Mobile Apps for Busy Instructors: A Usability Study

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About Me

• High School Social Studies teacher
• 10 years of teaching experience
• Accumulated hundreds of hours of professional development
ONE DOES NOT SIMPLY

“ROLLOUT IPADS” &
“INTEGRATE EDTECH”
Have you heard of Kahoot!?

Please answer using the polling feature in Blackboard Collaborate.

✔ Yes
✗ No

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Please answer using the polling feature in Blackboard Collaborate.

✔ Yes
✗ No

Have you heard of Kahoot!??
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✔ Yes
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Have you heard of Kahoot!?
MOBILE APPS!!

ALL KINDS OF MOBILE APPS EVERYWHERE
The Problem

As busy professionals, we face a number of obstacles that prevent us from truly integrating technology:
The Problem

As busy professionals, we face a number of obstacles that prevent us from truly integrating technology:

• Lack of Awareness

(Chen & Miller, 1997; Hew & Brush, 2007; Pritchett, C. G., Pritchett, C. C., & Wohleb, 2013)
The Problem

As busy professionals, we face a number of obstacles that prevent us from truly integrating technology:

- Lack of Awareness
- Lack of Knowledge

(Chen & Miller, 1997; Hew & Brush, 2007; Pritchett, C. G., Pritchett, C. C., & Wohleb, 2013)
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As busy professionals, we face a number of obstacles that prevent us from truly integrating technology:

• Lack of Awareness
• Lack of Knowledge
• Lack of Time

(Chen & Miller, 1997; Hew & Brush, 2007; Pritchett, C. G., Pritchett, C. C., & Wohleb, 2013)
A Solution

An online instructional module that offers professional development on useful apps such as Kahoot!, Blendspace, and PowToon.
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Caters to busy instructors:
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Caters to busy instructors:
  • Asynchronous
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Caters to busy instructors:

- Asynchronous
- Short
A Solution

An online instructional module that offers professional development on useful apps such as Kahoot!, Blendspace, and PowToon.

Caters to busy instructors:

• Asynchronous
• Short
• Succinct
You want to access an assignment rubric. What do you do?

A. Click on a link in the navigation menu.
B. Click on any of the buttons at the bottom of the screen.
C. I’m not sure what you’re asking me to do.
D. I don’t know what to do.
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The Purpose

The purpose of this usability study is to evaluate the ease of use, navigability, and learnability of an online mobile apps instructional module for individuals who serve in any teaching capacity (e.g., instructors in the fields of business, education, military, etc.).
Design and Development

- ADDIE Model

- Analysis
- Implement
- Evaluate
- Design
- Develop
Design and Development

- **ADDIE Model**
- **ARCS Model of Motivation**

**ADDIE Model**
- **A**ttention: Engage, Signpost, Activate
  - Use real stories, branding and challenges
- **R**elevance: Signpost, Assumptions, Knowledge
  - Identify clear benefits, relate to work situations
- **C**onfidence: Guidance, Performance, Feedback
  - Contextualize assessment exercises and scenarios.
- **S**atisfaction: Reinforce, Acknowledge, Summarize
  - Track completion of learning and praise performance
Design and Development

- ADDIE Model
- ARCS Model of Motivation
- Gagne’s Nine Events of Instruction
Design and Development

Examples of Attention Component

**How to Create a Kahoot!**

How do you create a Kahoot!? 

**Step 1:** Sign up for a [Kahoot!](https://kahoot.com) account (link to Kahoot! site). It's free!

**Step 2:** Watch this tutorial for a quick and informative overview. It will take you through the entire process from creating an account to previewing a Kahoot! you've made. (Length: approximately 8 minutes)
Design and Development

Examples of Attention Component

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[Join Kahoot!](#)
Design and Development

Examples of Attention Component

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Examples of Attention Component

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**How to BlendSpace**

*How do you create a BlendSpace lesson?*

*Step 1:* Sign up for a BlendSpace account. It's free! You can also use your Google account to log in.

*Step 2:* Watch this tutorial for a quick and informative overview. It will take you through the entire process of creating a BlendSpace lesson from scratch. (Length: approximately 8:30 minutes)
Design and Development

Examples of Attention Component

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Design and Development

Examples of Attention Component
Design and Development

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- Google Docs
- Wix
- PowToon
- YouTube
Design and Development

- [Logo of Google Sheets]
- [Logo of Wix]
- [Logo of PowToon]
- [Logo of YouTube]
- [Logo of Canva]
Methods and Procedures

- Think-Aloud (Krug)
Methods and Procedures

- Think-Aloud (Krug)
- Participants were recorded using:
Methods and Procedures

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- Participants were recorded using:
Methods and Procedures

- Think-Aloud (Krug)
- Participants were recorded using:
  - Hangouts
  - Screencastomatic
Demographics

What is your age range?

- 18-30: 16.7%
- 31-40: 16.7%
- 41-50: 16.7%
- 61-70: 50%
Demographics

Which of the following best describes your profession?

