Mobile usage - where are we now?

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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
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

ALL VLE browser group trend (incl. mobile) - by visits

Operating System Major Version

- Reporting period: 01-Mar-2015 until 31-Mar-2015
- Event filter: VLE - ALL servers (VLE1.9 and VLE2.x)

Visits:
- Windows 7
- Windows 8
- Mac OS 10
- iOS 8
- Android 4
- Windows Vista
- iOS 7
- Windows XP
- Android 5
- Other

Web Browser Major Versions

- Reporting period: 01-Mar-2015 until 31-Mar-2015
- Event filter: VLE - ALL servers (VLE1.9 and VLE2.x)

Visits:
- Chrome 41.x
- IE 11.x
- Chrome 40.x
- Safari 8.x
- Firefox 30.x
- Safari 7.x
- IE 9.x
- Safari
- IE 8.x
- Other

Latest data
Staff device usage & proportions
Monthly snapshots of all platform use on VLE learn2 - module websites
2014 retrospective data
2013-2014 retrospective data

Devices used by Tutors on ALL VLE in 2013-2014

- iPhone
- Android Mobile
- BlackBerry
- iPod
- iPad
- Windows Mobile
- Windows 8 Mobile
- Android Tablet
- PlayBook Tablet
- Kindle
- Windows Tablet

Devices used by Internal staff on ALL VLE in 2013-2014

- iPhone
- Android Mobile
- BlackBerry
- iPod
- iPad
- Windows Mobile
- Windows 8 Mobile
- Android Tablet
- PlayBook Tablet
- Kindle
- Windows Tablet
Device fragmentation / platform distribution
Global picture from App Stores

78% of devices are using iOS 8.

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

19,200 installs to-date

iTunes Connect

63,000 installs to-date
Note that it may take an overnight process to add a module to your account.
# App Store comparison

## Current installs by device on 20 Apr 2015

<table>
<thead>
<tr>
<th>Device Version</th>
<th>Your App Count</th>
<th>Your App %</th>
<th>All Apps in Education %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Android 4.4</td>
<td>7,149</td>
<td>37.21%</td>
<td>37.22%</td>
</tr>
<tr>
<td>Android 5.0</td>
<td>3,634</td>
<td>18.91%</td>
<td>5.73%</td>
</tr>
<tr>
<td>Android 4.1</td>
<td>2,266</td>
<td>11.79%</td>
<td>16.75%</td>
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<tr>
<td>Android 4.2</td>
<td>2,226</td>
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<td>Android 4.3</td>
<td>1,715</td>
<td>8.93%</td>
<td>6.00%</td>
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<td>Android 4.0.3 - 4.0.4</td>
<td>877</td>
<td>4.56%</td>
<td>9.78%</td>
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<tr>
<td>Android 5.1</td>
<td>804</td>
<td>4.18%</td>
<td>0.85%</td>
</tr>
<tr>
<td>Android 2.3.3 - 2.3.7</td>
<td>517</td>
<td>2.69%</td>
<td>6.37%</td>
</tr>
</tbody>
</table>
External ‘fit’, Channels and a Digital Strategy
Multi-channel, Cross(X)-channel, Omni-channel

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

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