



Krzysztof Wojewodzic

Czy mobile learning zastąpi e-learning?

EdTech consultant

- ✓ Współtworzył dwie aplikacje edukacyjne z 1+ milionem pobrań,
- ✓ Jedna z nich była najczęściej pobieraną aplikacją w 6 krajach
- ✓ Konsultant EdTech i mobile dla

Boston Consulting Group, NationalEncyclopedin, Brockhaus Gmbh

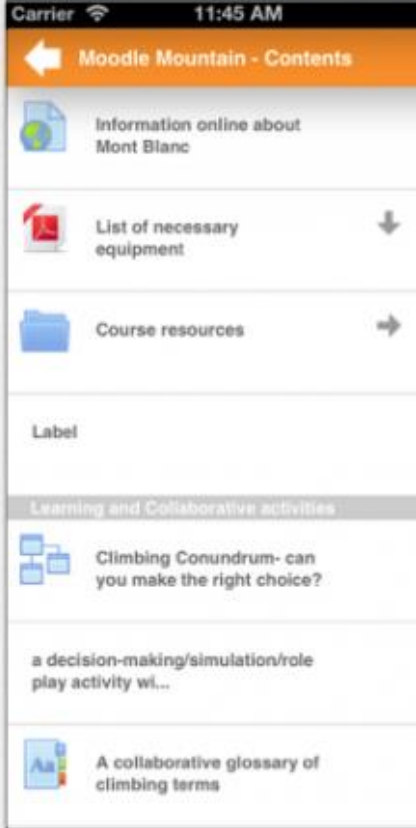
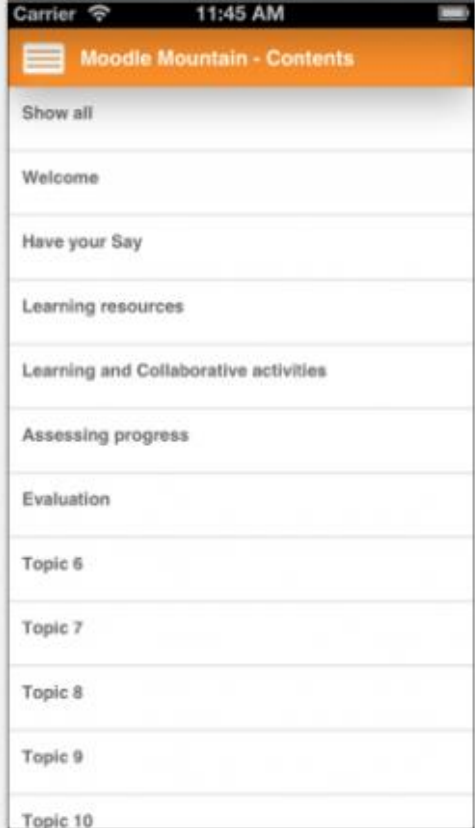
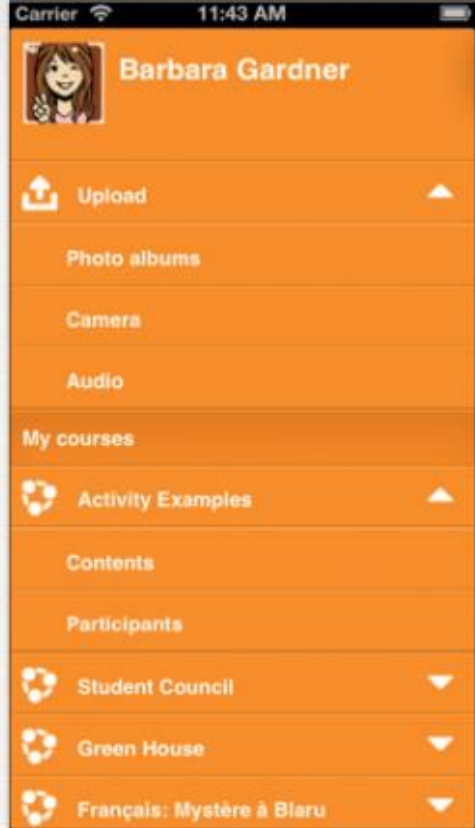
✓ założyciel **escola**

