 'favourite' URL or 'internet-based shortcut' that is stored on a device. You can select it to view an area of the internet rather than typing the whole URL into a browser every time you want to visit the website.

A bookmarklet is like a bookmark but includes some programming (usually JavaScript) that extends its features and usually performs a function when selected. If you've used the OU Annotate toolbar on a desktop or laptop computer before, the bookmark that activates OU Annotate is in fact a bookmarklet.

OU Annotate mobile on smartphones

OU Annotate mobile is not suitable for small-screen, low-resolution devices like the majority of smartphones. Although it is possible to use OU Annotate on any smartphone, using the toolbar while trying to read or highlight text on a small screen is impractical. You can however use OU Annotate to bookmark content to read and annotate later when using a different device.

Some large-screen (~6 inch) high-resolution smartphones like the Galaxy Note series (sometimes called a 'large mobile device', phone-tablet or 'phablet') may be usable. However there may be issues with small 'touch zones' on these devices.

We therefore strongly recommend that OU Annotate mobile is used on tablet devices with displays at least 7 inches in size.