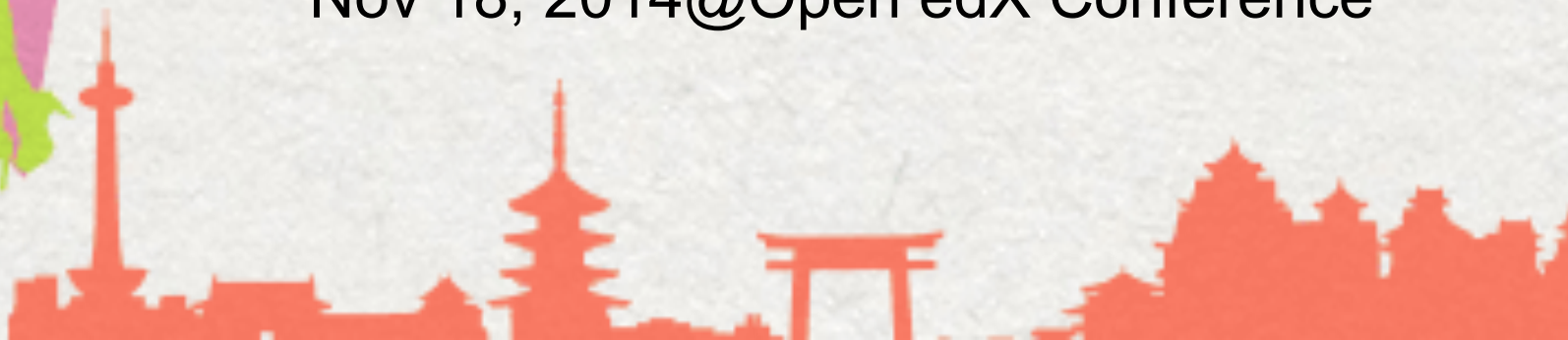
Open edX for mobile optimization

---The Japanese MOOC ‘gacco’---

Yasumasa Watanabe / Hitoshi Kawasaki

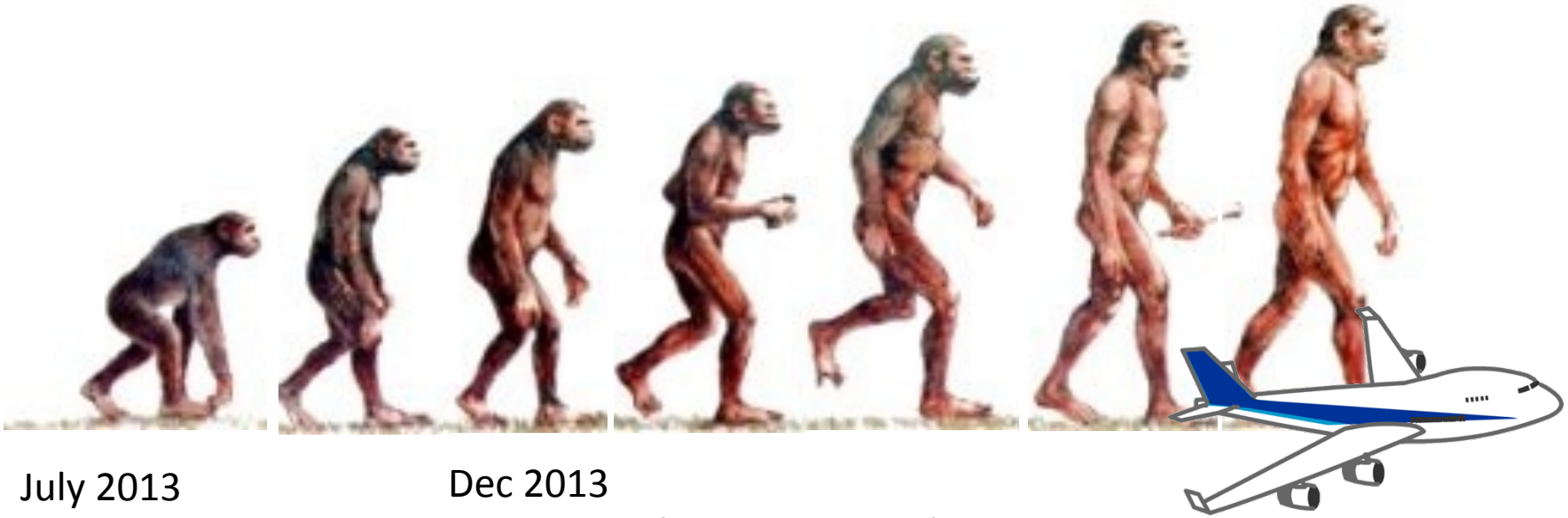
Nov 18, 2014@Open edX Conference



Outline

- Why we are here, who we are?
- About ‘gacco’, the Japanese MOOC.
- Why Responsive? gacco’s launch backyard
- Open edX meets responsive web framework.
- Demo
- Insight through usage

Why we are here, who we are?



July 2013
Met Open edX

Aug 2013
Run Open edX

Dec 2013
Decision with using Open edX
for our MOOC service

Feb 2014
Stared registration

Apr 2014
Launched 1st course

June 2014
ORA2 Integrated

Yesterday
Flight 13 hours!!
From Japan

The way we've developed is very tough.
We'd like to share our knowledge, experience.

Why we are here, who we are?

We are Japanese first and biggest MOOC service provider.

Yasumasa WATANABE
Project Manager of development and operating,
NTT Knowledge Square Inc.

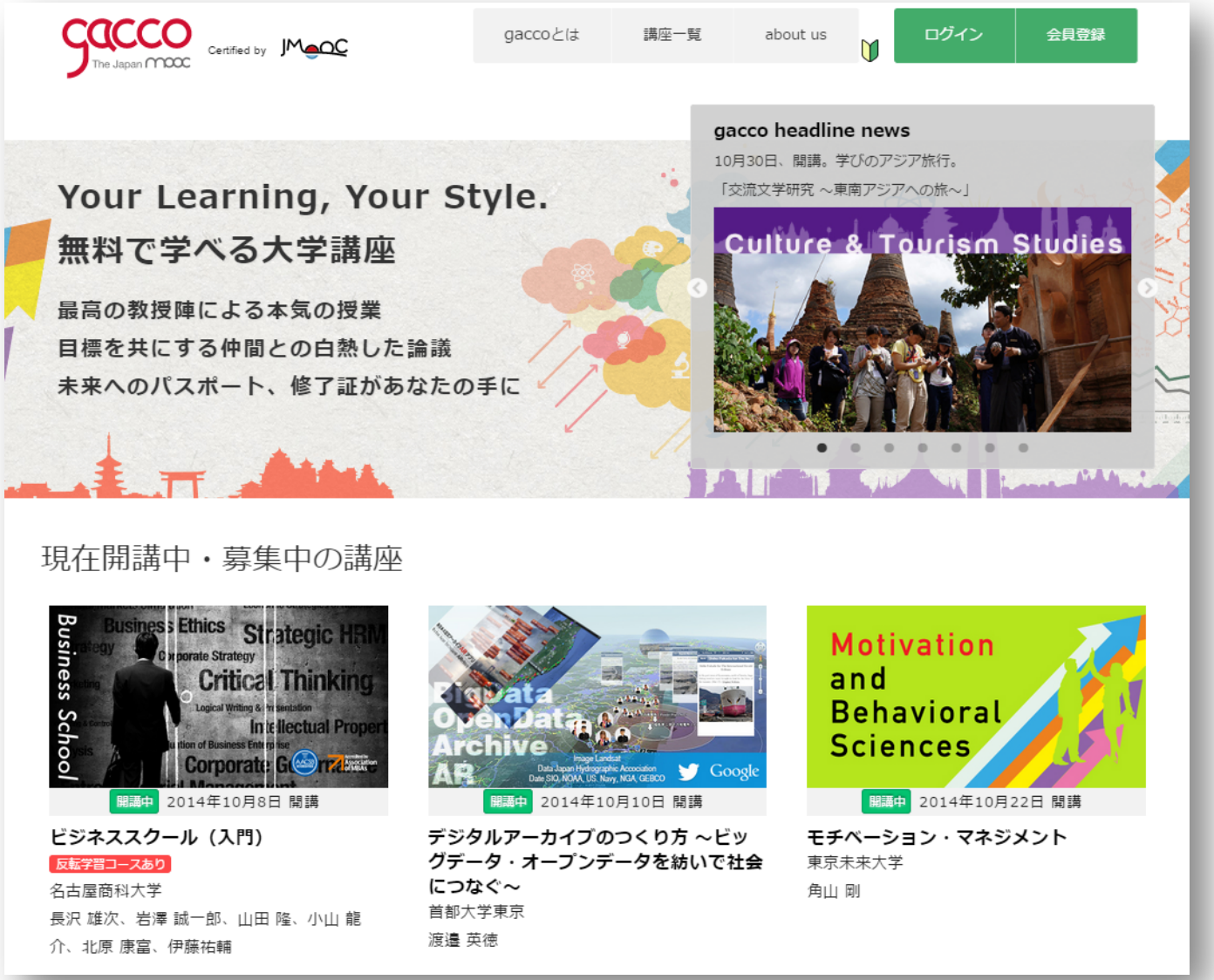
Past, as System Integrator, managing IT project.
On weekends, I'm a barista/chef in my home party.

Hitoshi KAWASAKI

Engineer,
NTT Knowledge Square Inc.

Past, Researcher in the field of IT education
On weekends, I improve juggling technique.

About ‘gacco’, the Japanese MOOC.



gacco
The Japan mooc

http://gacco.org

Japanese first MOOC service.
Made with Open edX on AWS.

About ‘gacco’, the Japanese MOOC.

English

School

School

Japanese

GAKKOU
学校
ガッコウ

soften

POP

Friendly

gacco
The Japan mooc

ガッコ

‘gacco’: Courses

Liberty and equality in Japanese history
(SAMURAI living period)
Mr. Kazuto Hongo, University of Tokyo

Studies on Manga, Anime, Games
(OTAKU Culture)
Mr. Ryusuke Hikawa ,Meiji University

Understanding “IPS Cells”
(Nobel prized biology)
Mr. Shinya Yamanaka, etc., Kyoto University

Future society living with robots
(“What is Robot?” and Android Science.)
Mr. Hiroshi Ishiguro, Osaka University

‘gacco’: Responsive Web Design

Smart phone

PC

Tablet

Why Responsive? gacco's launch backyard

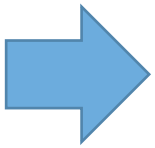
NTT Knowledge Square Inc.

Educational service company with movie on web for consumer segment.
Small company.

NTT docomo

Major mobile carrier in Japan

*Japanese carriers traditionally produce non-carrier, application service .



Alliance for MOOC,
of-course available in mobile devices.

What's?

There were no mobile MOOC available, all over the world.

