

# MOODLE MOBILE AT THE OU

## THE STORY CONTINUES...

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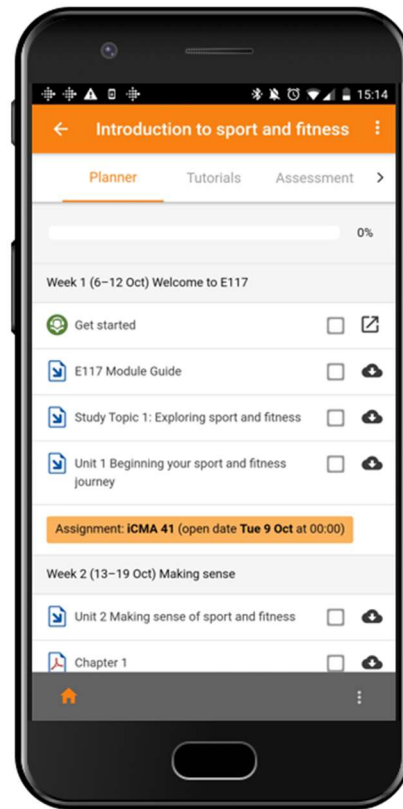
Sharon Monie

Head of Online Student Experience

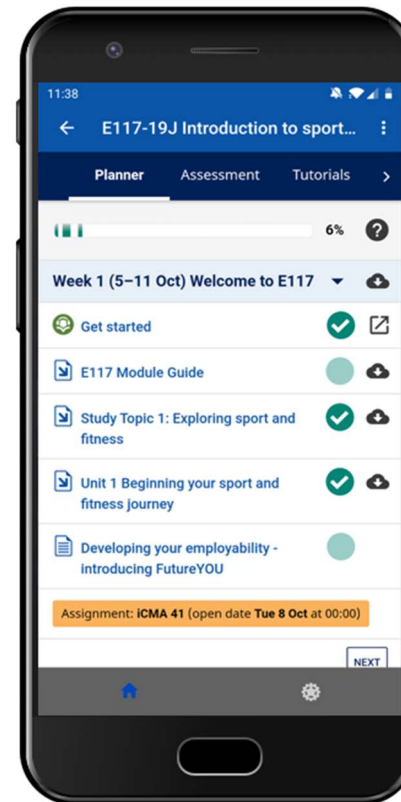
Senior Product Development Manager

Senior Product Development Manager

# APP EVOLUTION



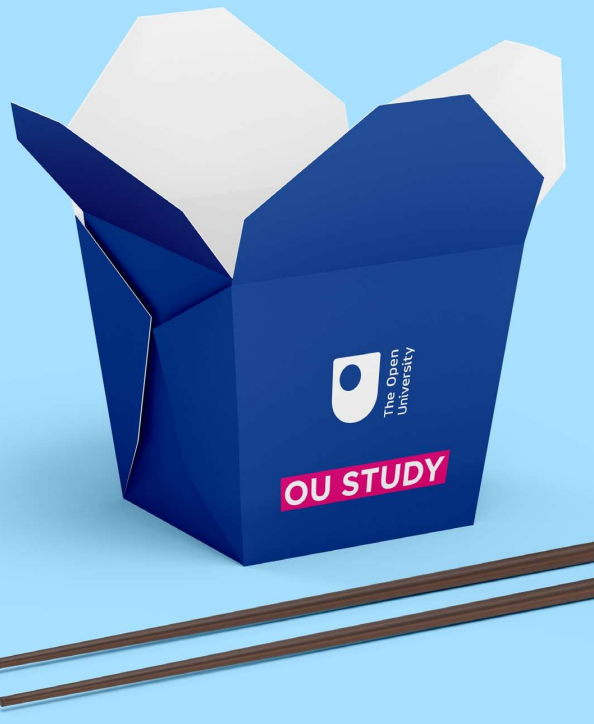
Moodle Mobile



OU Study  