mobile traffic - GLOBAL



1. Jak działa ekosystem aplikacji?

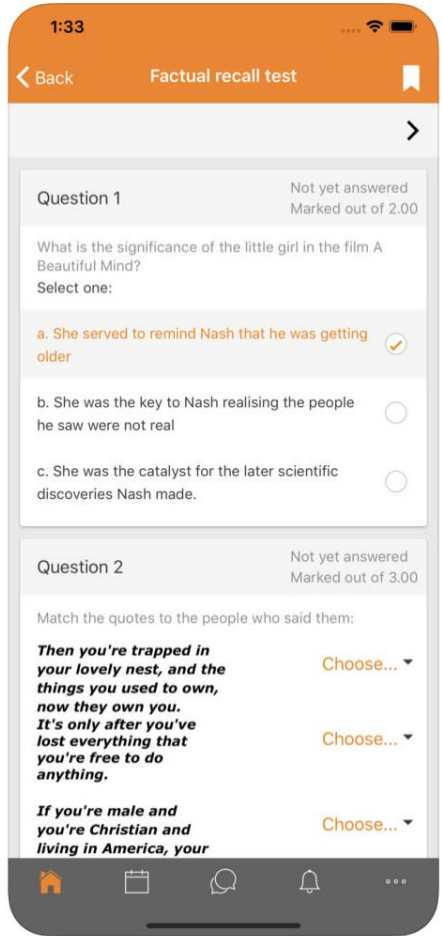
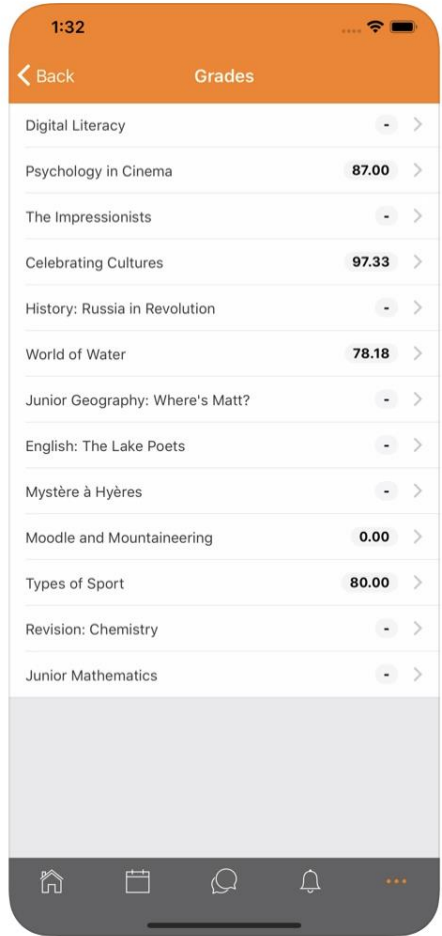
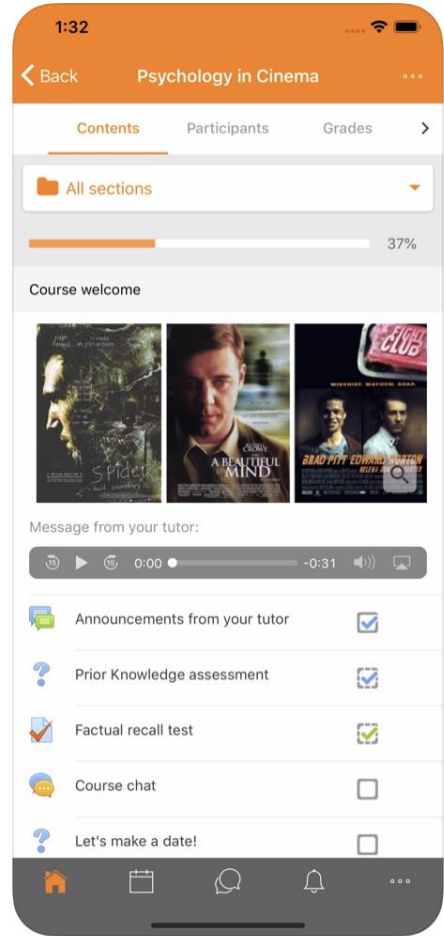
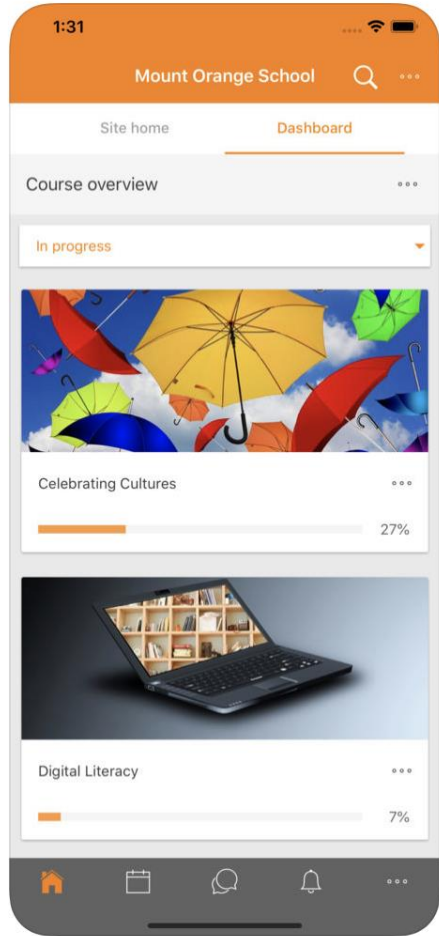
- ✓ Średnio masz 30 aplikacji na swoim telefonie
- ✓ 90% spędzasz w 5-8 z nich
- ✓ średni *screen time* to 3h /dzień
- ✓ RWD jest dziś standardem
- ✓ Zwycięzca bierze wszystko
- ✓ Minimalistyczny design – odchudzanie
- ✓ Silny związek emocjonalny z telefonem