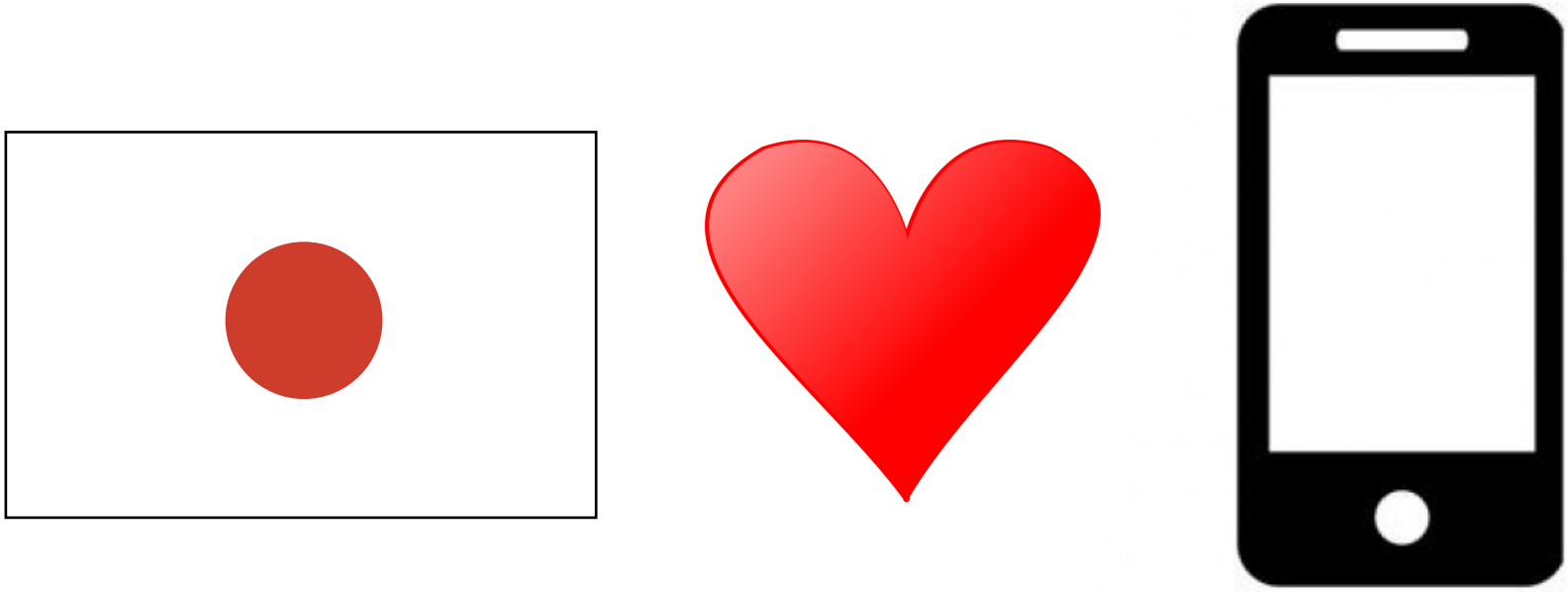
NTT docomo said

"we are mobile carrier."

October 2013

To think optimistic

Why Responsive? gacco's launch backyard



Japanese likes cell-phones extremely.
This was a great reason for mobile optimization.

Why Responsive? gacco's launch backyard

Japanese deeply loves cellphone

However,
no human resources, no time.

5 engineers with no mobile app specialist

Launch Day is set at early Feb 2014

at early Dec 2013

Why Responsive? gacco's launch backyard

Open edX for mobile optimization

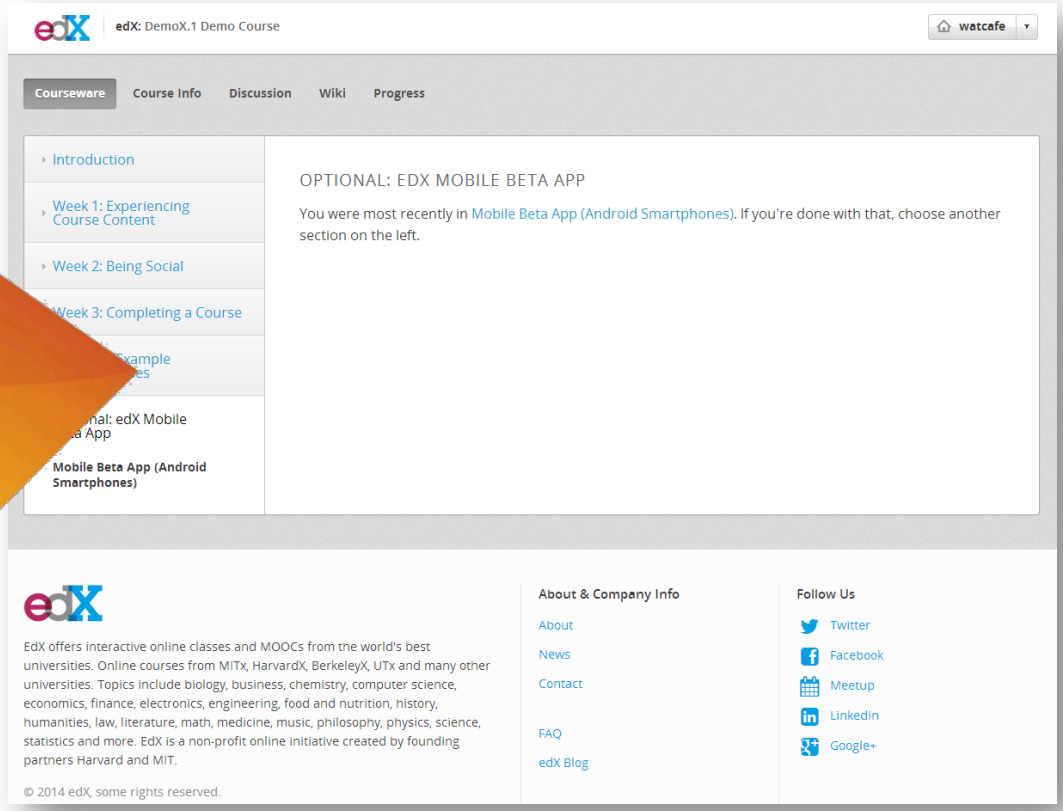
Not mobile app, but web-based adoption

Why Responsive? gacco's launch backyard

Ideal framework would bring…

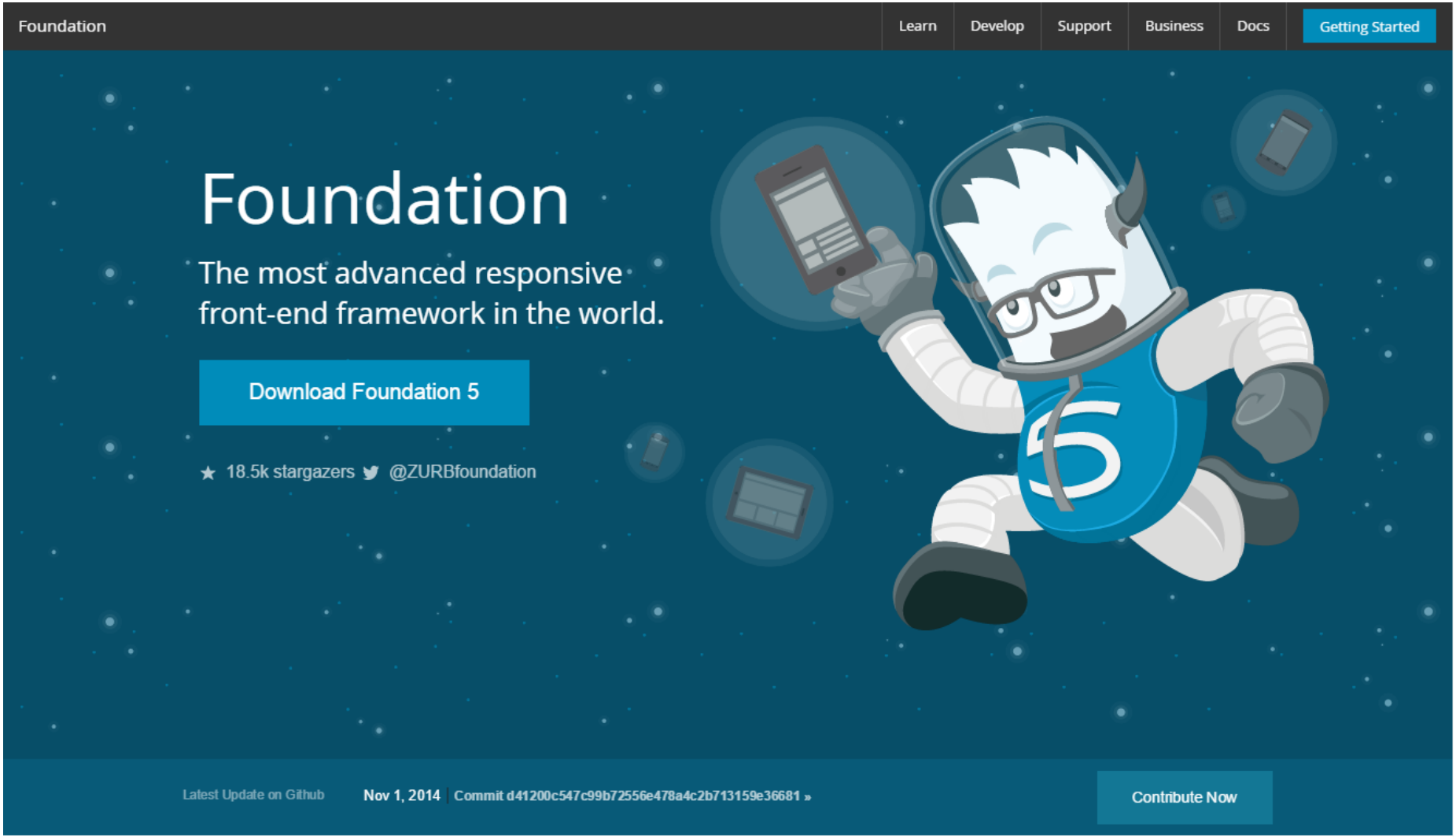
"views & functions for mobile"

"another look & feel"



Foundation

A famous web-framework, focused on Responsive Web Design.



Useful, nestable grid-system.

"views & functions for mobile"

What Comes With Foundation?

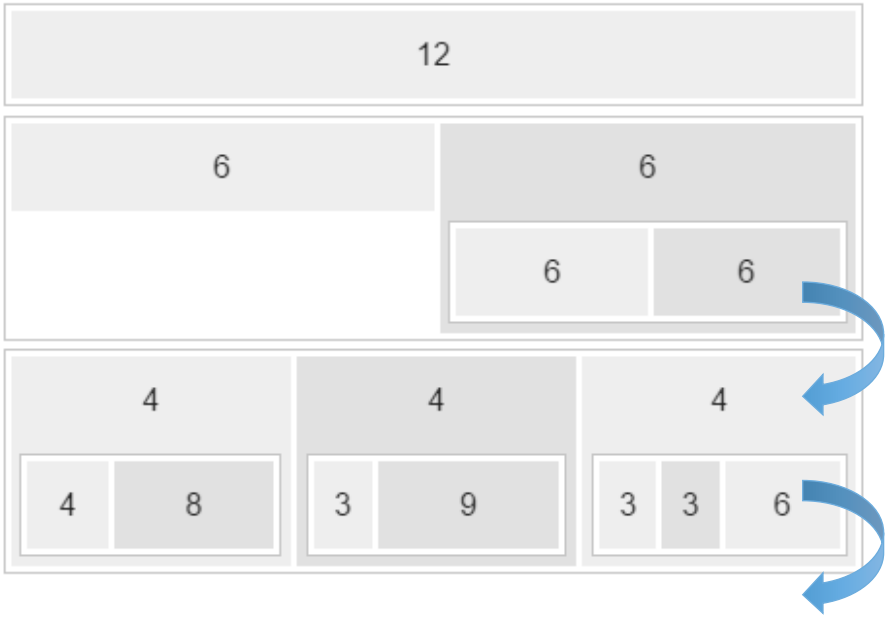
Foundation has a ton of components and structures to help you build a resp
worry about all of your baseline, foundational (see what we did there?) code.

You can see all of Foundation's components on one page called the Kitchen Sink or check out a small snapshot of wha n includes:

The Grid

Our grid works on almost any device and has support for nesting, source ordering, offsets and device presentation. Frankly, it's a little too easy. In no time, you'll be creating complex layouts like this.

