Mobile Impact: 2013 and beyond

Conference or Workshop Item


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Version: Version of Record

oro.open.ac.uk
Questions about the mobile consumer?

Our Mobile Planet has answers.
Learn about smartphone adoption and usage across 48 countries. Create custom charts to deepen your understanding of the mobile consumer and get the data you need to guide your mobile strategy.

Create your chart
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 697 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)
- 85% 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%)
- 53% of second devices are 'mobile' (phones or tablets) (2012: 44%)
- 94% use a phone or tablet as their primary device for study (2012: 93%)
- 96% connect via home or mobile broadband (2012: 97%) and 86% connect at >2Mbps (2012: 80%)

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 visit; a student visiting twice on their PC and once on a tablet would count as two visits. Any small inconsistencies in numbers are due to the exclusion of minor device types.

VLE Visitors by Mobile Device Type

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Visitors</th>
<th>Visits</th>
<th>Page views</th>
<th>Avg visits per visit</th>
<th>Avg page views per visit</th>
<th>Avg page view duration</th>
<th>Avg presence/visitor/month</th>
</tr>
</thead>
<tbody>
<tr>
<td>iPhone</td>
<td>14,000</td>
<td>1,214</td>
<td>18,000</td>
<td>10.3</td>
<td>5.7</td>
<td>8 min 40 sec</td>
<td>14 hr 22 min</td>
</tr>
<tr>
<td>Android Phone</td>
<td>10,000</td>
<td>9,000</td>
<td>12,000</td>
<td>9.5</td>
<td>4.5</td>
<td>11 min 28 sec</td>
<td>10 min 46 sec</td>
</tr>
<tr>
<td>Android Tablet</td>
<td>5,000</td>
<td>4,500</td>
<td>6,000</td>
<td>7.5</td>
<td>3.7</td>
<td>12 min 15 sec</td>
<td>11 hr 49 min</td>
</tr>
<tr>
<td>Windows Tablet</td>
<td>3,000</td>
<td>2,700</td>
<td>3,000</td>
<td>5.5</td>
<td>2.5</td>
<td>10 min 30 sec</td>
<td>8 hr 22 min</td>
</tr>
<tr>
<td>Windows Phone</td>
<td>2,000</td>
<td>1,800</td>
<td>2,000</td>
<td>4.5</td>
<td>2.2</td>
<td>10 min 45 sec</td>
<td>7 hr 45 min</td>
</tr>
</tbody>
</table>

VLE Visitors by Device Category

<table>
<thead>
<tr>
<th>Device Category</th>
<th>Visitors</th>
<th>Visits</th>
<th>Page views</th>
<th>Avg visits per visit</th>
<th>Avg page views per visit</th>
<th>Avg page view duration</th>
<th>Avg presence/visitor/month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop/laptop</td>
<td>169,613</td>
<td>40,650</td>
<td>206,000</td>
<td>12.1</td>
<td>6.2</td>
<td>11 min 16 sec</td>
<td>23 hr 18 min</td>
</tr>
<tr>
<td>Mobile phone</td>
<td>2,050,283</td>
<td>208,210</td>
<td>2,247,957</td>
<td>9.8</td>
<td>5.1</td>
<td>6 min 13 sec</td>
<td>6 hr 27 min</td>
</tr>
<tr>
<td>Tablet</td>
<td>206,699,090</td>
<td>1,226,072</td>
<td>344,254</td>
<td>8.1</td>
<td>5.5</td>
<td>10 min 28 sec</td>
<td>11 hr 49 min</td>
</tr>
</tbody>
</table>

This information from the LTS Technical Steering Group aims to provide early warning of any probable development and support issues. It is not intended to set across any detailed or authoritative guidance or policy that may follow from these data.
Student device usage & mobile trends
Monitoring and reporting high-level usage by student/browser and device/platform

Addition of device autodetection in Summer'08

Some switching of views (to desktop-like) persists
StudentHome & VLE device trends

Device breakdown - unique student/browser combination [may have multiple devices]

Devices used by Students on StudentHome
[Data above ~250 unique IDs used in Graph]

Devices used by Students on ALL VLE-learn*open
[Data above ~60 unique IDs used in Graph]
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: 4” smartphones and 10” tablets complemented by 7” devices - different user characteristics, types and length of activities undertaken. Orientation and responsive/adaptive design.
Staff device usage & proportions
Devices used by Tutors on ALL VLE in 2013

Devices used by Internal staff on ALL VLE in 2013
"Mobile VLE" delivered on the web
Mobile VLE - on all live modules - for 'handheld' mobiles

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

1. Latest News
2. Unread Forums
3. Study Planner
4. Resources

First released: October 2011

Module homepage

Resources

Device Support • legacy devices [read only launchpad] • smart/touch phones tabbed view • tablets and option to switch theme

General principles • web optimisation for device-agnostic BYOD • learning design for distance education and online narrative • collaboration and contribution, not just browsing
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 render 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 here: www.open.ac.uk/blogs/nuiner/2010/19

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

For information, if students come through StudentHelp 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 Tech talk, 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 as 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.

