Moodle Mobile at the OU
What do students really want?

Davina Beegoo-Price
Sharon Monie

Senior Product Development Managers
Online Student Experience Team
The Open University

The Open University

- We believe that education should be 'open' to anyone, anytime, any place

Largest university in the UK

- Over 174,000 registered students
- 7,000 tutors
- 43% part-time undergraduate students in the UK

Wide range of courses

- 146 postgraduate courses
- 473 undergraduate courses
- 35,000 academic awards annually

VLE usage

- 180k active users (students/staff) every year

- Around 450 live module websites

- Over 2 million transactions per day, including:
  - 40,000 unique users per day
  - 170,000 forum views per day
  - 3000+ online tuition events per month
  - 700,000 quiz attempts per year

Busiest day in the last 12 months

- Mon 8th Oct 2018, 51,909 unique students

Why have an app?

StudentHome   Profile   Study   Library   Careers   Community   Help Centre

DD801-18J Ho...   Assessment   Tutorials   Forums   Resources   News   Help **?**   Search DD801-18J

DD801
18J

Principles of social and
psychological inquiry

82% **?**

Current weeks   **All weeks**

COLLAPSE ALL ∧

👁 You last viewed: Week 21: Publics and the Israel–Palestine conflict in Week 21

Module welcome and introduction	**2 of 2** completed	∧

↳ **Module welcome**	✔

↳ **Module introduction**	✔

WEEK 1	Collective identity and the crowd (Block 1 start) 6–12 October	**2 of 2** completed	∧

↳ **Introduction to Block 1: Conceiving research**	✔

↳ **Week 1: Collective identity and the crowd**	✔

WEEK 2	Constructing and deconstructing obedience	**1 of 1** completed	∧

Tutor ∧

Mrs My Tutor

Contact your tutor ⟩

News ∧

TMA04 - Peer Feedback Delay - Deadline extended until 7th April
Posted: 1 Apr 2019

Hello everyone,

Sincere apologies to those students who were unable to access feedback over the ...

TMA04 - Peer-Review Pairing on Workshop.
Posted: 25 Mar 2019

Constructing and deconstructing obedience

13–19 October

1 of 1 completed ∧

Week 2: Constructing and deconstructing obedience ✓

Category construction and homelessness

20–26 October

1 of 1 completed ∧

Week 3: Category construction and homelessness ✓

Welcome to DD801 and 'Why do a case study?' (DD801-18J Online tutor group room, **Mon 22 Oct** at 19:00 for 2 hours)

TMA 01 preparation week

27 October – 2 November

1 of 1 completed ∧

TMA 01 resources ✓

Measuring harm and drugs politics

3–9 November

1 of 1 completed ∧

Week 5: Measuring harm and drugs politics ✓

Assignment: **TMA 01** (cut-off date **Tue 6 Nov**)

Experimental evidence and expertise

10–16 November

1 of 1 completed ∧

Week 6: Experimental evidence and expertise ✓

Medicalising and experiencing anxiety

17–23 November

1 of 1 completed ∧

Workshop.
Posted: 25 Mar 2019

Hello everyone,

We hope you are finding looking at
another public campaign poster
fascinating and...

View all >

Programme News ∧

**Have your say! National Student
Survey 2019**
Posted: 31 Mar 2019

Have you been contacted and asked to
take part in the 2019 National Student
Survey? If you have, ...

View all >

Recent activity ❓ ∧

🍏 **Activity 7 forum (week 15)** ✉

🍏 **DD801-18J Module forum** ✉

The Open University

50 YEARS

Current offering for accessing study materials

- Module (course) websites
  - Mobile responsive
- Downloaded materials / Alternative Formats
- OU Anywhere app
- Books

Average Time Spent per Day with Mobile Internet Among US Smartphone and Tablet Users, In-App vs. Mobile Web, 2011-2017

hrs:mins

	2011	2012	2013	2014	2015	2016	2017
In-app	**1:04**	**1:40**	**2:28**	**2:51**	**3:05**	**3:15**	**3:23**
—Smartphone	0:35	0:56	1:24	1:35	1:43	1:49	1:52
—Tablet	0:29	0:44	1:04	1:16	1:22	1:27	1:31
Mobile web	**0:29**	**0:38**	**0:50**	**0:51**	**0:51**	**0:51**	**0:52**
—Tablet	0:15	0:19	0:24	0:25	0:26	0:27	0:27
—Smartphone	0:14	0:20	0:26	0:25	0:25	0:25	0:24

Note: ages 18+; time spent with each device includes all time spent with that device, regardless of multitasking; for example, 1 hour of multitasking on a smartphone while on a tablet is counted as 1 hour for smartphone and 1 hour for tablet
Source: eMarketer, Oct 2015

196859   www.**eMarketer**.com

App likes

- User experience
- Push notifications
- Phone friendly features
- Fast to access and use
- Can access it without an internet connection
- Don't have to use a search engine