Branded app

## TOP TAKEAWAYS

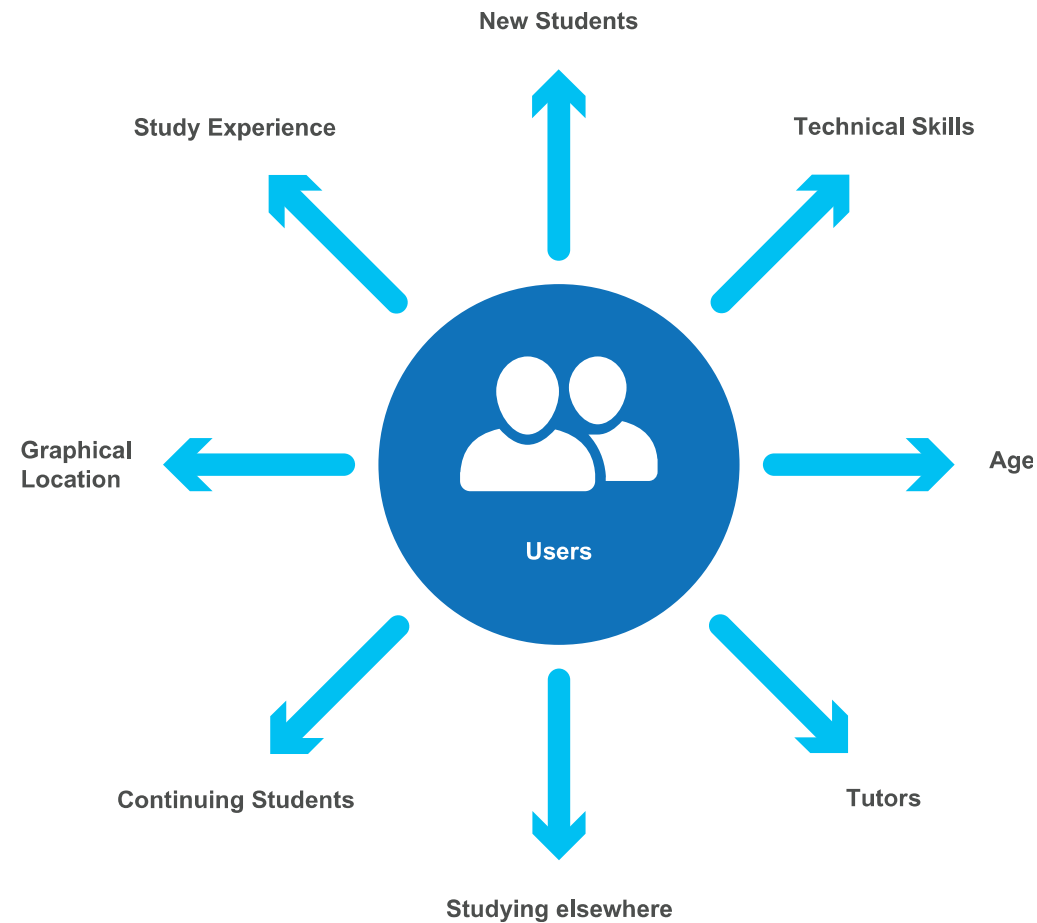
- 1 Find out what users really want
- 2 Start small
- 3 Plan, plan and plan again



# FIND OUT WHAT USERS REALLY WANT

What do users really need?

# WHO ARE OUR USERS



**Speak to a range of users**



## ENGAGING WITH OUR USERS

- Existing feedback
- Workshops
- Surveys
- Diary studies
- Observational user testing
- Focus groups