Let's talk about Moodle Mobile 😊

A može iOS?

Screenshots [iPhone](#) [iPad](#)



NOTE: This official Moodle app will ONLY work with Moodle sites that have been set up to allow it. Please talk to your Moodle administrator if you have any problems connecting.

If your Moodle site has been configured correctly, you can use this app to:

- browse the content of your courses, even when offline

[more](#)

< Back



Moodle Classic

Moodle Pty Ltd

GET



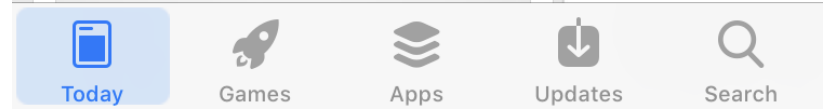
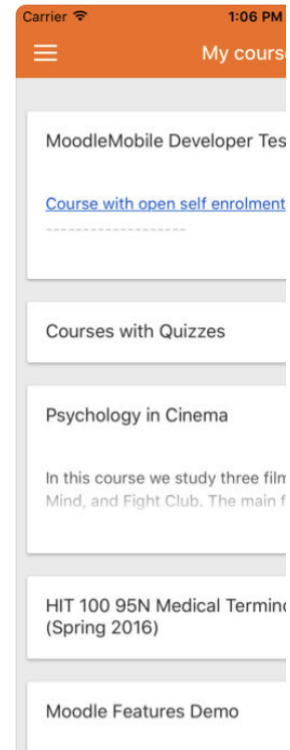
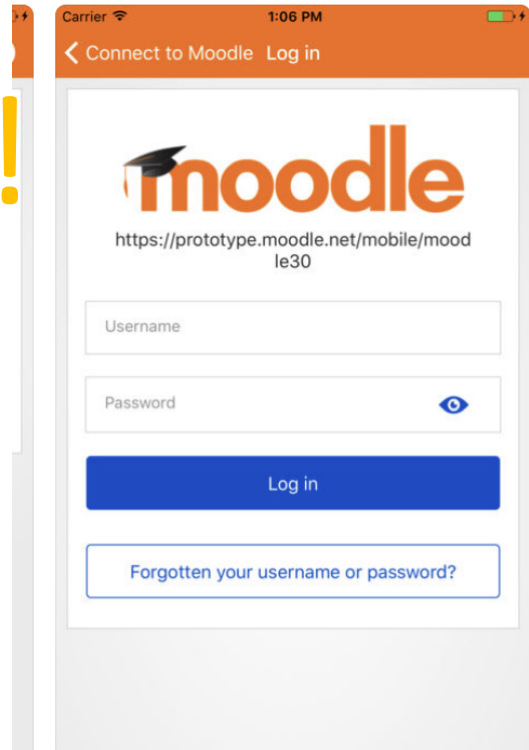
5.0 ★★★★★

1 Rating

4+

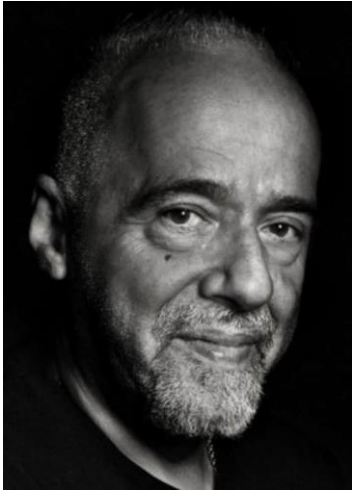
Age

My, Moodlowcy,
kochamy Klasykę!