App dislikes

- Takes up storage on device
- Apps don't have all the content needed

User Research
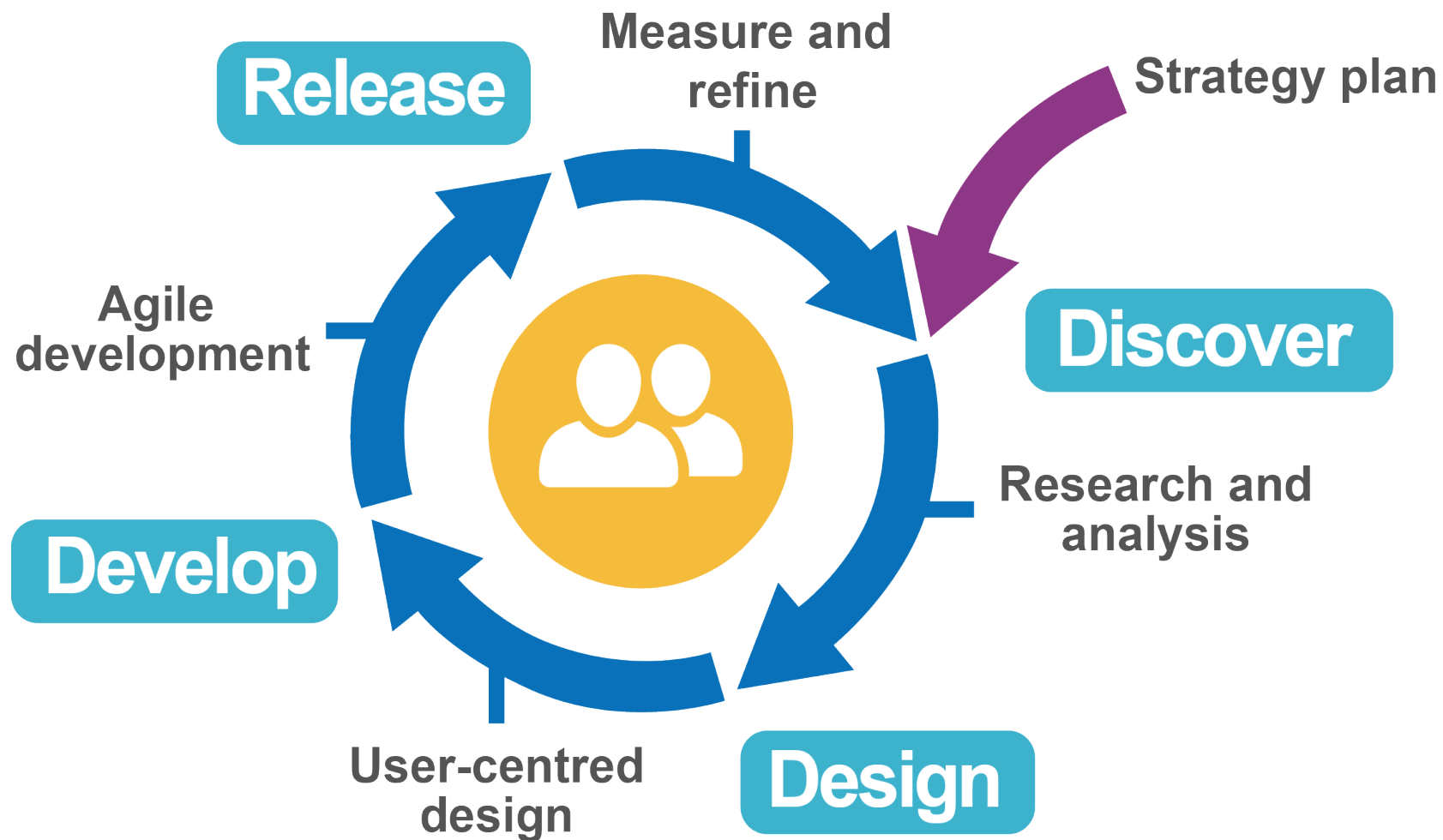
Research to date

- Feedback through module websites – March 2018

- Feedback and reviews for OU Anywhere and Student Home
  – March 2018

- Persona Focus Groups – March 2018

- 10 in-depth User Interviews on student VLE usage and
  mobile device behaviours – May 2018

- Student workshop – July 2018

- OU Student Association workshop – October 2018

- Tutor workshop – November 2018

- Busy

- Dislike working on computers for too long

- Like having the option of a book / printed materials

- Not always easy to get to information on the go

- Too much information

- Hard to plan and organise time

- Dedicated study periods and forget they're students in-between

- Don't always study at home

- Feel isolated

High Priorities

- Access to learning content
- Downloading content
- Tracking course progress
- Watching videos
- Listening to content
- Planning and calendar access
- Forums
- Notifications (& management)
- Assessment results

Requirements to research

- Accessibility options
- Note taking and annotation
- Instant messaging
- Assessment submission
- Bookmarking
- Integration of library tools
- Mobile tutorial experience
- Quick access to Tutor
- Biometric sign in
- Offline functionality