**Nothing beats face-to-face conversations**

## WHAT OUR USERS WANTED

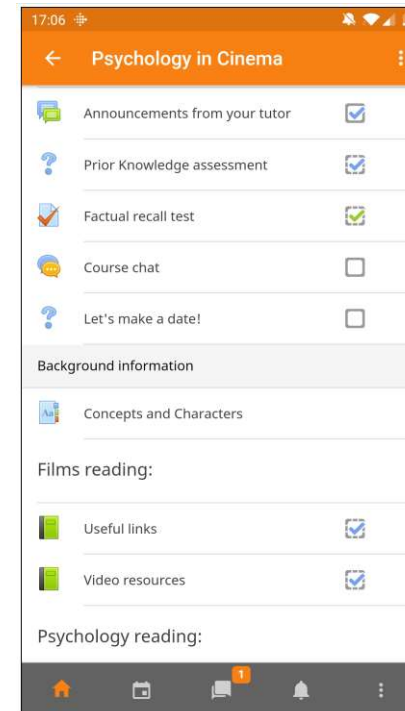
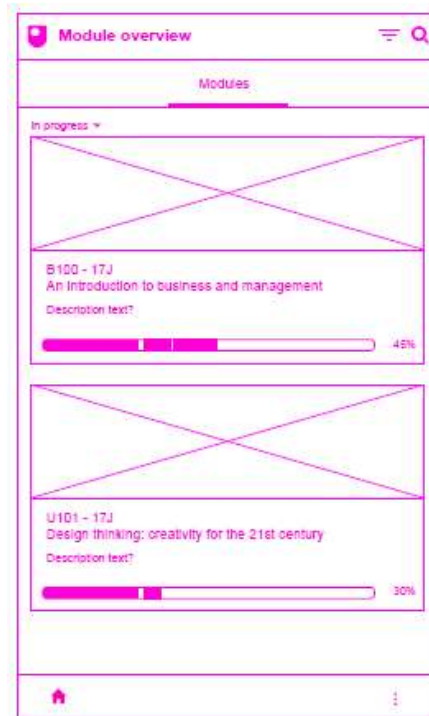
Text-to-speech  
**Downloads** **Forums**  
**Assessment results**  
**Performance** **Course progress**  
**Quiz** **Learning** **Content**  
Access to tutor **Bokmarks**  
**Storage** **Study planner**  
Accessibility options **Security**  
**Notifications** Instant messaging  
**Videos**

Don't forget the boring stuff!

# START SMALL

You can always add more later

# VALIDATING OUR REQUIREMENTS



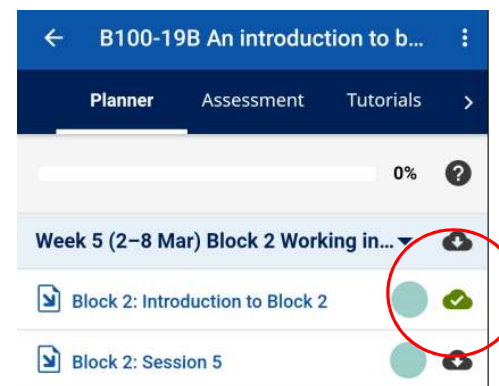
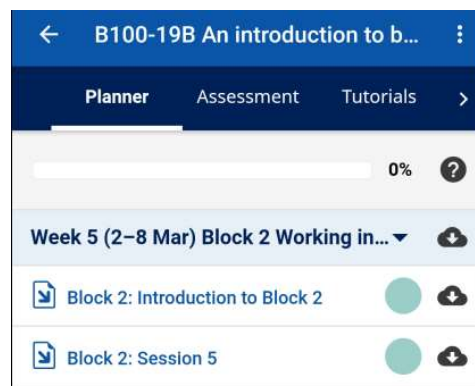
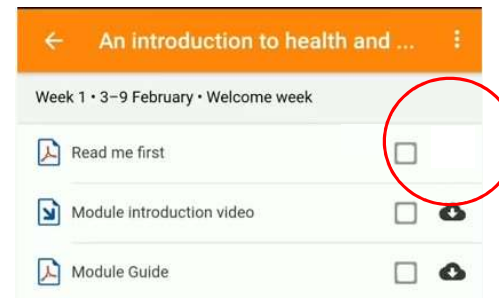
Test the concept before you build