Need a head start on some of your designs or some extra inspiration to see the full potential of a responsive front-end framework? Check out a list of our Foundation resources!

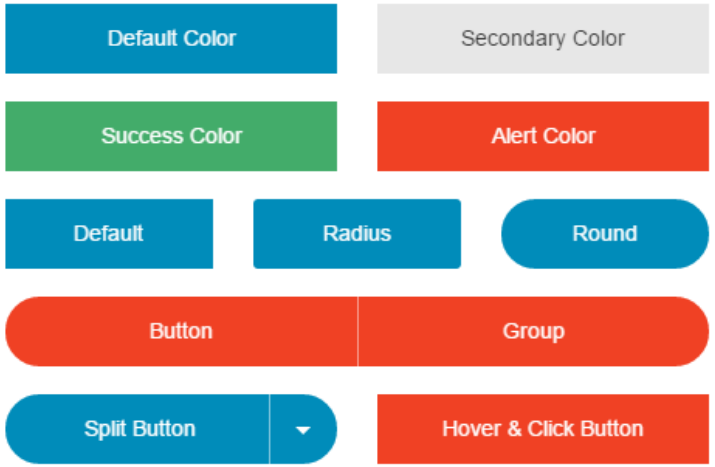


Auto offset & visibility control by display size

Smooth preset parts

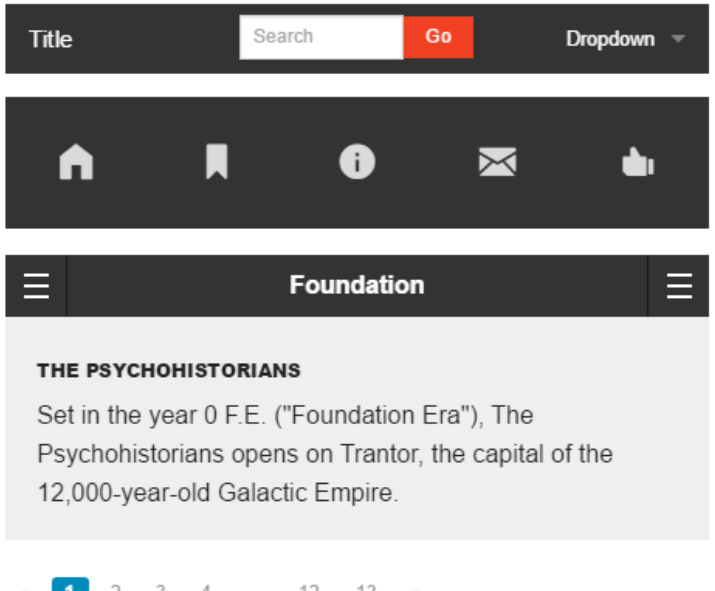
Buttons

Clicking on stuff is awesome, so hook up your users with buttons to do stuff. There are some lightweight button styles for size, presentation, and color to make customizing your own button as easy as adding a class.



Navigation

People have to get around. Navigation styles in Foundation include: a robust top bar with dr ns; button; search bars; a cool icon bar; a bitchin' off mentation; and a bunch of other navigational



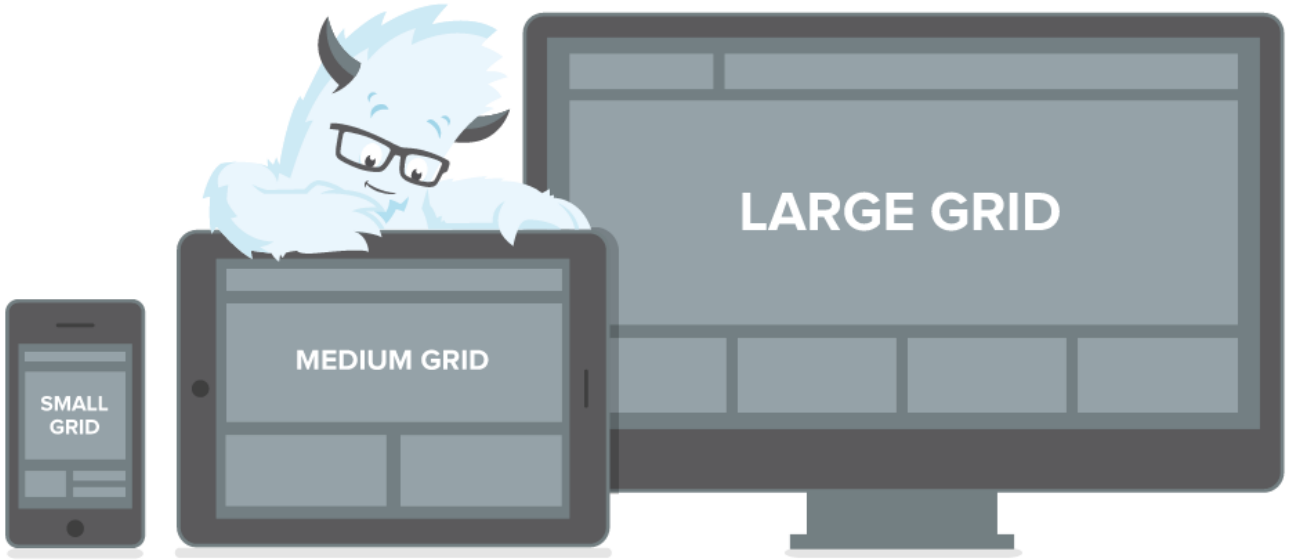
"another look & feel"

Merge

OPENedX

&

Foundation



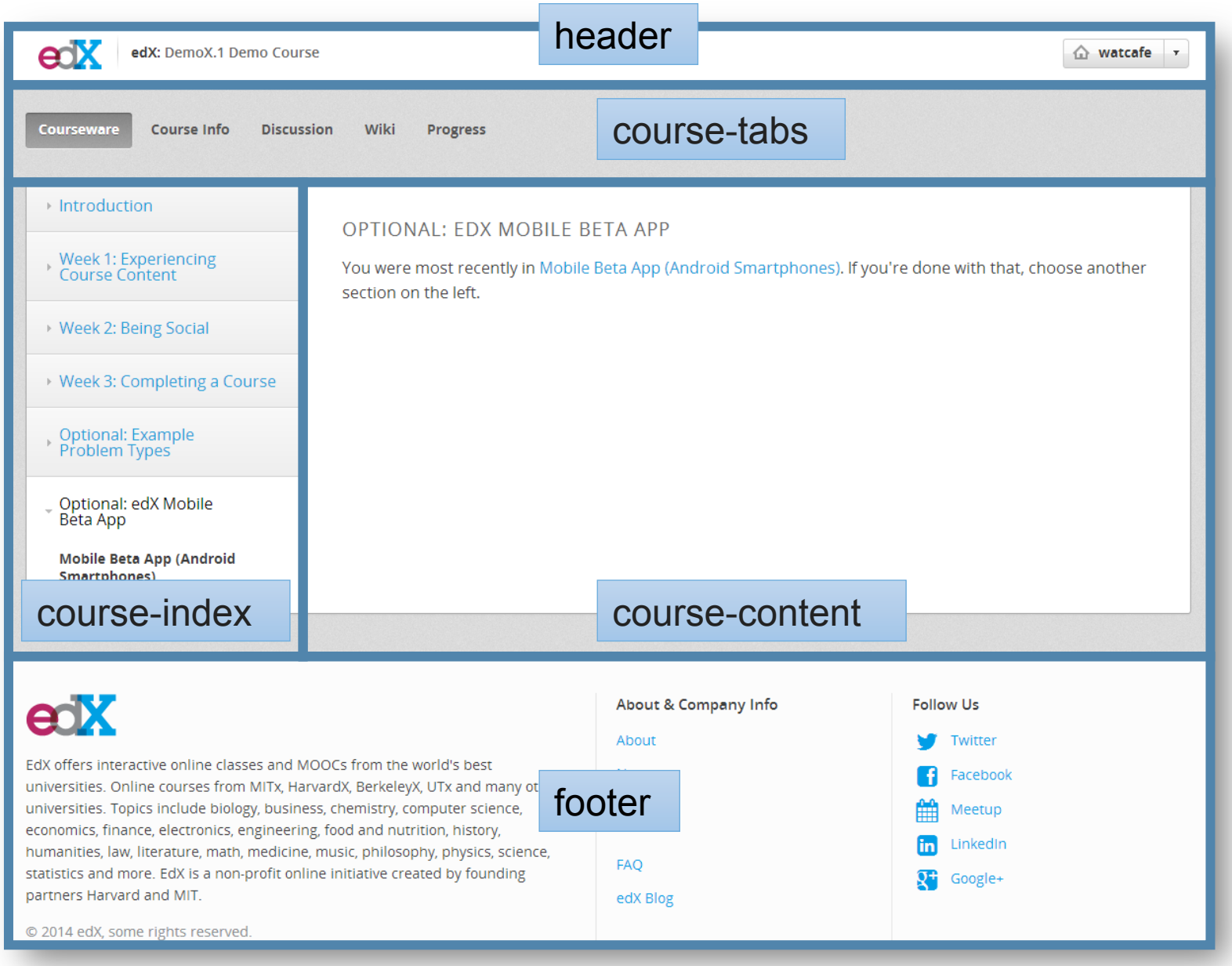
Remained critical issue:

Dose

have liquid layout?

Fixed layout is not good for RWD.