Persona study patterns

LUCA

PREVIOUS EDUCATION LEVEL
Bachelor's Degree

OCCUPATION
Call centre advisor and bus driver
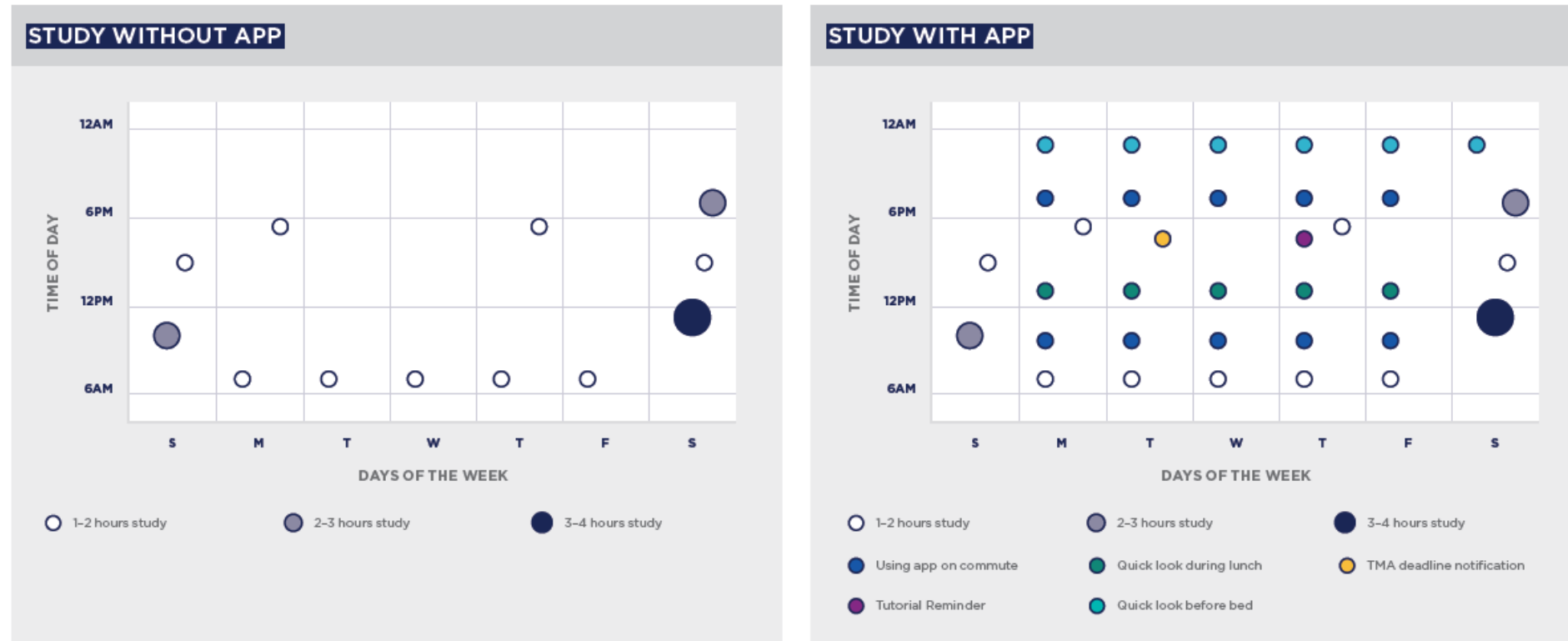
STUDY METHODS AND PATTERNS

Luca uses his laptop when studying at home and his office desktop when at work.

When working at weekends, he ensures he has the necessary books and printouts with him, plus a notebook and pens.

He finds it too cumbersome to carry his laptop around bus depots and prefers the combination of his mobile phone plus paper resources.

STUDY WITHOUT APP

TIME OF DAY — DAYS OF THE WEEK

○ 1–2 hours study   ◐ 2–3 hours study   ● 3–4 hours study

Persona study patterns

LUCA

PREVIOUS EDUCATION LEVEL
Bachelor's Degree

OCCUPATION
Call centre advisor and bus driver

STUDY METHODS AND PATTERNS

Luca uses his laptop when studying at home and his office desktop when at work.

When working at weekends, he ensures he has the necessary books and printouts with him, plus a notebook and pens.

He finds it too cumbersome to carry his laptop around bus depots and prefers the combination of his mobile phone plus paper resources.

STUDY WITHOUT APP

TIME OF DAY — 12AM, 6PM, 12PM, 6AM
DAYS OF THE WEEK — S M T W T F S

- 1–2 hours study
- 2–3 hours study
- 3–4 hours study

STUDY WITH APP

TIME OF DAY — 12AM, 6PM, 12PM, 6AM
DAYS OF THE WEEK — S M T W T F S

- 1–2 hours study
- 2–3 hours study
- 3–4 hours study
- Using app on commute
- Quick look during lunch
- TMA deadline notification
- Tutorial Reminder
- Quick look before bed

Development priorities

In progress

- Study planner
- Learning content
- Downloads

Potential future developments

- Forums
- Notifications
- Calendar
- Bookmarks
- Instant messaging
- Text-to-speech / audio book
- Quiz