## MINIMUM VIABLE PRODUCT

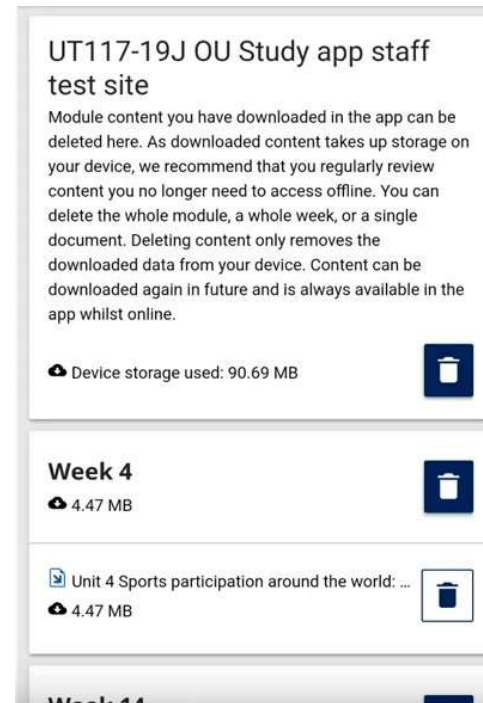
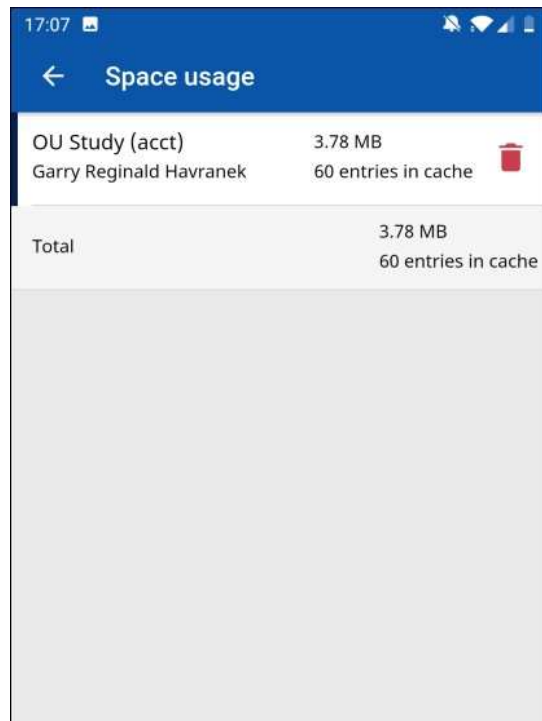


Start with what your users cannot do without

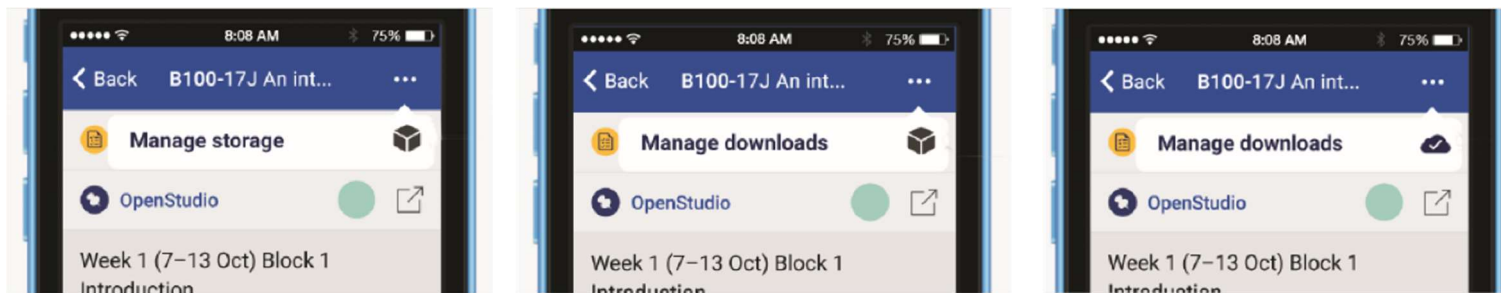
# MAKE SMALL CHANGES



# BUILD A BIT MORE



## KEEP CHECKING WITH USERS



**Do a little bit, test it, do a little bit, test it...**

## OU STUDY

### The new companion app for module websites

Giving you quick access to your module website on the go, so you have more choice about where, when and how you study.

#### App features



##### Study planner

Keep track of your studies by always having your planner to hand to check key dates, plan your time and organise your study sessions.



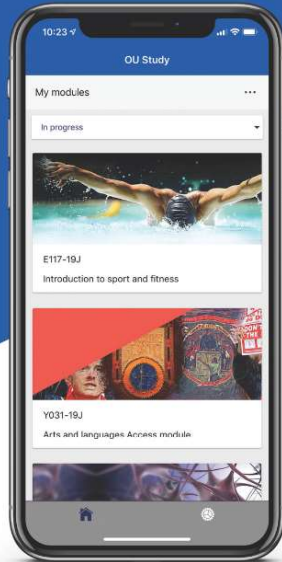
##### Learning materials

Catch up with reading, watch videos and listen to audio wherever you are, turning free-time into study-time throughout the day.