Box model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Wiki
Progress
Introduction
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Week 3: Completing a Course
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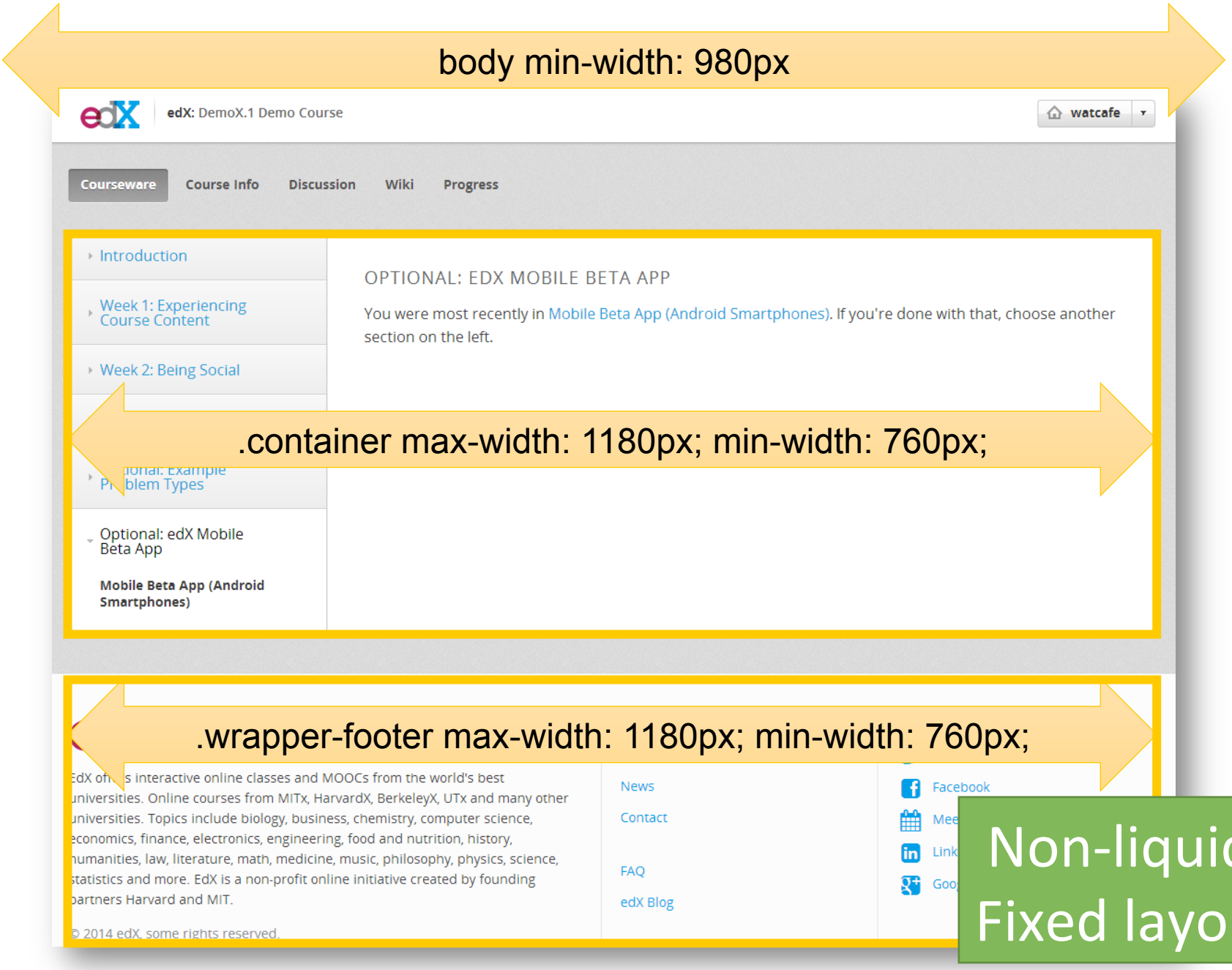
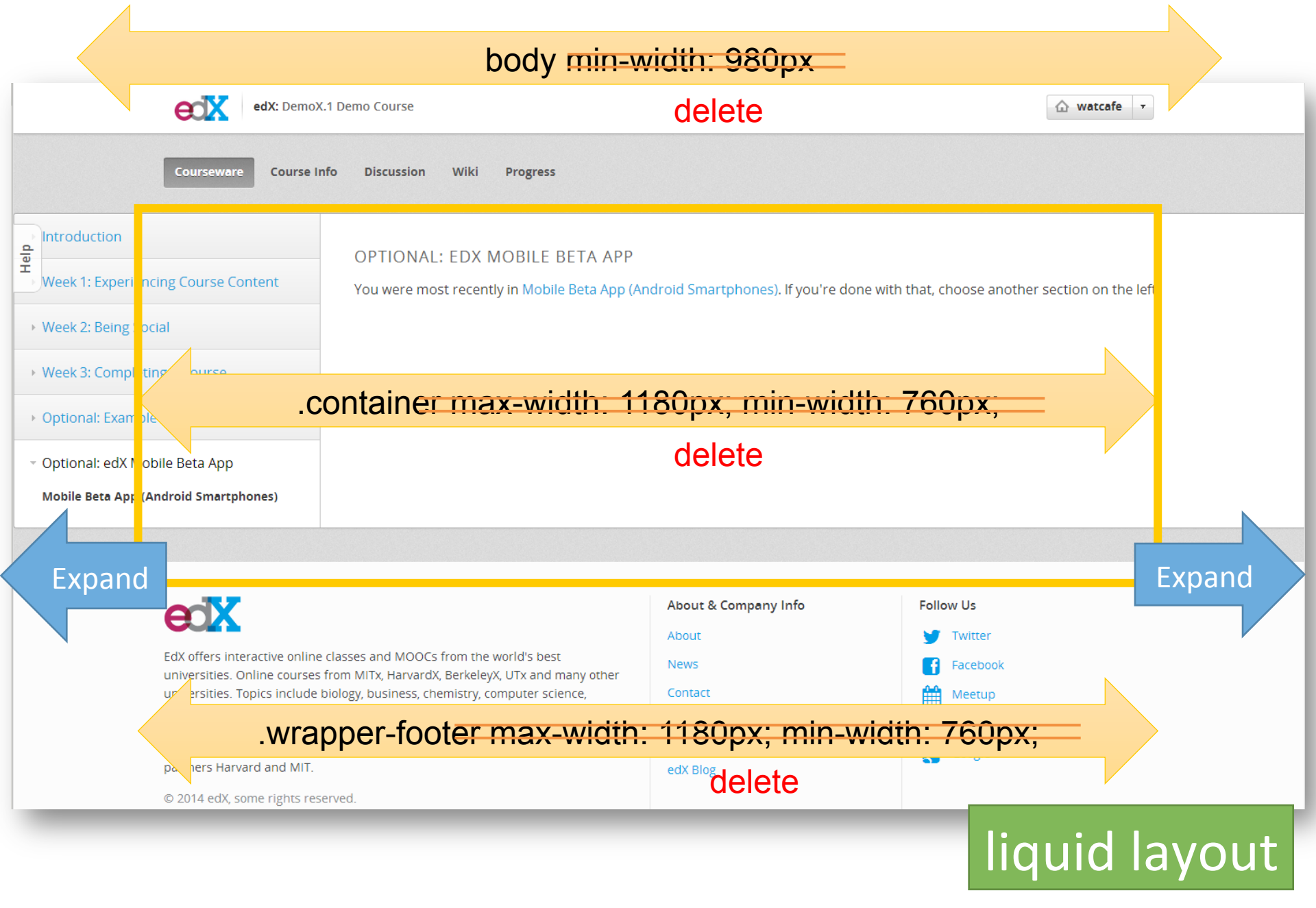
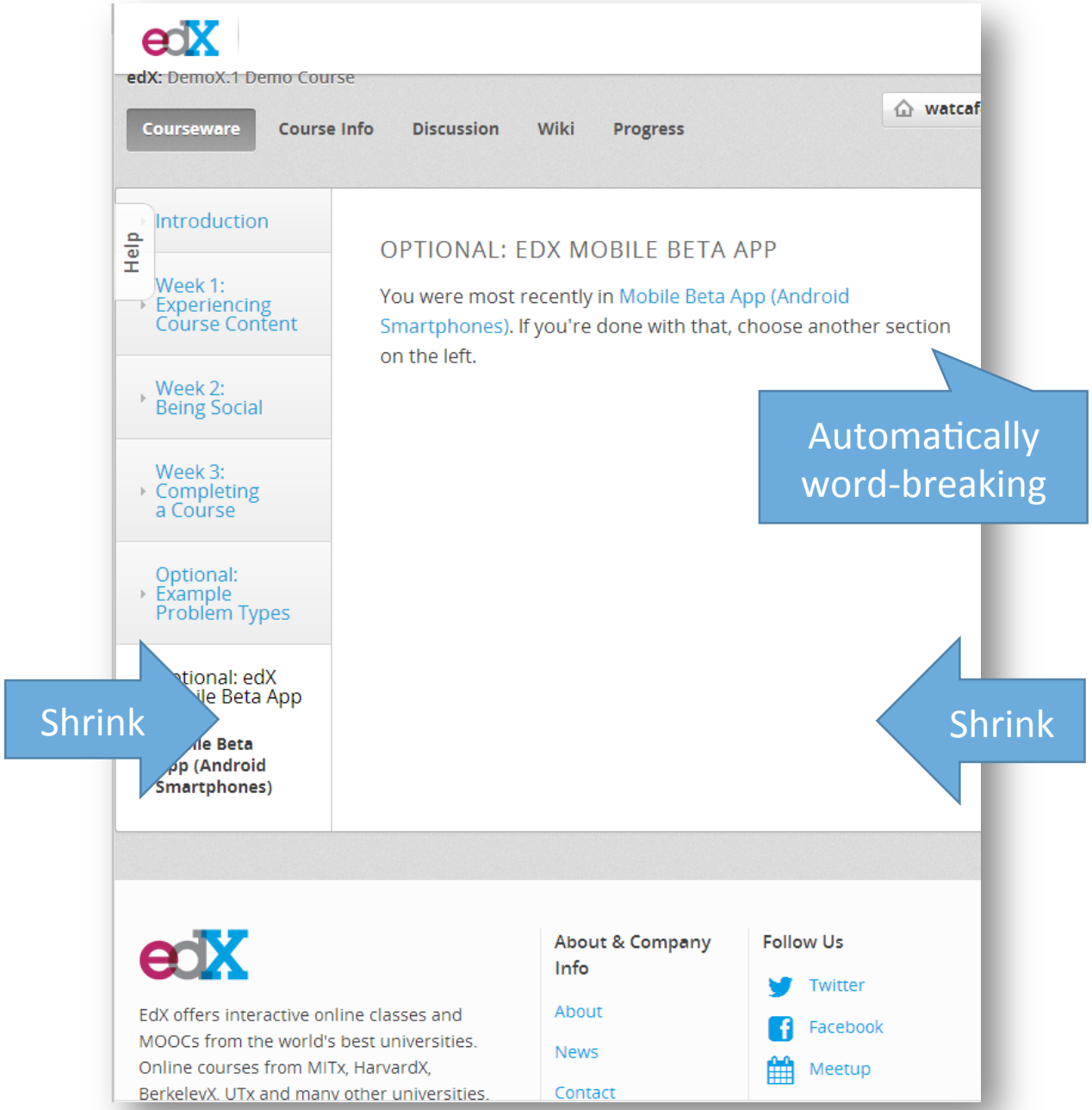
What's restricted?