The app
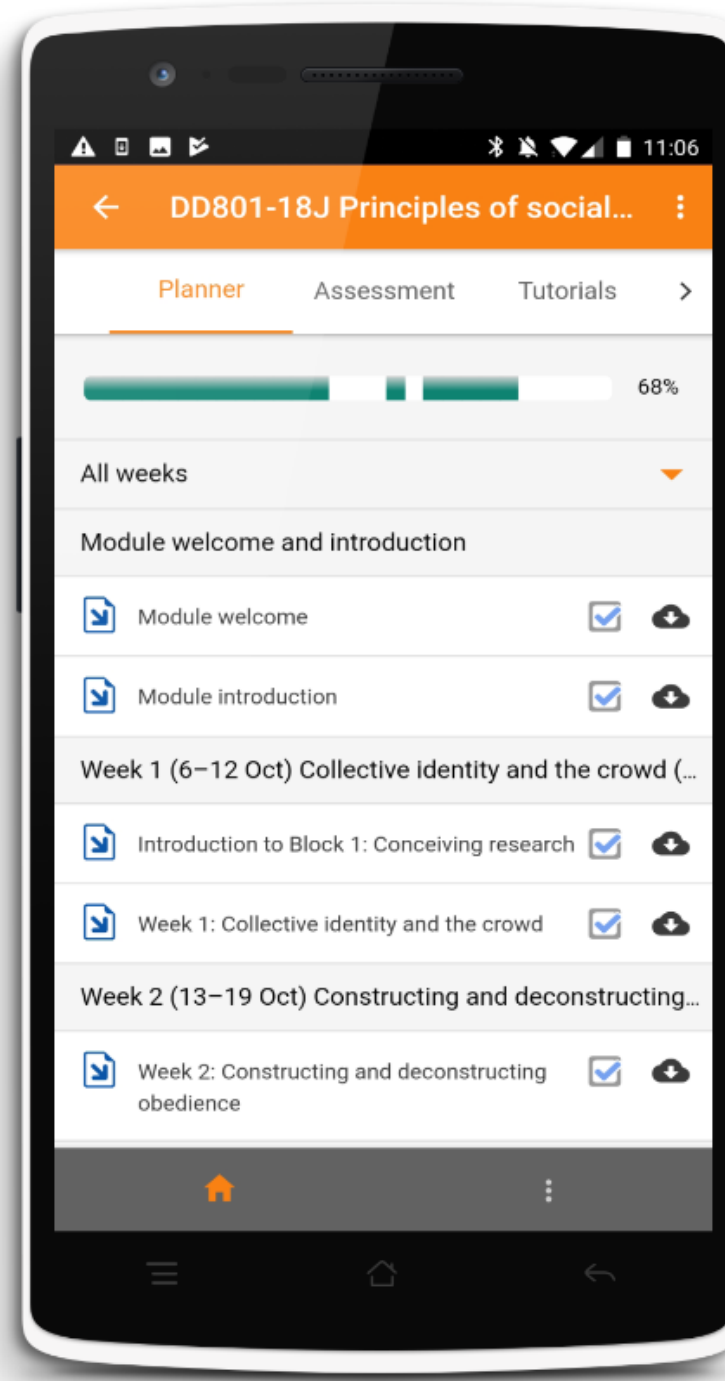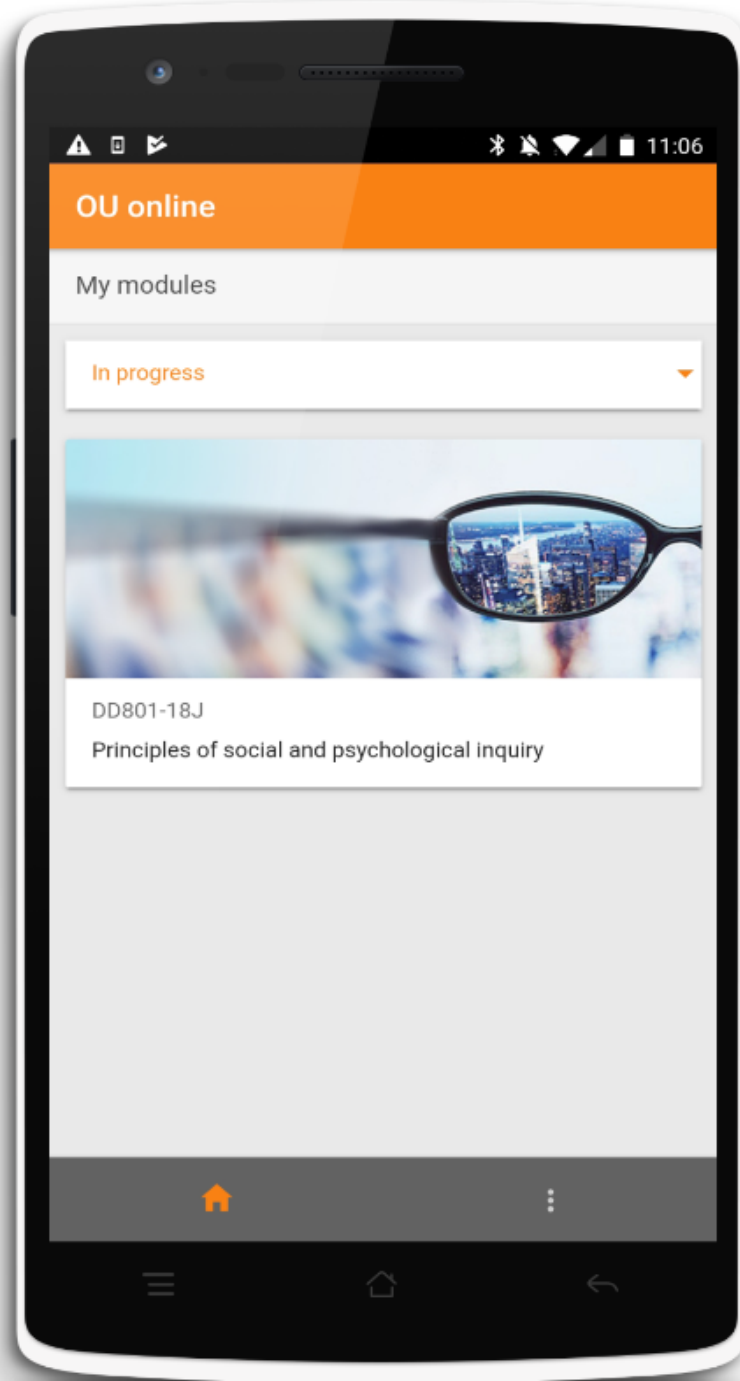
1 Making a judgement in public