Try this out via: goo.gl/TMcPF [desktop/laptop usage]
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:

[mobiles & tablets]

The Open University is adapting many of its websites to be more mobile friendly. The following key services are currently mobile-optimised or accessible via apps.

- **StudentHome mobile** — you can get the mobile-friendly version of StudentHome by tapping on 'Mobile view' at the top of the student homepage.
- Your qualification and module website (via StudentHome) has also been optimised for mobile devices (for information see [Using a mobile device](#)).
- **OU Library Services** — explore library resources, find forthcoming online training sessions, or [learn more](#) about the library.
- **OU Anywhere** — giving access to core module materials, downloadable offline.

**Mobiles**

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Talk about mobile device-specifics

Discuss using your mobile device with other students and learn from their experiences in our [Mobile peer support forums](#).

Generic self-help materials and peer support forums for specifics
Student feedback: curricular use
An investigation into the use of Mobile VLE in OU teaching and learning

Daisy Mwanza-Simwami, and IET colleagues

D.Mwanza-Simwami@open.ac.uk
**Activities**

- Reading learning materials
- Reading messages on forums
- Posting messages on forums
- Downloading files
- Uploading files
- Other activities

**Location**

- Anywhere
- Around OU premises
- At home
- At work
- Abroad
- On public transport
- Public places + free Wi-Fi
- Other location(s)

**Usage Frequency**

- Everyday
- A few times a week
- Once a week
- Once a month
- Less frequently

**Motive**

- Module prerequisite requirements
- Assessment criteria
- Assignment submission deadline
- Module guide
- Working in teams
- Collaborating with other learners
- Other
Apps & OU Anywhere
Downloads
Some of the apps will be available via the Apple iTunes Application Store or the Android Market and others by Open University staff either as 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 iOS6 and Android. If you are a Level 1 or 2 student and starting a module in 2013 you can now access your printer friendly materials and downloadable files for use offline. Level 3 content will be delivered later in 2013 and onwards.

Chinese Characters Finder
This new version of Chinese Characters Finder has nearly 400 characters for you to practice the stroke-by-stroke way of writing, get the stroke-by-stroke way of writing.

appstore.open.ac.uk
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

Note that it may take an overnight process to add a module to your account.
Mobile collaboration? Nearly...
Available since **Q4 2013**
iOS & Android/Kindle Fire app available - Basic OU support only
[mobiles & tablets]
Try: Log in using your normal OU account via goo.gl/ZvE Ao
Download the Collaborate app as required [iOS/Android only]

learn3.open.ac.uk/site/OU-Live
Upcoming release(s)

Currently suitable for basic webinar format only - slides and appshare with voiceover and minor text/vote participation

Enhancing for more interactivity and moderation, including web tour, breakout rooms and video as well as multimedia

Full interaction on whiteboard unlikely/deferred at present

Viewing replays on mobile will become more automated with MP4 video and MP3 audio. Live playback not possible
Google Apps and group work
Shopping List

- Skim Milk - 1 gallon
- Celery - 1 bunch
- Carrots - 1 bag
- Squash - 1
- Pears - 5
- Tomatoes - roma (5)
- Potatoes - 5 lb bag

Google Docs upgraded to Drive
OU Annotate and shared experiences
OU Annotate mobile

Within this document you last viewed: Touchscreen use

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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.

Tip: hold ⌘ and click a link to open it in a new tab. (Hint tip)

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 a bookmark but includes some programming (normally 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.
Future opportunities to try out & talk
Spring briefings & drop-ins

[ Opportunities to talk with **OU Live** team, being arranged by LTS Media for next few months ]

Learn About Fair on 26\textsuperscript{th} Feb 2014

http://learnabout.open.ac.uk/

11:30 AM – 2:30 PM, Jennie Lee Building

Learning Systems team drop-ins last Thursday every month
This presentation: goo.gl/3nTfIc

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intranet.open.ac.uk/learning-systems