- Business: 16.7%
- Retail: 16.7%
- Education: 50%
- Military: 16.7%
## Results

Table 2. Time Results for Scenario Completion By Round

<table>
<thead>
<tr>
<th>Round</th>
<th>Participant 1</th>
<th>Scenario 1</th>
<th>Scenario 2</th>
<th>Scenario 3</th>
<th>TOTAL TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Participant 2</td>
<td>4:08</td>
<td>4:34</td>
<td>3:01</td>
<td>11:43</td>
</tr>
<tr>
<td></td>
<td>Participant 3</td>
<td>7:18</td>
<td>0:41</td>
<td>0:50</td>
<td>8:49</td>
</tr>
<tr>
<td></td>
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Note. *n*=6. Values represent time in minutes and seconds.
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Results

Means of Ease of Use Survey Items (Round 1 vs. Round 2)

Survey Items

A. The website was easy to navigate.
B. Links were visible and clear.
C. Links are easy to identify.
D. Instructions in the module were easy to follow.
E. The module has a clean and simple presentation.
F. The number of buttons (or links) was reasonable.
G. The surveys were easy to fill out.
Results

Means of Learnability Survey Items (Round 1 vs. Round 2)

Survey Items

A. The layout was easy to understand.
B. The structure of the module was organized and logical.
C. It took very little time to understand the design layout of the module.
D. Completing tasks took very little effort.
E. Completing tasks took very little time.
F. I could navigate through the module with no help.
Results

Means of User Satisfaction Survey Items (Round 1 vs. Round 2)

Survey Items

A. I would consider participating in an online instructional module in the future.
B. I enjoyed the instructional module.
C. The layout was NOT confusing.
D. Navigating through the module was NOT very difficult.
E. Overall, the module (site) was user-friendly.
## Round 1 Issues

<table>
<thead>
<tr>
<th>Topic</th>
<th>Concerns</th>
<th>Considerations</th>
</tr>
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</table>
| Navigation Menu     | • Inconsistent sub-menu reveal (would not remain open when mouse was hovered over it)  
• Users saw sub-menu options, but did not click on page links (required of scenario)                                                          | • Remove sub-menu and use universal language that can be understood by all professionals  
• Simplify navigation menu                                                                                                                   |
| Buttons and links   | • Too many options to reach the same destination confused users  
• Buttons were ignored, not always identifiable                                                                                              | • Consolidate pages  
  ○ Create a Home page (with explanation of lesson components)  
  ○ Separate page for Module Lessons  
• Change look of buttons, add shadow and arrows to indicate movement within lesson  
• Provide a button at end of lesson that returns to module lessons page                                                                   |
# Round 2 Issues

<table>
<thead>
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</tr>
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</table>
| Scrolling| - Users did not scan full length of page  
- Users did not always read content  
- Users did not notice new links (within the module lesson)--Introduction, How-To, and Assignment--at the top of the page | - Create anchor links to key information on the page (that bring the user to specific points in the page without having to scroll).  
- Produce a welcome video that reviews how to navigate site |
Welcome! In this Mobile Apps for Busy Instructors Module, there are three lessons. All have the same objectives:

1) Make you see the potential uses of a mobile application,
2) Make you proficient in using the application, and
3) Make you integrate it into your practice.

Ma ka hana ka ‘ike
The learning is in the doing.

When you’re done, teach your students!

1. KAHOOT! LESSON
   Develop fun and engaging online quizzes to test your learners’ knowledge and review content.
   BEGIN KAHOOT!

2. BLENDSPACE LESSON
   Empower your learners by providing resources in a central location that they can access anytime and anywhere.
   BEGIN BLENDSPACE

3. POWTOON LESSON
   Create exciting and entertaining animated videos that pique the interest of your learners or audience.
   BEGIN POWTOON
Changes to Design

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BEGIN BLENDSPACE
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# Changes to Design

Welcome to the Mobile Apps for Busy Instructors Module. All tasks have the same **objectives**:

- Understand the potential uses of a mobile application, component in using the application, and integrate it into your practice.

> *Ma ka hana ka 'ike*
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*When you're done, teach your students!*  

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<thead>
<tr>
<th>HOME</th>
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<th>POWTOON</th>
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<th>CONTACT</th>
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**Mouse-over menu headers to reveal submenus for module lessons**

1. **KAHOOT LESSON**
   - Develop fun and engaging online quizzes to test your learners' knowledge and review content.
   - **BEGIN KAHOOT!**

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**NEED ASSISTANCE?** Reach out. Make **CONTACT**.
Changes to Design

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NEED ASSISTANCE? Reach out. Make CONTACT.
Welcome to the Mobile Apps for Busy Instructors Module!

This instructional module was designed to make you aware of mobile apps and teach you how to use them so they can be used in your line of work. There are THREE module lessons: Kahoot!, BlendSpace, and PowToon. [Watch welcome video]

Each module lesson consists of three parts:
[Links to parts are located at top of page in each lesson.]