„Nikt nie używa aplikacji mobilnej.
Nie inwestujmy w to czasu i pieniędzy”





Mobile learning is not about putting e-learning approach on the smaller screen of a smartphone.

Mobile learning requires a **new learning experience design.**

Paulo Coelho

2. Model biznesowy dla aplikacji Edu?

- ✓ Not-for-profit – khan academy, TED, Wikipedia
- ✓ Subskrypcje – Explain everything, storytel
- ✓ Freemium – kahoot, Duolingo
- ✓ Reklamy – YouTube, Duolingo
- ✓ SaaS, – it's learning, Blackboard

Demo it's learning

3. Tworzysz aplikacje? -> oto pytania, na które **musisz** odpowiedzieć

1. Jaki jest **nadrzędny cel aplikacji**?
2. Jaki **problem** aplikacja rozwiązuje?
3. Jakie **korzyści** przynosi ona dla mnie?
4. Czy będzie lepsza od **produktów konkurencji**?
5. Które **cechy** są kluczowe dla aplikacji?
6. Jak mogę **zmierzyć** efekt końcowy?

4. Personas – for whom you make an App?

AGE: 22

LIFE STAGE: SENIOR IN COLLEGE WHO LIVES ALONE WITH HER DOG



“BEING ABLE TO HAVE MY DOG WHILE I GO TO SCHOOL AND ONLY WORK PART-TIME MEANS EVERYTHING TO ME.”

MOTIVATORS:

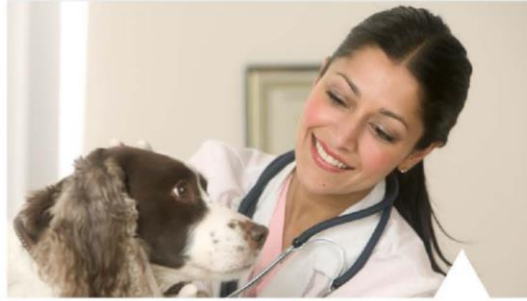
HER DOG - Her schedule revolves largely around her dog, he is the constant and biggest support system in her day to day life.

INDEPENDENCE - She enjoys doing things on her own and creating her own schedule that is not entirely dependent on another's.

HER CAREER - She is fully committed to advancing her career in any way she can. In working part-time in her field of study while obtaining a Bachelor's Degree she hopes to appear both educated and experienced for her dream job.

AGE: 26

LIFE STAGE: AMBITIOUS VET GRADUATE



“HELPING ANIMALS IS WHAT I WENT TO SCHOOL FOR AND I'M REWARDED EVERYDAY FOR IT“

MOTIVATORS:

HER CAREER - She works long hours not because of the money but for the deep connection she has with her animal patients - she wants them to be happy and healthy.

HELPING OTHERS - She feels a stronger connection to people through their pets and understands the value of a relationship a pet owner has with their pet.

WELFARE OF ANIMALS & PEOPLE - On weekends she volunteers as a vet so she can provide care for pet owners who are struggling to afford veterinarian care.

AGE: 40

LIFE STAGE: RECENTLY MOVED AND ENJOYS FOSTERING RESCUE ANIMALS



“COMING HOME AFTER A LONG DAY TO SEE I AM DOING SOMETHING GOOD FOR THESE ANIMALS GIVES ME A SENSE OF PURPOSE“

MOTIVATORS:

HIS SONS - He strives to be a good example to his sons and is motivated to encourage them to do their very best.

ACCEPTANCE - Since he never felt satisfaction from neglecting college, he relies on fostering rescue animals to give him a sense of doing something for the greater good within the community.

SENSE OF PURPOSE - His goal is to be remembered as someone who was selfless and to be viewed as admirable in his place within society - even if it is a small place.

5. A jednak chcę aplikacje

Aplikacja uczelni

- ✓ LMS jako element aplikacji uczelnianej?

Skąd pieniądze?