Before we begin the exploration of worldviews, let's start with a rather powerful method: the experiment.

Activity 1: An experiment in line judgement

Approximately 20 minutes

a. Take a look at the following lines. First, identify quickly which line of the three on the right labelled A, B and C is the same length as the single line on the left. (You may be familiar with the experiment, but play along if that is the case.)

A B C
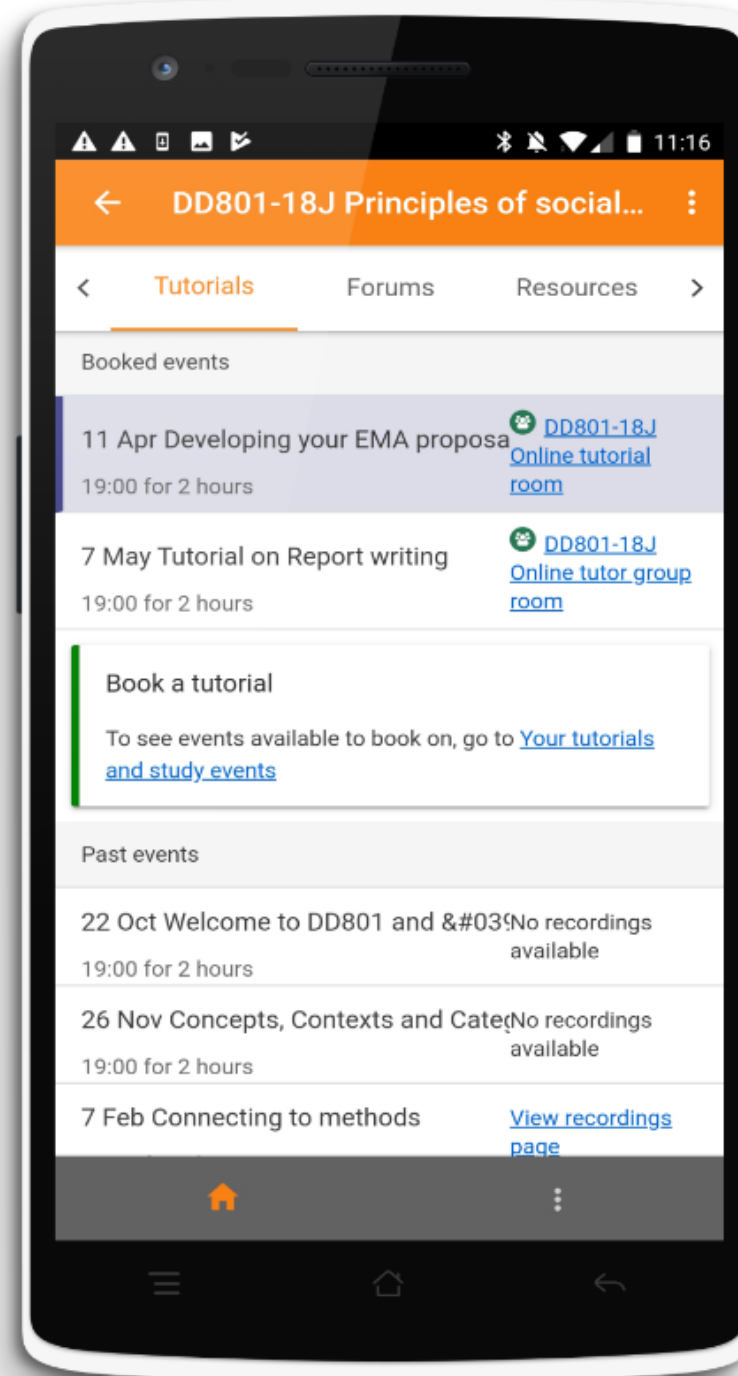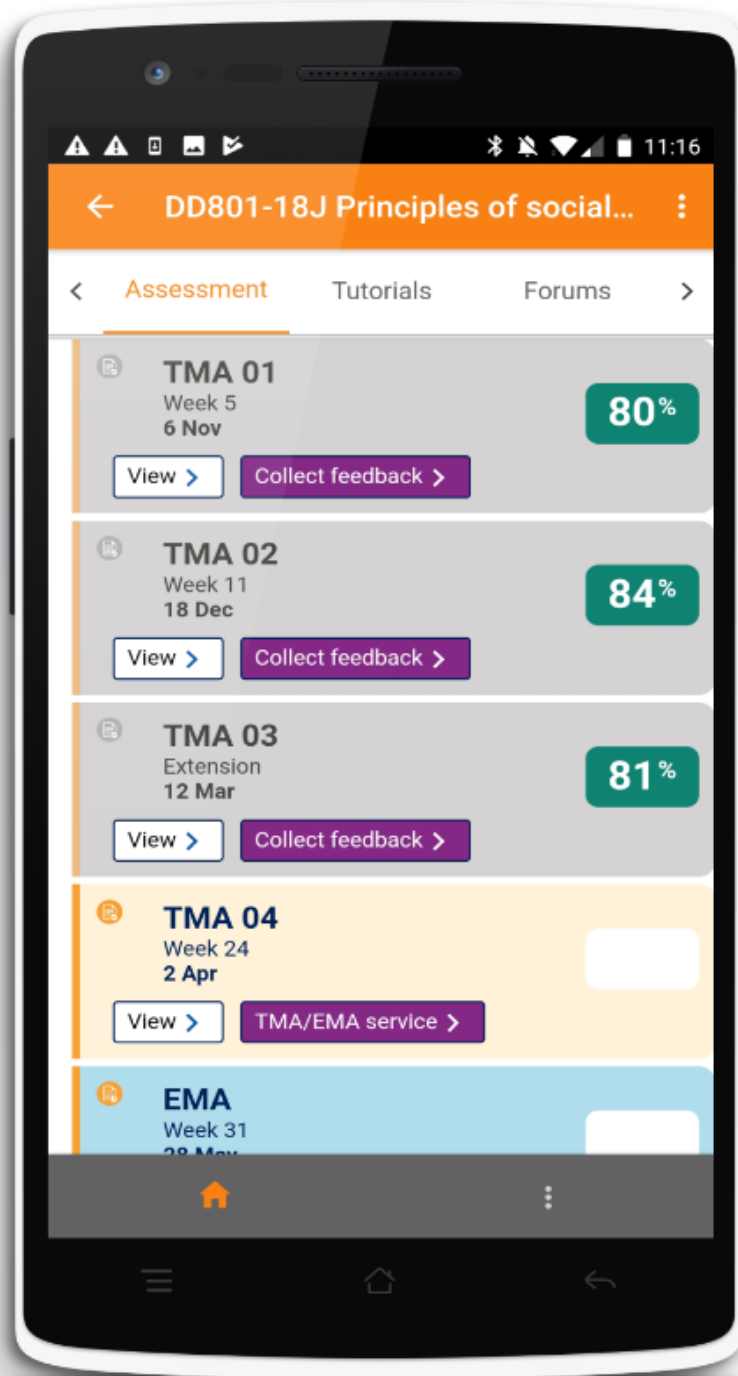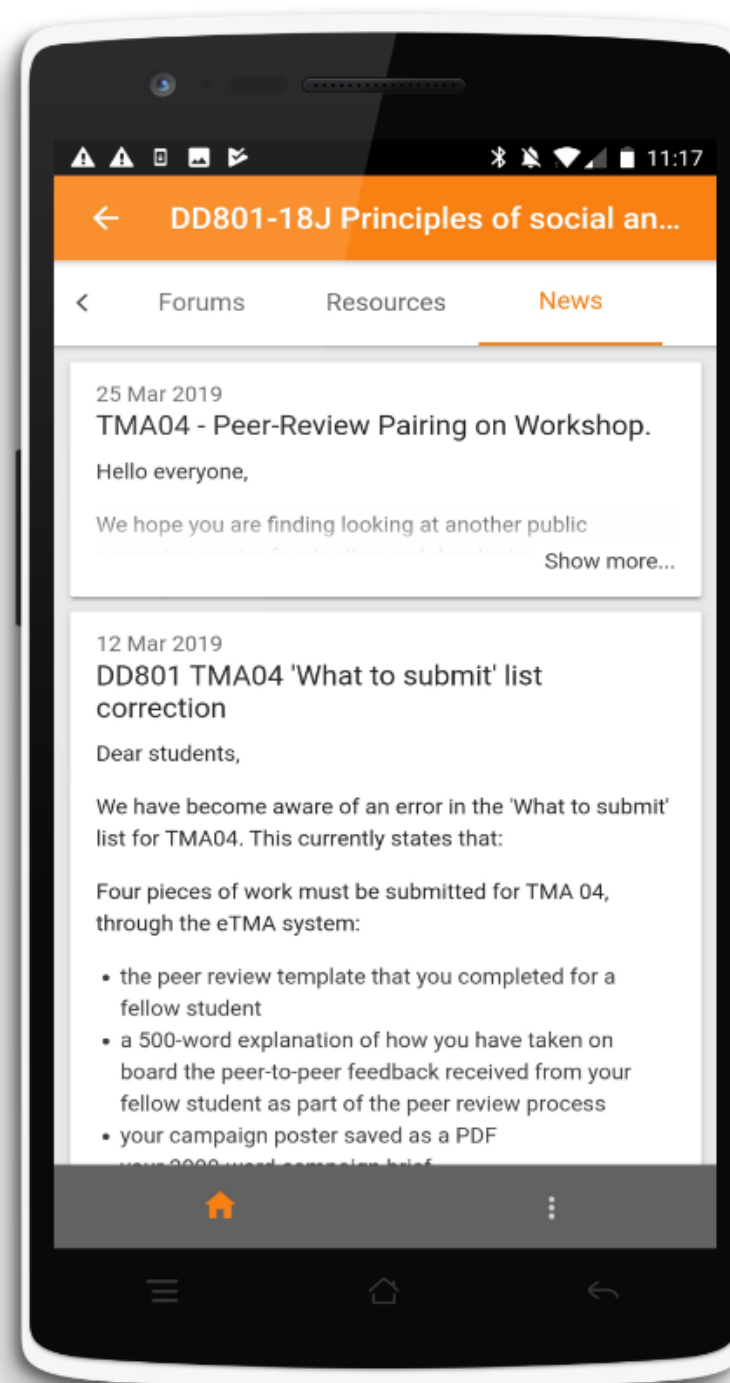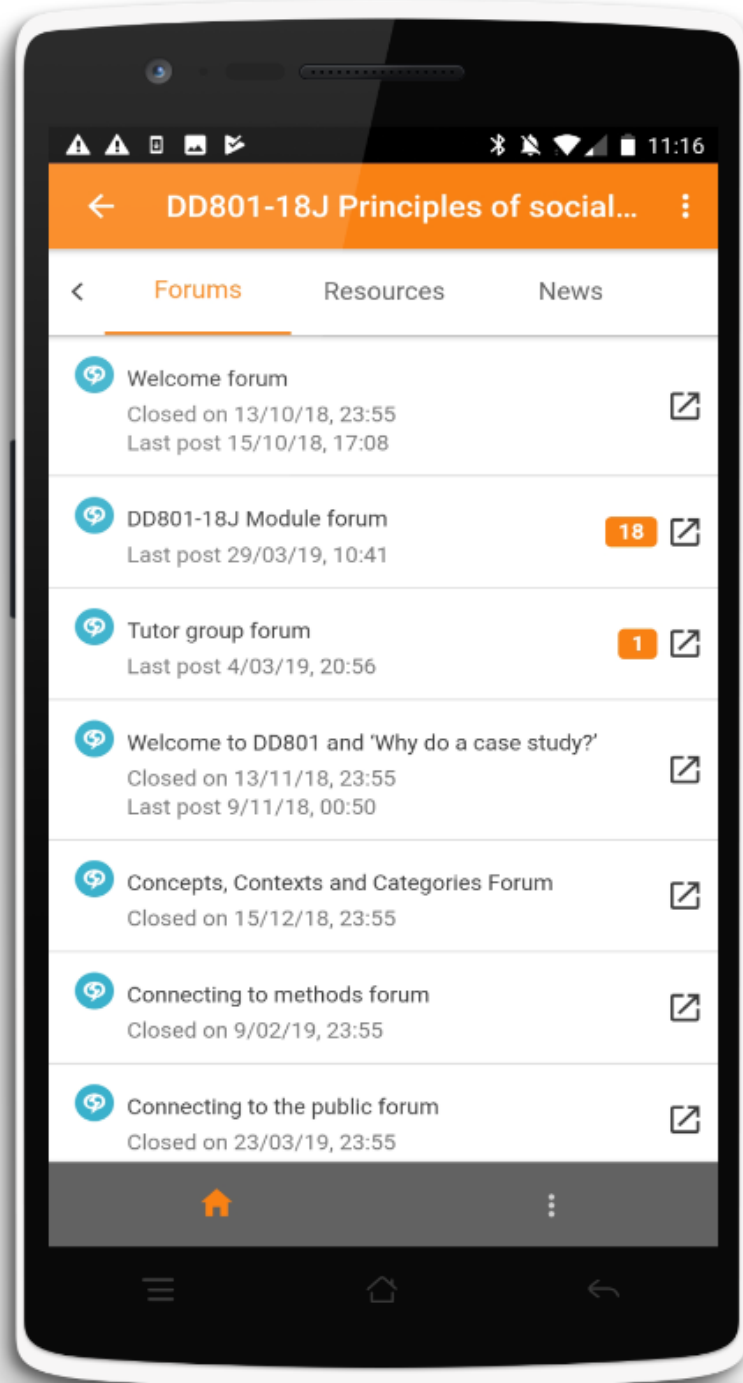
▾ SHOW DESCRIPTION

