

IDEA GENERATION

EXPLORE

DEFINE

UNDERSTAND

CREATE

PROTOTYPE

REFINE

Framing the context

- The Mobile Revolution
 - > Developing contexts
 - > Africa
- The UN
 - > ILO
 - > ITC
 - > DELTA

The scope of the project

- Identify opportunity area
 - > Define the specific brief
 - > Define the final outputs
 - > Define the process

Research and analysis

- Teaching and learning
 - > Creative learning
 - > Mobile learning
 - > Participatory learning
 - > Instructional design
- Ethnographic research
 - > Profile potential users
 - > Interview real ITC users
 - > Map customer journey
 - > Identify user needs

System formation

- Concept generation
 - > Define all potential touch points
 - > Ideas brainstorming for each touch point
 - > Storyboard the proposed scenario
- Detail design
 - > Interface
 - > Technical
 - > System map

Prototyping and testing

- “Quick and dirty”
 - > Mock-ups to test concepts early
 - > Gather feedback and refine concepts
- Final prototype
 - > My.COOP m-learning pilot integrated with the printed training material
 - > Nigeria 20-24 June

Refine and implement

- Reflect on lessons learned
 - > Identify weak points
 - > Make improvements
- Create a master
 - > From applied pilot, draw out a model that can be applied to any ITC course
 - > Communicate across ITC
 - > Implement across ITC

Explore the context of the project in a divergent way, open to any and all info that can be interesting or inspiring; identify trends.

From all of the possibilities, converge to a specific point of intervention, defining the boundaries and goals.

Go deep into the chosen scenario to understand the what, why, who, where, when and how.

Generate and evaluate concepts iteratively and build them together to form a complete system.

Prototype concepts and test with real users to get their feedback and identify potential weaknesses in the system.

Review the lessons learned from the testing phase and develop a final, optimised solution ready for implementation.

Trends

- The Mobile Revolution
 - > Ubiquitous object
 - > Low end devices
 - > Key applications areas = m-banking, m-health, m-agriculture, m-learning is emerging
- ILC
 - > Blended learning
 - > Targeting users with connectivity problems
 - > Sustainable solutions

Opportunity

- A more mobile ITC
- Brief**
 - Integrate mobile phone technology into the My.COOP training package to provide an improved user experience throughout the whole customer journey.
- Final outputs**
 - An m-learning master that can be applied to all other courses.

Key Insights

- > Focus on low tech
- > ToT = users want access to m-learning tools that they can later use themselves
- > Need for social and networking opportunities
- Goals**
 - > Develop an m-learning toolkit of methods
 - > Develop a concept for an online/offline my.coop community

METHODS

GOAL

OUTCOMES