MOODLE MOBILE AT THE OU
THE STORY CONTINUES...

Louise Olney  Head of Online Student Experience
Davina Beegoo-Price  Senior Product Development Manager
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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
What do users really need?
WHO ARE OUR USERS

Speak to a range of users

- New Students
- Technical Skills
- Study Experience
- Age
- Graphical Location
- Continuing Students
- Tutors
- Studying elsewhere
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

Don’t forget the boring stuff!
START SMALL

You can always add more later
Test the concept before you build
Start with what your users cannot do without

MINIMUM VAILABLE PRODUCT

Downloads, Forums, Assessment results, Course progress, Quiz, Learning Content, Text-to-speech, Access to tutor, Bookmarks, Study planner, Security, Notifications, Instant messaging, Videos
### MAKE SMALL CHANGES

<table>
<thead>
<tr>
<th>Week 1</th>
<th>3–9 February</th>
<th>Welcome week</th>
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<tbody>
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**BUILD A BIT MORE**

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**Space usage**

<table>
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<tr>
<th>OU Study (acct)</th>
<th>3.78 MB</th>
<th>60 entries in cache</th>
</tr>
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<td>Garry Reginald Hawranek</td>
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**Total**

3.78 MB

60 entries in cache

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**UT117-19J OU Study app staff test site**

Module content you have downloaded in the app can be deleted here. As downloaded content takes up storage on your device, we recommend that you regularly review content you no longer need to access offline. You can delete the whole module, a whole week, or a single document. Deleting content only removes the downloaded data from your device. Content can be downloaded again in future and is always available in the app whilst online.

- **Device storage used: 90.69 MB**
- **Week 4**
  - 4.47 MB
- **Unit 4 Sports participation around the world**
  - 4.47 MB

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KEEP CHECKING WITH USERS

Do a little bit, test it, do a little bit, test it...
MANAGING EXPECTATIONS

Don’t oversell 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 whenever 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.

For more information go to 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
Plans don’t always go to plan!
THE APP IS LIVE!

Add value for all users

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.

App released to public stores

21 early adopter courses enabled in app

Communication to tutors

81 courses started 5 – 9 Oct

Communication to students

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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

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@GoTeamOU

#MootGlobal19 #OU50