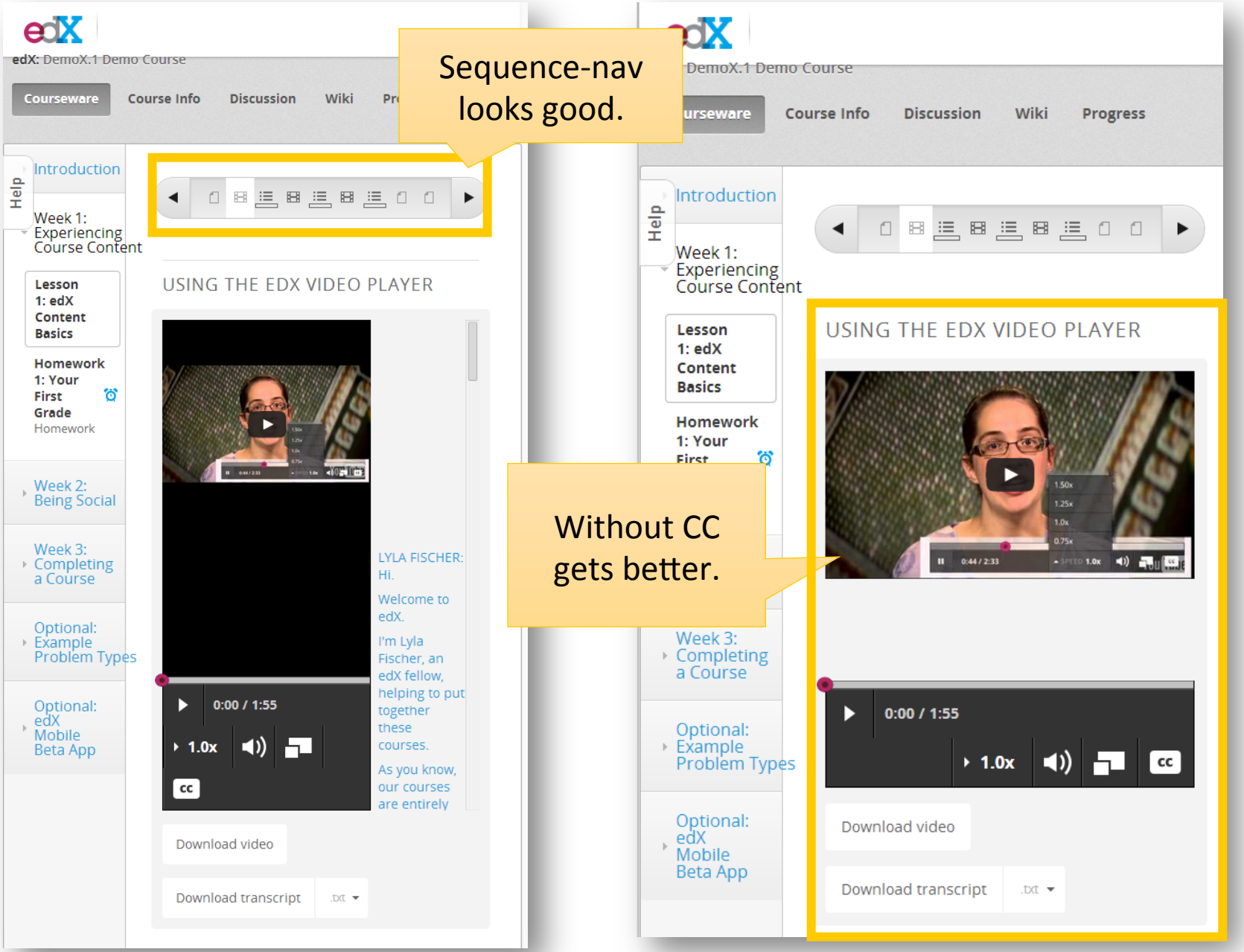
Get flexibility with deboning



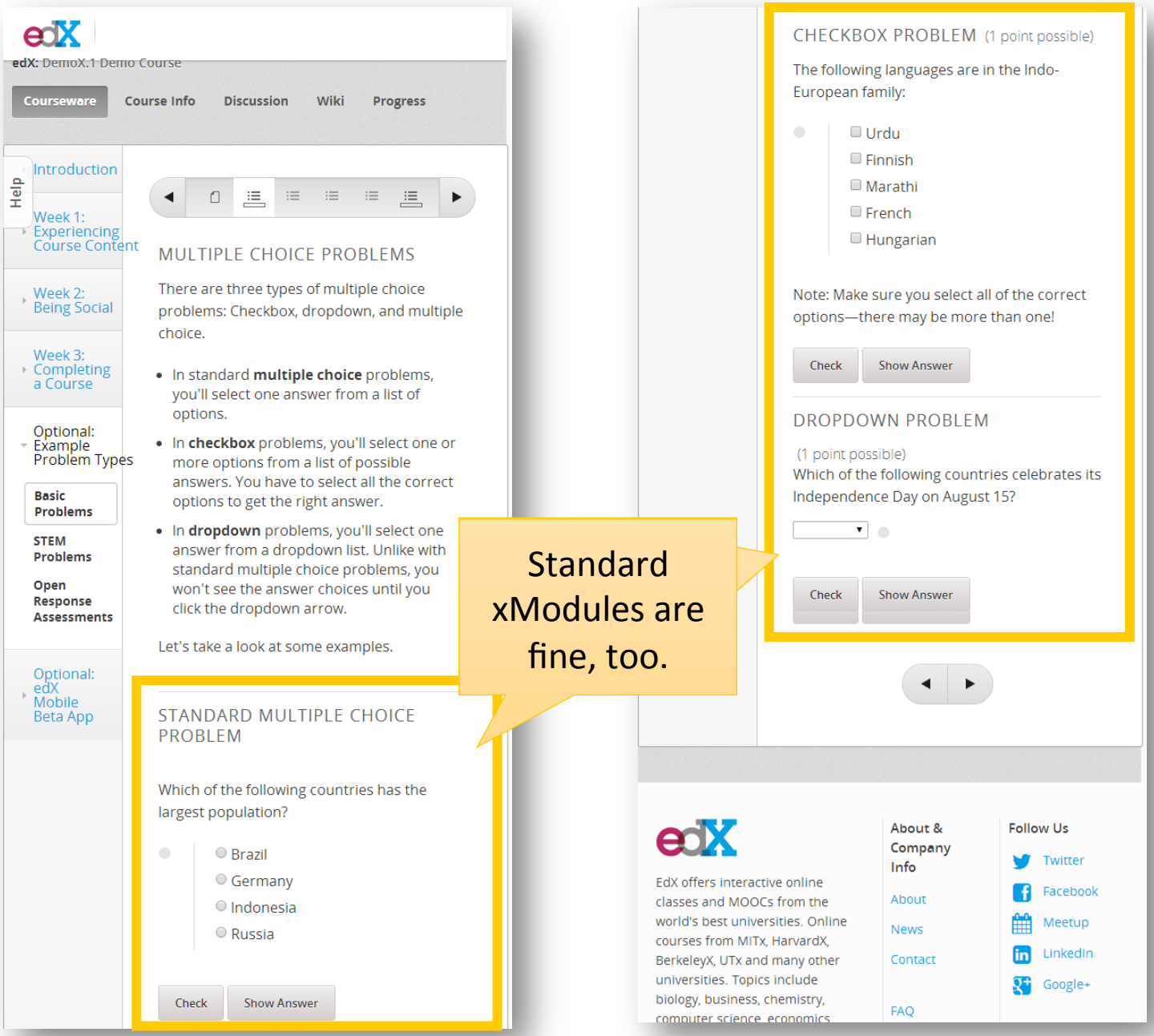
Getting flexibility with deboning



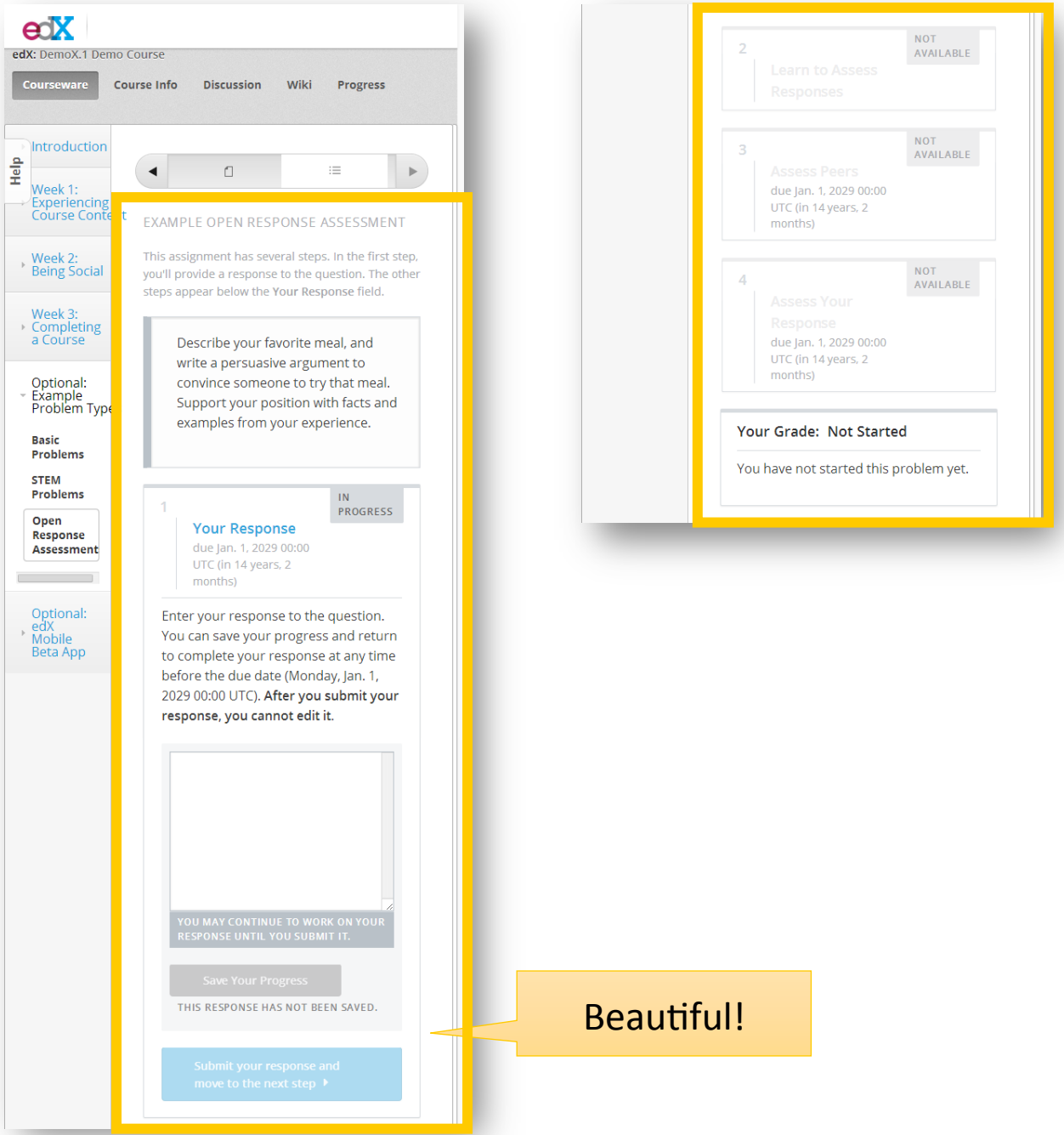
Video with deboning



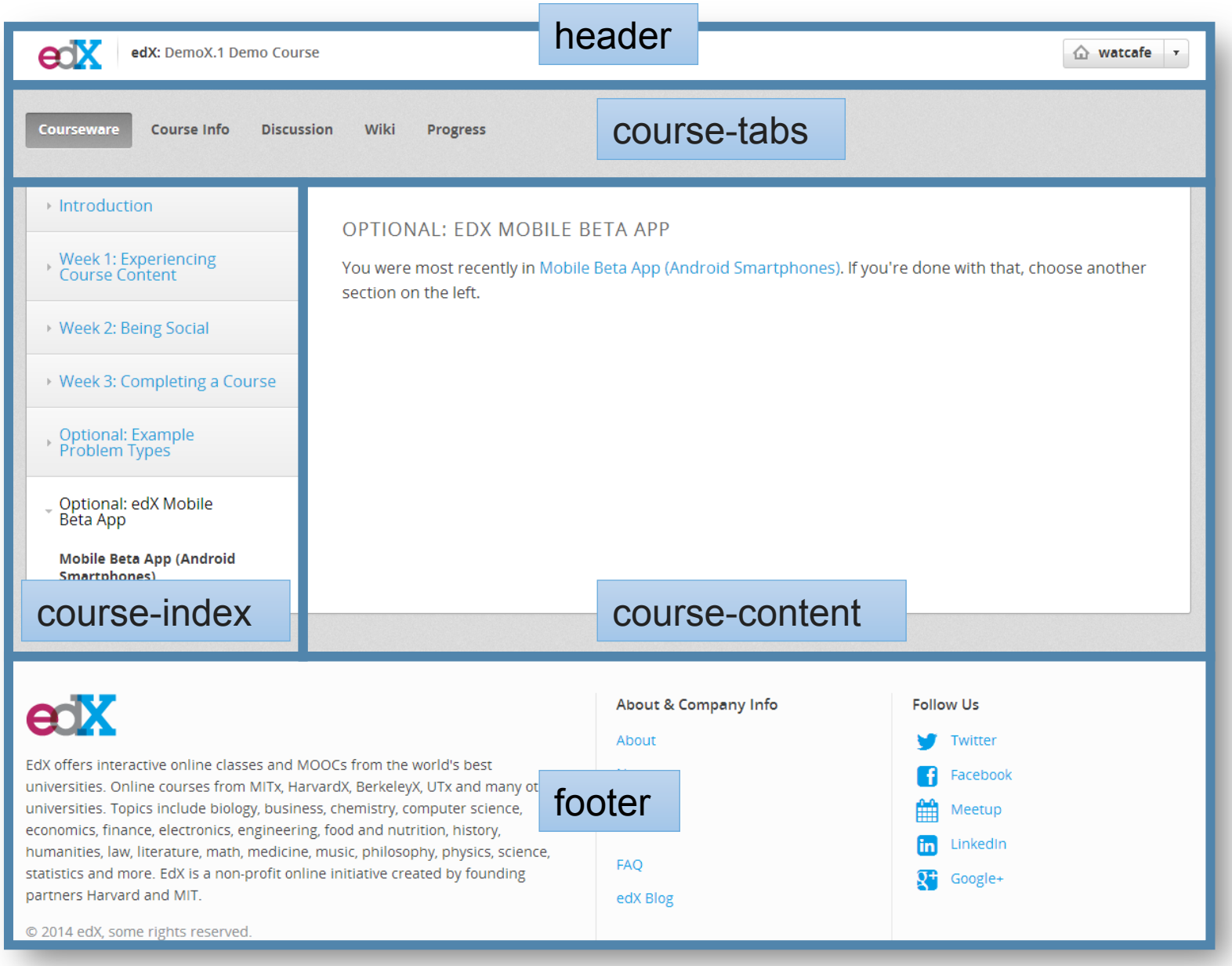
xMobule with deboning



xBlock(ORA2) with deboning