##### Download and go!

Download your learning materials to use offline, giving you more flexibility to study without an internet connection.



#### Rolling out in 2020

OU Study is available now to a limited number of modules.

More modules will be added to the app throughout 2020.

If your module isn't available, you can still download the app to get quicker access to your key study-related websites.



## MANAGING EXPECTATIONS

### Don't oversell it!

For more information go to [www.open.ac.uk/oustudyapp](http://www.open.ac.uk/oustudyapp)



## EARLY ADOPTERS

**500+**

Total modules

**21**

Early adopter  
modules

**Don't release to everyone at once**

# PLAN, PLAN AND PLAN AGAIN

Plan for the unexpected

## RELEASING THE APP



App testing

User testing

Store publishing

Comms and support

Development



CC BY 2.0

3 builds in 1 week

Managing test cases

New processes and timescales

Target dates moving

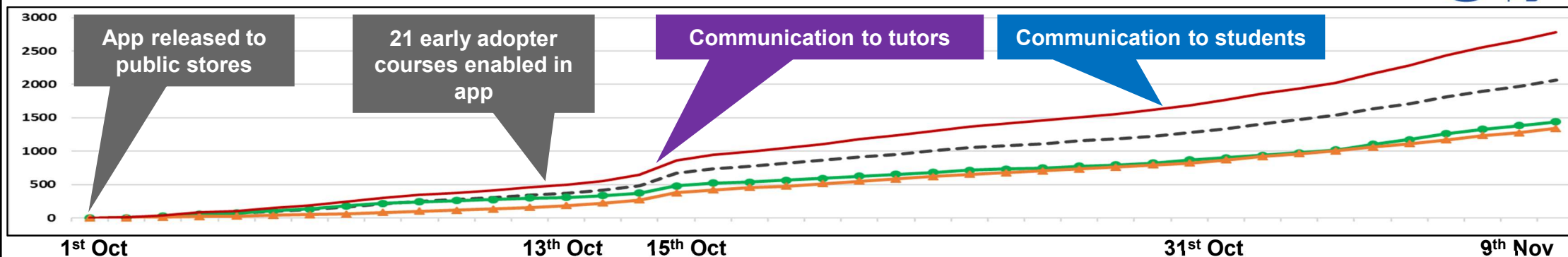
Priorities

**Plans don't always go to plan!**

# THE APP IS LIVE!



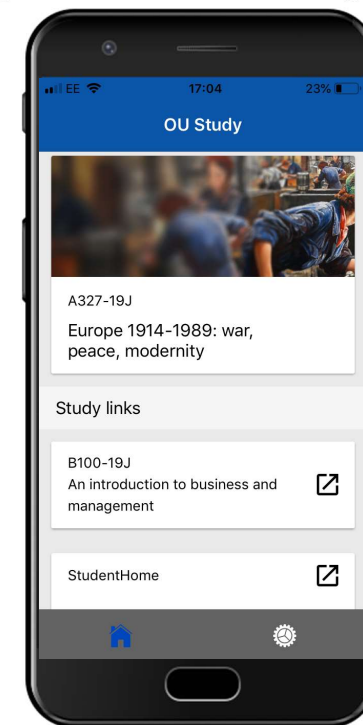
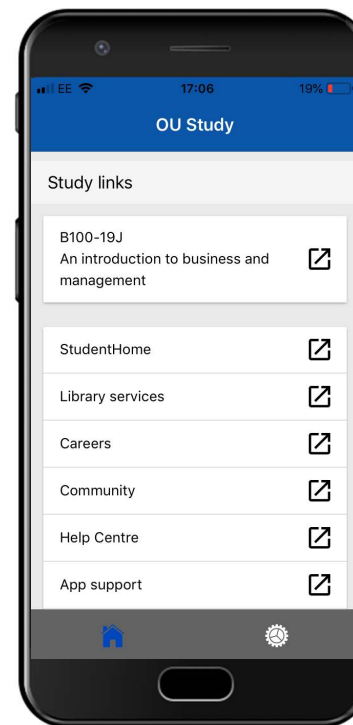
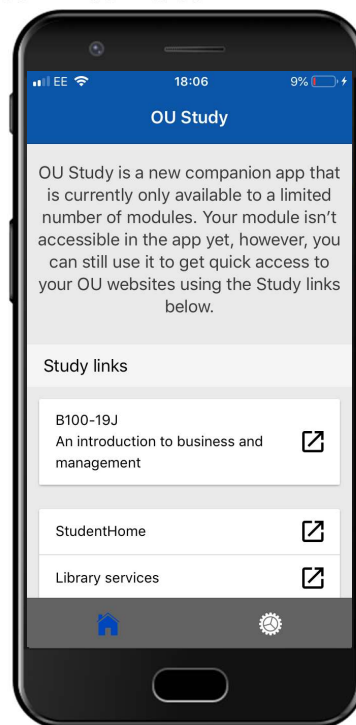
--- 1st use token    ● Apple downloads    ▲ Google downloads    — Total apps



