Student device usage & mobile trends
Monitoring and reporting high-level usage by student/browser and device/platform

2006-2013 retrospective data

- Mobile VLE v1 beta released Mar'10
- VLE2 (Moodle 2.x) & mobile theme released Oct'11
- Addition of device autodetection in Summer'08
- Some switching of views (to desktop-theme) persists
StudentHome & VLE device trends

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

StudentHome (manual device allocation)

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

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

1. Latest News
2. Unread Forums
3. This Week
4. Resources

First released: October 2011

General principles: web-optimisation for device-agnostic BYOD
Learning design for distance education and online narrative
Contribution and collaboration, not just browsing

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

Module blog

Mobile support microsites
by Ruud Thomas

Mobile VLE - on all live modules - for 'handheld' mobiles
Tablet and ‘handheld’ mobile comparison

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 via: www.open.ac.uk/blogs/mltearn/?tag=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 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 (ind. on mobile devices) allow for more customisation over these options to suit the user.

Try this out via: goo.gl/TMcPF
[desktop/laptop usage]
Staff device usage & proportions
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
An investigation into the use of Mobile VLE in OU teaching and learning

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 2.2 devices which they use for OU study purposes (2012: 2.1)
- 86% 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: 24%)
- 5% use a work, college or public computer as their first device (2012: 9%)
- 55% of second devices are ‘mobile’ (phones or tablets) (2012: 54%)
- 9% use a phone or tablet as their primary device for study (2012: 7%)
- 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 (22%)

Platforms and Browsers

The following information is based on visits to any VLE2 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.
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 created 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 iOS6 and Android 4.0.

Level 1 or 2 student and starting a module in 2013 you can now access your printed materials and other downloadable files for use offline. Level 3 content will be delivered later in 2013.

Chinese Characters First
Learning to read Chinese characters is the first step in learning Chinese. This new version of Chinese Characters First app helps students find, learn and remember Chinese characters.

The Open University
This app is the gateway to the full suite of Apps for The Open University.

Layered Icons
The app contains a number of layers containing the images and text.
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**: 1.9MB
  - Book two is an introduction to managing people and the role of the human resource management (HRM) function within business. In addition to discussing some of the main HRM activities such as recruitment, job design and managing performance, it also tackles the more fundamental issue for businesses of why people might want to go to work and absenteeism.

- **Book Three**: 4.6MB
  - 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>2,386</td>
<td>16.40%</td>
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<tr>
<td>Android 4.3</td>
<td>2,278</td>
<td>15.68%</td>
</tr>
<tr>
<td>Android 4.0.1-4.0.4</td>
<td>980</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
OU Annotate and shared experiences
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 bookmarkslet

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 bookmarkslet is like 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 bookmarkslet.

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.
This presentation: goo.gl/WIT607

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