Box Model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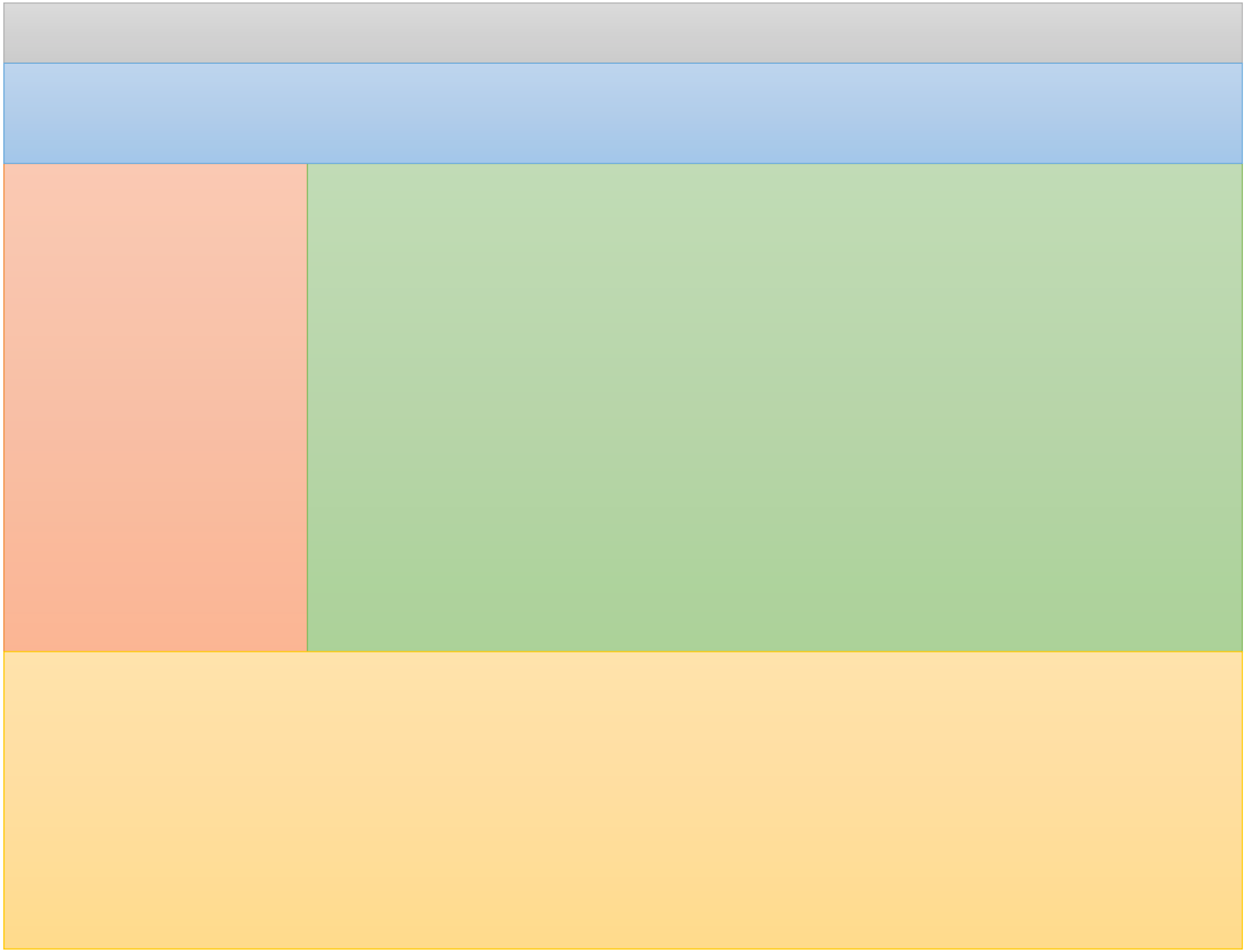
Box Model



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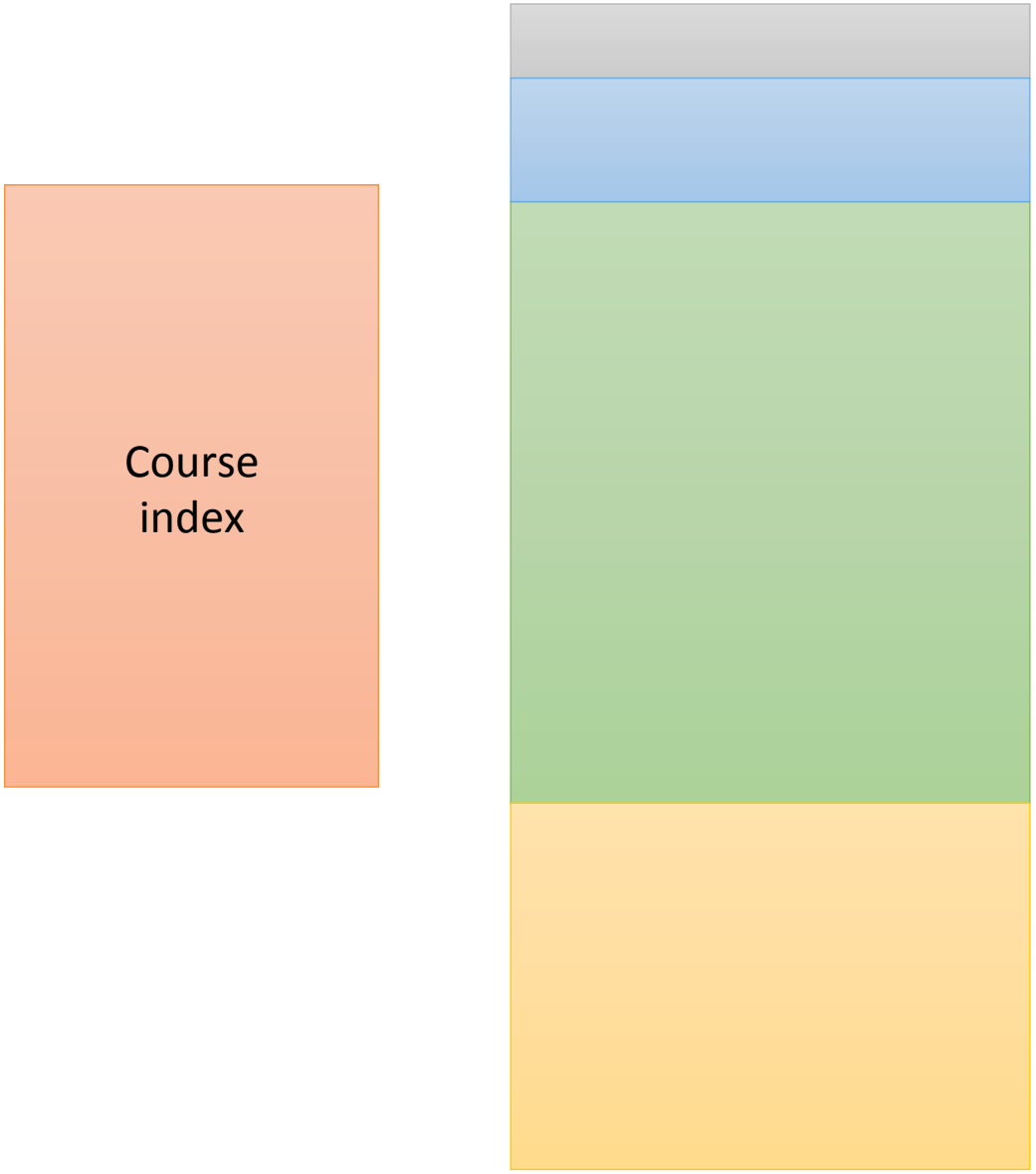

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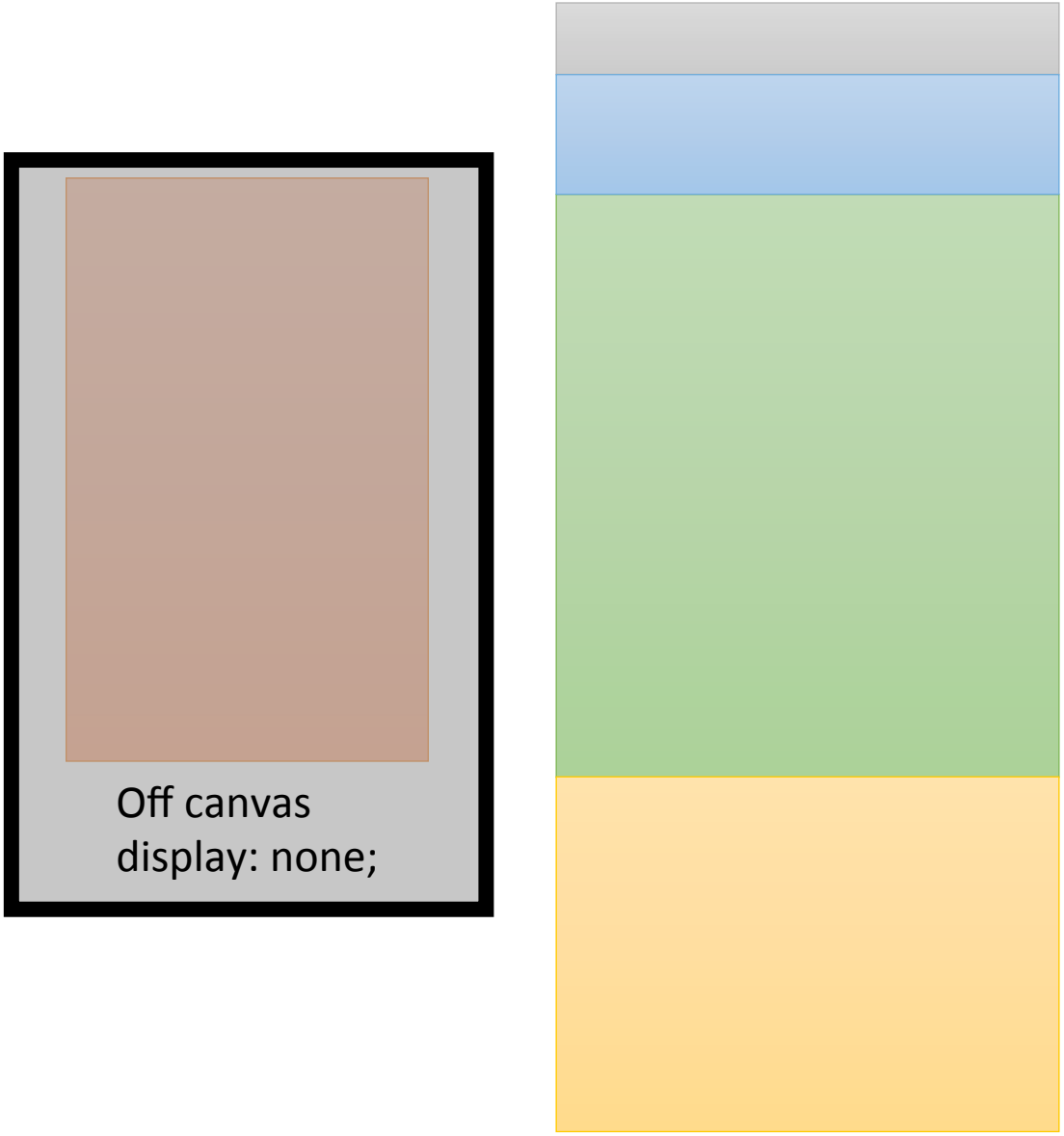