## User Breakdown

- Early adopter students 32%
- Early adopter staff 5%
- Other students 62%
- Other staff 1%

**Add value for all users**



# THE APP IS LIVE AND BEING USED ...

2779

App downloads

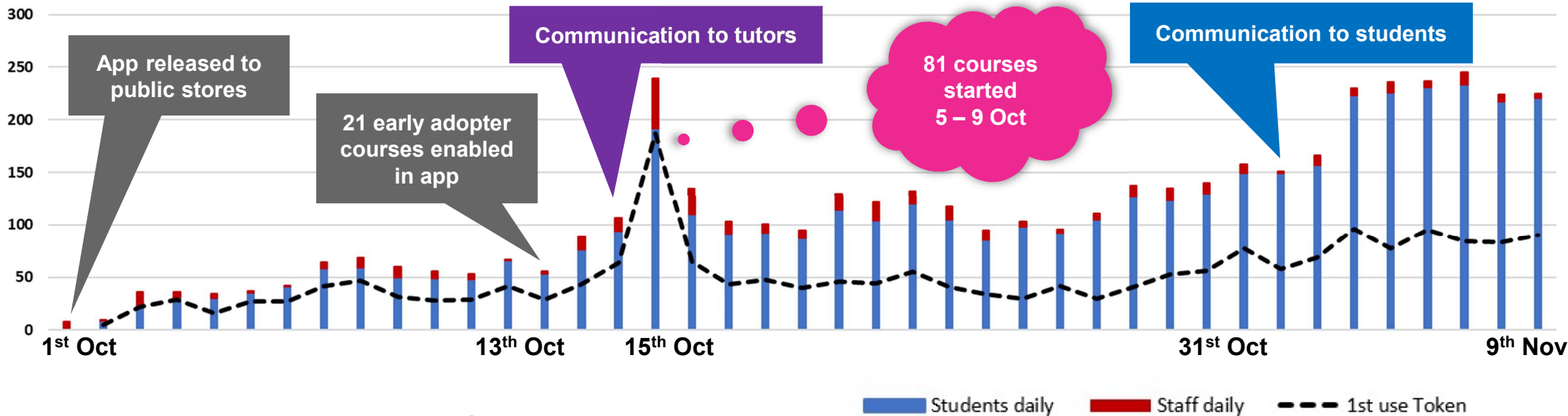
2065

Logged in users

5%

Of students on early adopter modules

*"The app is really excellent ... Only been using it for a couple of days, and enjoyed it so far ... At the moment the only query I have, is whether there'll be an implementation of a Dark Theme ..."*



... we are excited to find out more.

# SUMMARY

## TOP TAKEAWAYS

### 1 FIND OUT WHAT USERS REALLY WANT

- Speak to a range of users
- Nothing beats face-to-face conversations
- Don't forget the boring stuff!

### 2 START SMALL

- Test the concept before you build
- Start with what your users cannot do without
- Do a little bit, test it, do a little bit, test it...

### 3 PLAN, PLAN AND PLAN AGAIN

- Plans don't always go to plan!
- Add value for all users
- We are excited to find out more



**Thank you**



The Open  
University

**50**  
YEARS



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@GoTeamOU

**#MootGlobal19 #OU50**