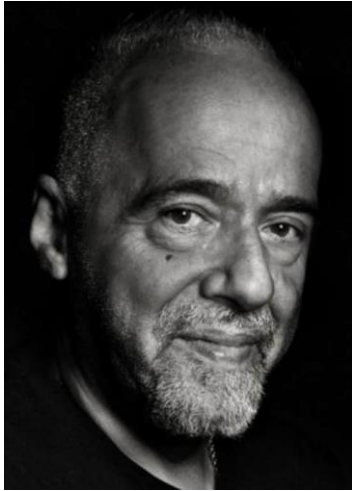
- Program 3.5.
- Dostępna uczelnia
- Zmiana platformy

Aplikacja moodle

- ✓ Utrzymanie
- ✓ Zmotywowanie wykładowców by patrzyli na elearning APP-first
- ✓ Upraszczenie



6. App Store Optimization - ASO

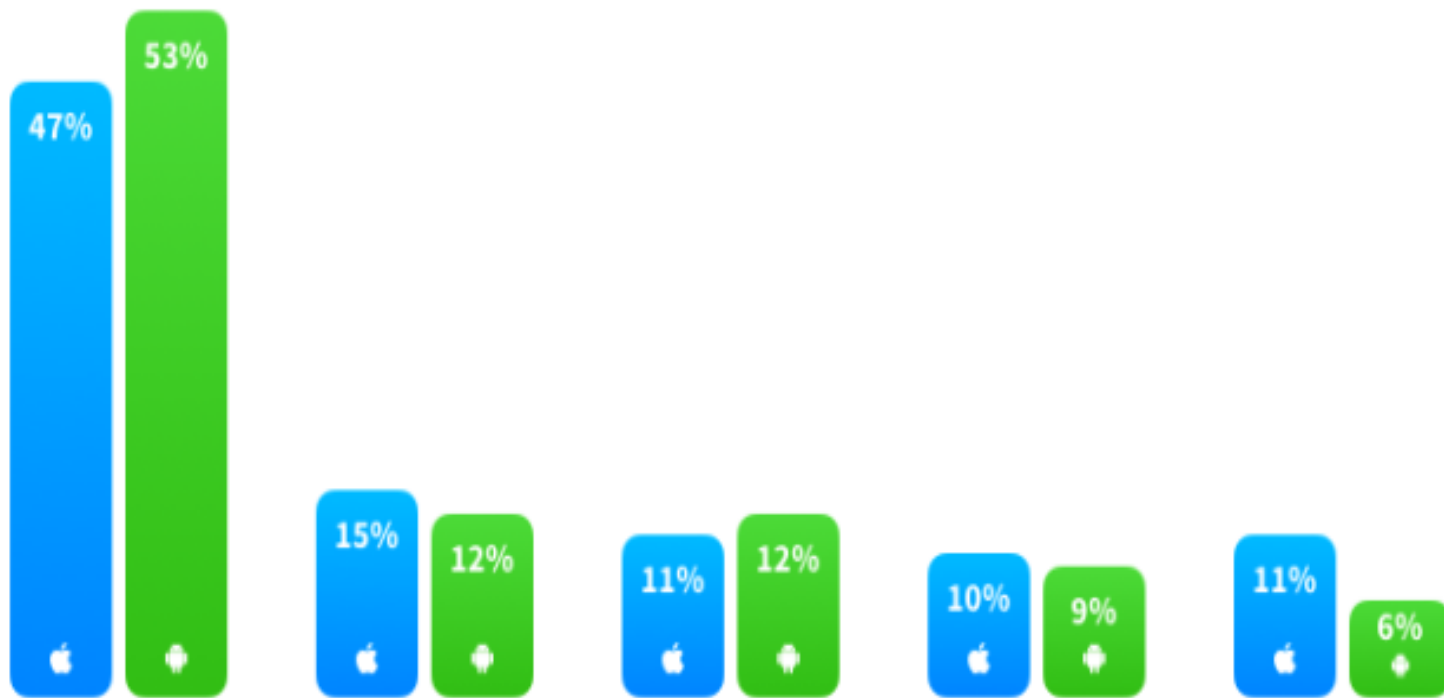


“ASO is simple. It is gaining higher ranking in search results on application stores”.

Paulo Coelho

Ponad połowa aplikacji jest pobierana ze zwykłych wyszukiwań aplikacji w sklepach.





1. Poszukiwania w app/google store – 47-53%
2. Polecenia – 12-15%
3. Referencje ze stron www – 11-12%
4. Z listy Top Aplikacji – 9-10%
5. Reklamy -6-11%

(za AppRadar, 5 marca 2019)

7. Utrzymanie aplikacji



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