- **Introduction** - Provides information about the app and examples of how it can be used in various professions
- **How-To** - Outlines steps to creating a product with the app and shares advice on how to make a product quickly and easily (in the "Save Time" section)
- **Assignment** - Details requirements of the product (to be created) and offers an assignment rubric to guide design and development

[Mobile device users: Use buttons at bottom of page to navigate.]
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[Mobile device users: Use buttons at bottom of page to navigate.]
Changes to Design

Watch this WELCOME VIDEO. Devoting 3 minutes to watching this video may save you hours of aimless browsing.

*After completing all module lessons, fill out the Post-Survey.

READY TO BEGIN?
(Click below to access module lessons)

MODULE LESSONS >
Changes to Design

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READY TO BEGIN?
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MODULE LESSONS >
Changes to Design

OBJECTIVES OF MODULE LESSONS

1) Make you see the potential uses of the mobile application,
2) Make you proficient in using the application, and
3) Make you integrate it into your practice.

*It is not required that you go in order, but it is recommended.

1. KAHOOT! LESSON
   Develop fun and engaging online quizzes to test your learners' knowledge and review content.
   LEARN KAHOOT!

2. BLENDSPACE LESSON
   Empower your learners by providing resources in a central location that they can access anytime and anywhere.
   LEARN BLENDSPACE

3. POWTOON LESSON
   Create exciting and entertaining animated videos that pique the interest of your learners or audience.
   LEARN POWTOON

NEED ASSISTANCE? Reach out. Make CONTACT.
Changes to Design

MODULE ASSIGNMENTS

KAHOOT! ASSIGNMENT

After reviewing the Introduction and How-To sections of the Kahoot! module lesson, you will create a Kahoot! online quiz. For a hardcopy of requirements, click the red icon for a printable rubric.

ASSIGNMENT DETAILS

BLENDSPACE ASSIGNMENT

After reviewing the Introduction and How-To sections of the Blendspace module lesson, you will create a Blendspace online lesson. For a
How do you create a PowToon video?

**Step 1:** Sign up for a [PowToon](https://www.powtoon.com) account (links to an external site). It's free! You can use your Facebook, Google, or LinkedIn account to sign in.

**Step 2:** Watch this tutorial for a quick overview of the PowToon application. The video will take you through creating an account to creating a short PowToon animated video. (Length: approximately 7 minutes)
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Changes to Design

BEFORE
Changes to Design

BEFORE
Changes to Design

BEFORE

AFTER

Step 3: Now it's your turn. Get started! Feel free to browse the Gallery for Blendspace lessons you can customize. **YOUR ASSIGNMENT is to make a Blendspace lesson.** Click on the "Blendspace Assignment" button for more information.
Changes to Design

Before

After

**Step 3:** Now it's your turn. Get started! Feel free to browse the Gallery for Blendspace lessons you can customize. **YOUR ASSIGNMENT** is to make a Blendspace lesson. Click on the "Blendspace Assignment" button for more information.
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INTRODUCTION

HOW TO CREATE A KAHOOT!

How do you create a Kahoot!?

**Step 1:** Sign up for a [Kahoot!](https://kahoot.com) account (link to Kahoot! site). It’s free!

**Step 2:** Watch this tutorial for a quick and informative overview. It will take you through the entire process from creating an account to previewing a Kahoot! you’ve made. (Length: approximately 8 minutes)

[Join Kahoot!](https://kahoot.com)
How do you create a Kahoot!? 

**Step 1:** Sign up for a [Kahoot!](https://kahoot.com) account (link to Kahoot! site). It's free!

**Step 2:** Watch this tutorial for a quick and informative overview. It will take you through the entire process from creating an account to previewing a Kahoot! you've made. (Length: approximately 8 minutes)
SAVE TIME! Duplicate a public Kahoot and modify it to suit your needs. Search public Kahoots for a game you would like to copy. When your mouse is hovered over the game title, you’ll see a "Duplicate" link appear (circled in green in the image below). After you click on Duplicate, a copy of the game will appear under "My Kahoots."

Watch this quick video tutorial on how to duplicate and modify a Public Kahoot! Trouble viewing on your mobile device? Enter full screen. (Length: approximately 10:30 minutes)
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Watch this quick video tutorial on how to duplicate and modify a Public Kahoot! Trouble viewing on your mobile device? Enter full screen. (Length: approximately 10:30 minutes)
Discussion

- There is always room for improvement
- Each round uncovered issues
- Universality of protocol and module language
- Researcher intervention
- Participant perception
Lessons Learned

- Surveyed participants about obstacles
- Time management
- Discipline
- Start recruitment early
- Technical difficulties with Google Hangouts on Air
Mahalo!

Thank you

My Critical Friends: Alexis, Janet, and Koran
Learning Design and Technology Professors
Family and Friends
Any Questions?