Mobile usage – where are we now?

Conference or Workshop Item

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oro.open.ac.uk
Mobile usage - where are we now?

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Learning, Media & Collaboration, IT
go0.gl/a3vFn5
StudentHome & VLE device trends

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

StudentHome (manual device allocation) OLD DATA MODEL to end-2013

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.

These spot-checks were originally carried out in July’12 and indicated higher use with students away from base.
Spot-checks, and snapshots taken of the VLE - relating back to module activities over the monthly period attempts being made to try to systemise this analysis - currently manual from differing data sources
Spot-checks, and snapshots taken of the VLE - relating back to module activities over the monthly period.

Data cleaning still in progress.

% enrolled students on VLE2 in March 2015, by CAU: averaged

% of enrolled students on VLE2 in March 2015 using [handheld] mobiles, by module.
Changing behaviours, monitoring platforms

2011-2013 retrospective data; Chrome/IE switch Q1 2014

Also 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
Comparing services

latest data

**OPERATING SYSTEM MAJOR VERSION**

- Reporting period: 01-Mar-2015 until 31-Mar-2015
- Event filter: VLE - ALL servers (VLE1.0 and VLE2.x)

**WEB BROWSER MAJOR VERSIONS**

- Reporting period: 01-Mar-2015 until 31-Mar-2015
- Event filter: VLE - ALL servers (VLE1.0 and VLE2.x)
Staff device usage & proportions
Monthly snapshots of all platform use on VLE learn2 - module websites
2013-2014 retrospective data
Device fragmentation / platform distribution
Global picture from App Stores

As measured by the App Store on March 30, 2015.

Data collected during a 7-day period ending on April 6, 2015. Any versions with less than 0.1% distribution are not shown.
OU mobile apps
OU Anywhere

19.2K installs to-date

iTunes Connect

63.0K installs to-date

iOS Monthly downloads

iOS Cumulative downloads
Note that it may take an overnight process to add a module to your account.
Data Warehouse [VLE]  intranet.open.ac.uk/datawarehouse
## App Store comparison

<table>
<thead>
<tr>
<th>CURRENT INSTALLS BY DEVICE ON 20 APR 2015</th>
<th>YOUR APP</th>
<th>ALL APPS IN EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="checkmark" alt="Android 4.4" /> Android 4.4</td>
<td>7,149</td>
<td>37.22%</td>
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<tr>
<td><img src="checkmark" alt="Android 5.0" /> Android 5.0</td>
<td>3,634</td>
<td>5.73%</td>
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<tr>
<td><img src="checkmark" alt="Android 4.1" /> Android 4.1</td>
<td>2,266</td>
<td>16.75%</td>
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<tr>
<td><img src="checkmark" alt="Android 4.2" /> Android 4.2</td>
<td>2,226</td>
<td>15.09%</td>
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<tr>
<td><img src="checkmark" alt="Android 4.3" /> Android 4.3</td>
<td>1,715</td>
<td>6.00%</td>
</tr>
<tr>
<td><img src="checkmark" alt="Android 4.0.3 - 4.0.4" /> Android 4.0.3 - 4.0.4</td>
<td>877</td>
<td>9.78%</td>
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<tr>
<td><img src="checkmark" alt="Android 5.1" /> Android 5.1</td>
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<td>0.85%</td>
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<tr>
<td><img src="checkmark" alt="Android 2.3.3 - 2.3.7" /> Android 2.3.3 - 2.3.7</td>
<td>517</td>
<td>6.37%</td>
</tr>
</tbody>
</table>
External ‘fit’, Channels and a Digital Strategy
Multi-channel, Cross(X)-channel, Omni-channel

OpenLearn Curriculum
Alumni Worldwide
Marketing

Increased service coordination, alignment and comparable offerings across devices
This presentation slide deck: goo.gl/a3vFn5

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