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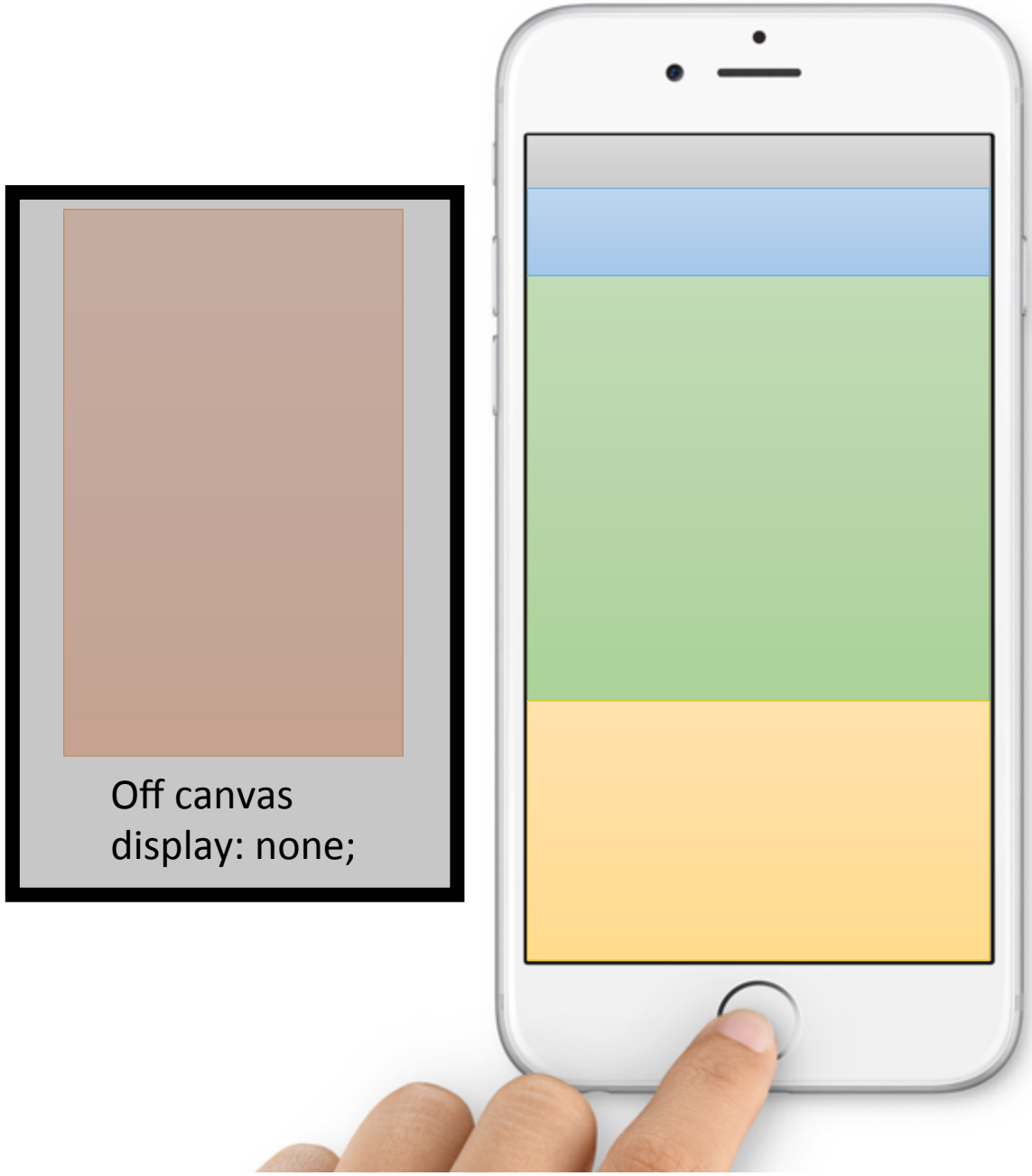

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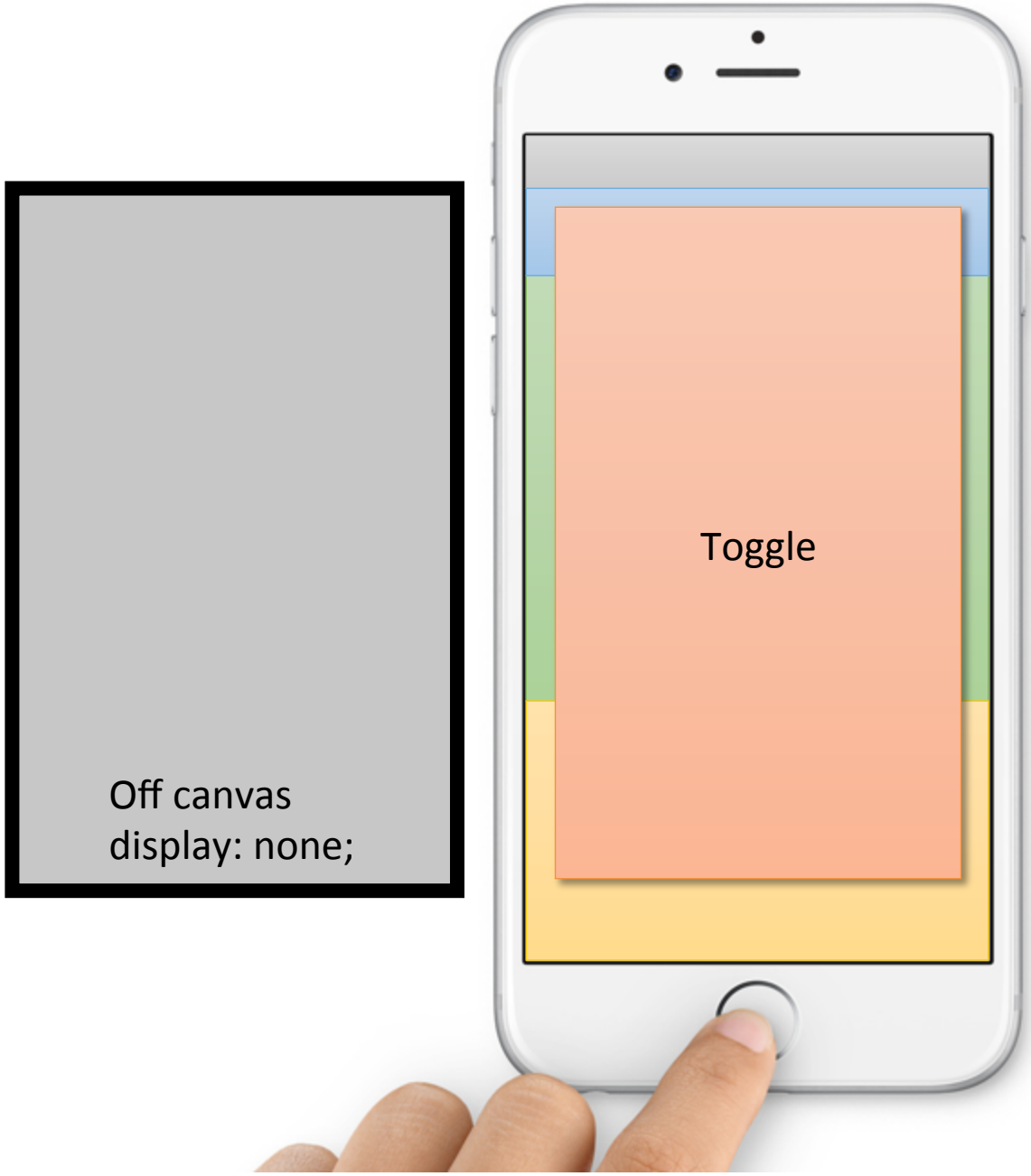
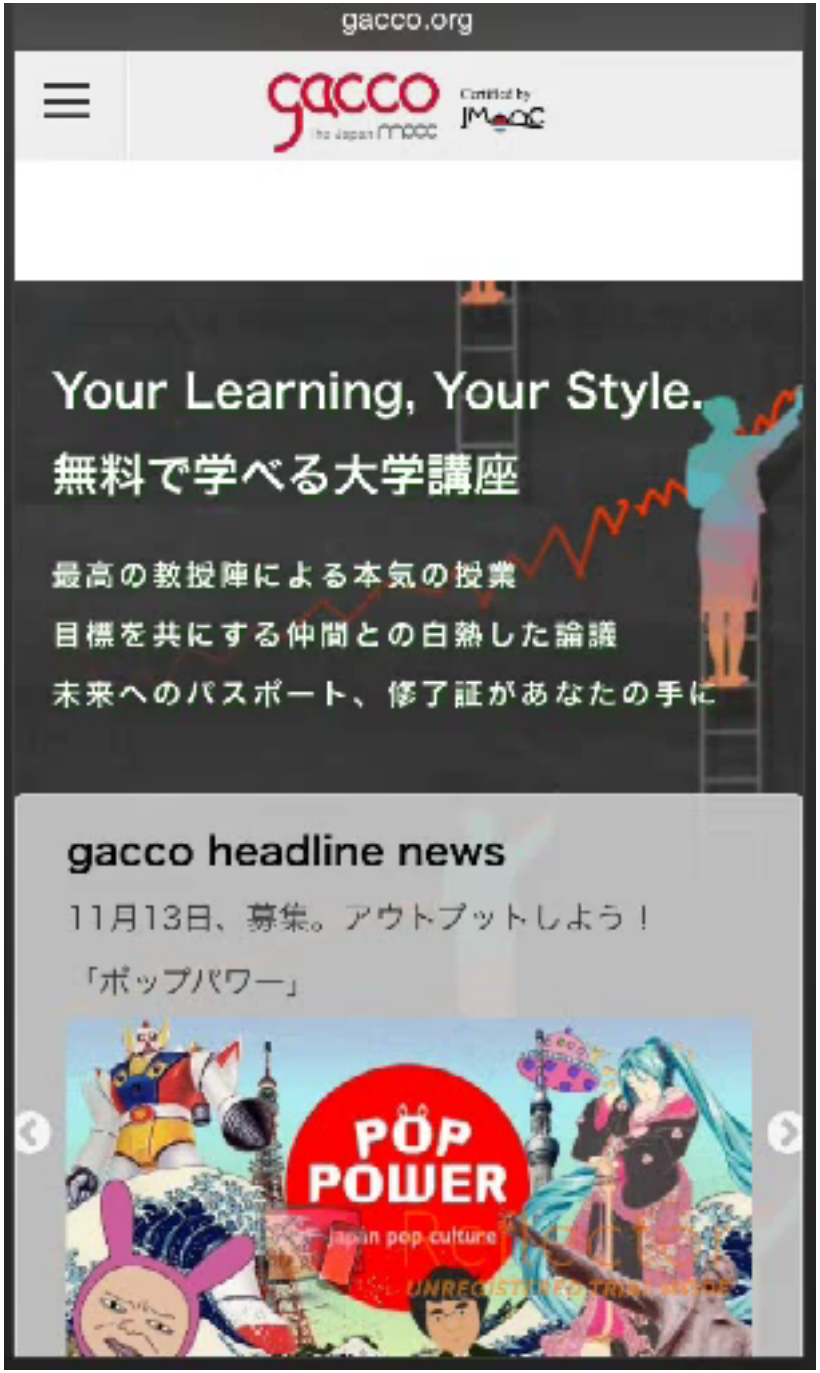