C

0:00 / 2:50

John Cleese on scientists

▾ SHOW TRANSCRIPT

Today we are not easily seduced by the claims of science. We have all seen too many examples of bad, false or phoney science for us to greet it with the positivity and wonder associated with the 18th- and 19th-century ages of scientific discovery. Yet it is worth taking a fresh look at the business of objective measurement and experimentation when it comes to human beings, particularly if you know yourself to be sceptical of the rather mechanical approaches that John Cleese refers to.
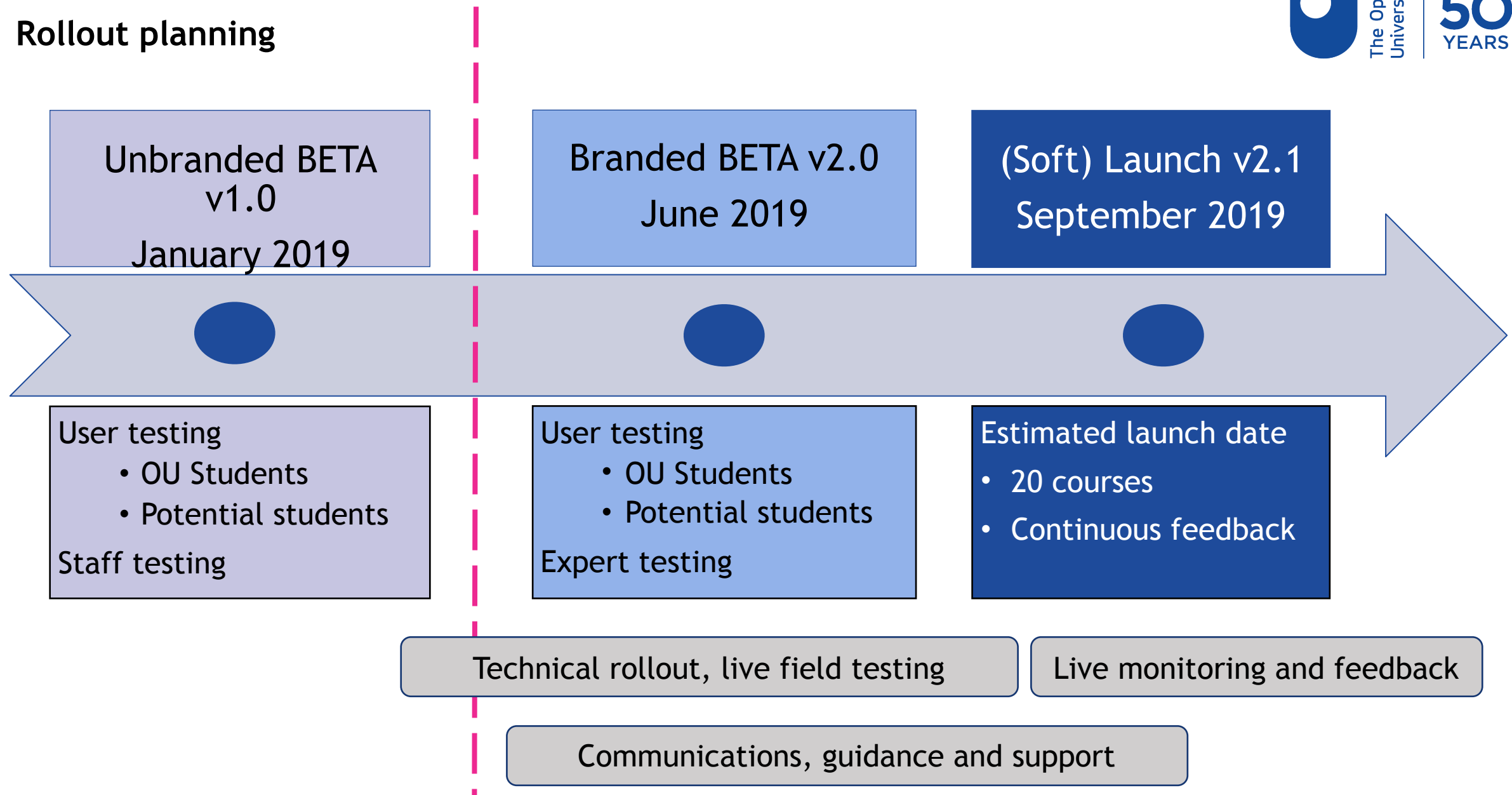
The Open University
50 YEARS

20

Next Steps

Rollout planning

Unbranded BETA v1.0

January 2019

Branded BETA v2.0

June 2019

(Soft) Launch v2.1

September 2019

User testing
- OU Students
- Potential students

Staff testing

User testing
- OU Students
- Potential students

Expert testing

Estimated launch date
- 20 courses
- Continuous feedback

Technical rollout, live field testing

Live monitoring and feedback

Communications, guidance and support

Thank you.

The Open University | 50 YEARS

#MOOTIEUK19 #OU50