Demo

Actual system Demo
By Mr.Kawasaki

Demo
(iPhone View)



See detail

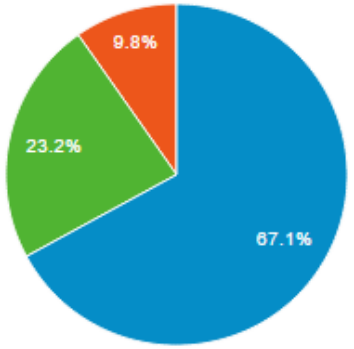
https://github.com/nttks/

Insight through usage

デバイス カテゴリ	セッション	セッション
	228,697 全体に対する割合: 100.00% (228,697)	228,697 全体に対する割合: 100.00% (228,697)
1. desktop	153,362	67.06%
2. mobile	53,021	23.18%
3. tablet	22,314	9.76%

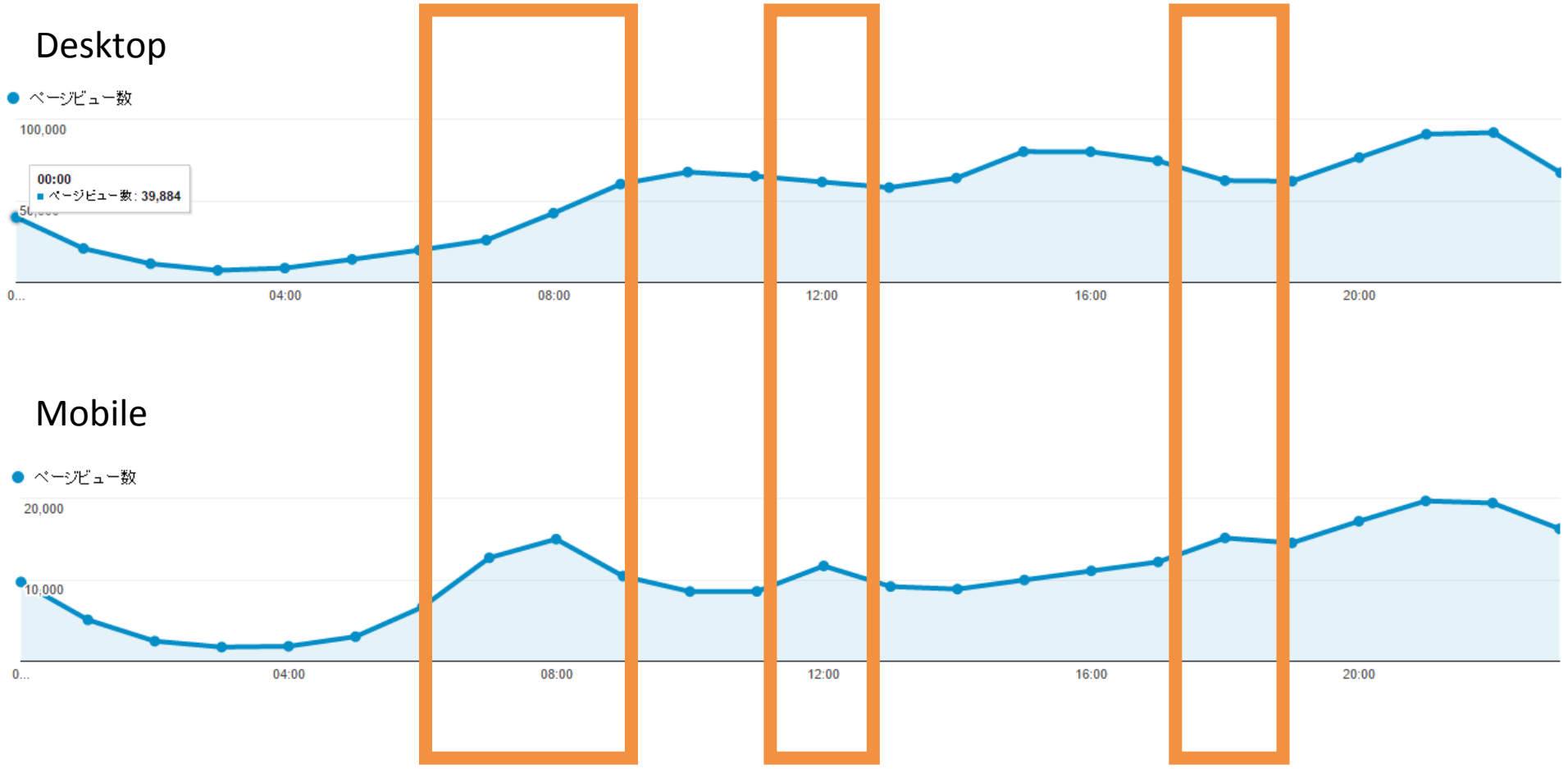
全体に対する割合:
セッション

1/3 is non-PC



Or/And

Insight through usage



Commuter Lunch Commuter

*1 hour is average commuter time in Tokyo

Insight through usage

Course with No DL video…

Don’t take DL videos away!
I’d like to watch and study in…

Insight through usage

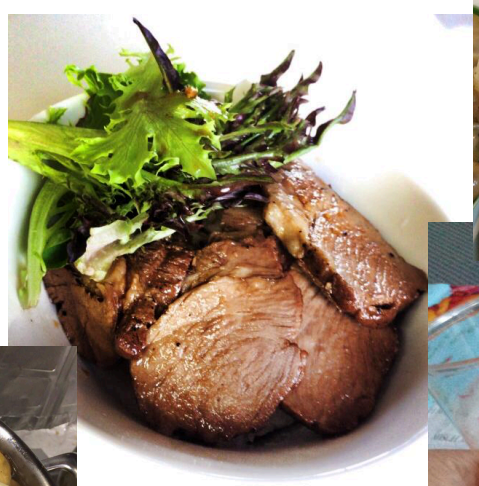
Appendix

watcafe

What's like your home party, chef/barista:
Everyone calls as wat-café (My Name WATanabe)
3~8 friends comes my house(small), I love it.

My partner:
Professional mill
→hand drip!!!

Oden : Japanese stew



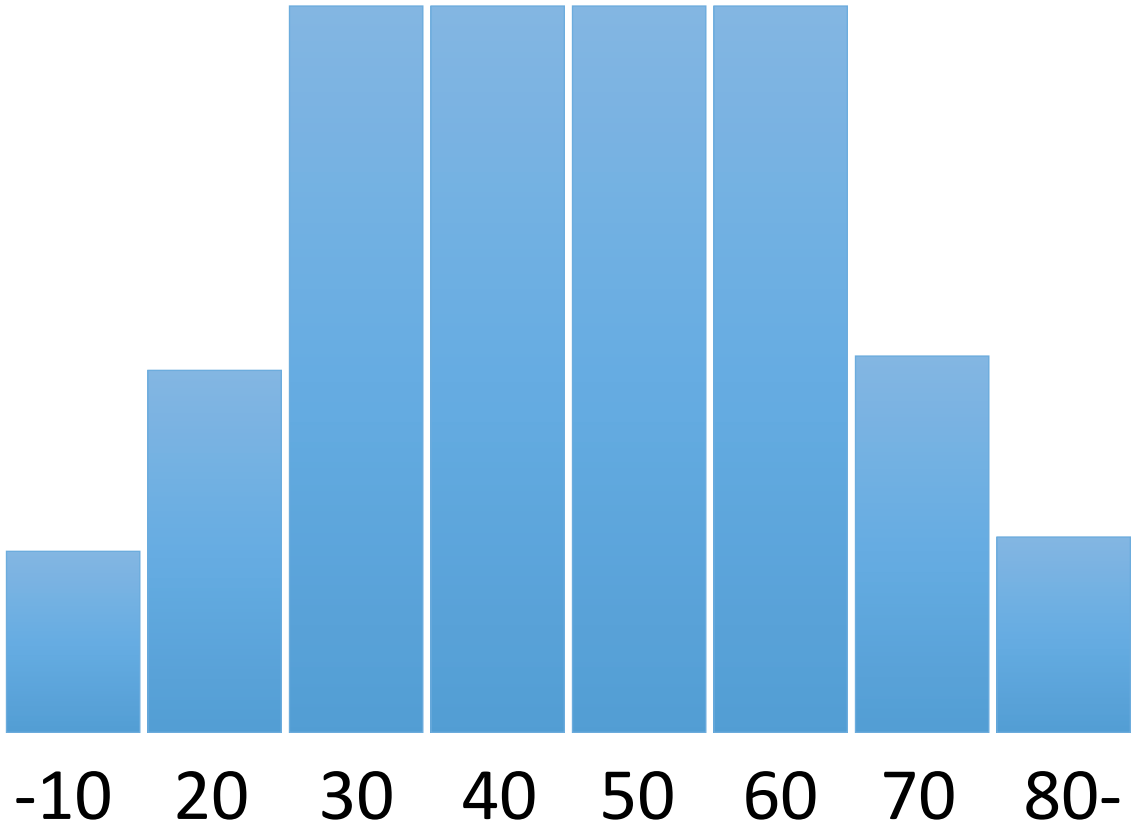
Roasted pork

Chinese dumpling

catering service(handmade)

Appendix

Amount of users:
80,000 and more (Yesterday exceeded 80,000 users)



Almost all from JP

Appendix

Courses :
about 30 courses we've announced
>>6 courses were closed,
>>8 courses are open now,
>>the others are enrollment only.

max enrollment 20000 users, average 5000 users.

Generally 4 weeks course,
8-10 videos / week, every video ranges 8-15 min.
disclose every week new video & assessments.

Appendix

Rate of achieving certification:

Rate ranges 8-20%

open assessments only course is likely to low rate.
Quiz to open assessment method course is likely to high rate.

Almost half user of 1points or more points (non-0point) gets CERT.

Appendix

How to earn / Business model :

Ticket for flipped class room($45 to $450/event)
In-company SPOC(small private online course)
Service for government and regional institute, educational advertising for citizen.

In future, recruiting business on changing job, matching employee & employer.

Big data – as NTT docomo user, cross-service analytics to maximize user engagement.

Appendix

Promotion :

Collaboration with Univ/College
Media AD post(Gizmodo, EdTech news etc…)
SNS(Blog, fb, twitter)
Interview or visit for media coverage(TV)

Now trial on paid promo, Google adwords etc…

Appendix

Cultivation of courses :

In-query (1~3 / month)
Private offer to attractive teachers.
Information session with JMOOC*.

*JMOOC = Japan MOOC
Japan Open Online Education Promotion Council.
JMOOC is co-funded by industry-academia collaboration.