



PILOT REPORT

SHORT VERSION

2016-2017



A. Hypothesis

Creating Content

Characteristics of digital learning experience are

- . It should be audio visual .
- . It should be designed using the constructivist approach
- . It should replicate a 1 to 1 coaching experience
- . It should be open ended, such that the users can access it anytime and anywhere.
- . It should be developed in the first language of the user.
- . It should be short - 45 mins to 1 hr
- . It should be light on data consumption (not more than 50 MB).
- . It should be free and opensource

Building A Platform

Customization of OpenEdx for the Indian context

- . Make content accessible Offline
- . Ability to play HTML5 output
- . Multi Access i.e. the platform can be accessed concurrently from a smartphone and laptop to increase the ease of access for users.
- . Platform should be accessible on android phones.
- . Easy UI and navigation
- . Low Cost in development and maintenance
- . Rich Analytics, data on how users engage with the app
- . User centric: The platform must have social features such as like, share and comment that allow users to interact with each other.
- . Concurrency: Allow massive concurrency support

Distribution

What would increase uptake

- . Recognition, access to experts, and the opportunity to share excites teachers. We want to ensure that we look at creating products that use all three aspects.
- . Develop bespoke content to push app recall and get teachers to come back to the app more frequently.
- . Use a B to B approach i.e. a partnership model, which allows us to access teachers across different states.
- . Accessing TheTeacherApp does not require any physical constraints such as meetings, trainings etc, the B to B model will enable us to increase our distribution efforts quickly.

These above hypothesis lead us to the definition of a **“SWEET SPOT”**, which is focused on content, engagement, access and motivation. We believe that great content will only reach the last mile if it is engaging and accessible. Similarly, content that is aligned with teachers’ motivations will encourage them to consume it.

B. Development of Minimum Viable Product

Key Decisions

Key Actions

Key Learnings

Creating Content



- HTML5 as the output format instead of videos
- Use rapid authoring tools to produce the content.
- For prototyping we authored 2 courses internally and borrowed 3 courses from NCERT.
- For Production tried all models : Inhouse, outsourcing and mixed model

- Produced 5 courses
- Conducted Alpha testing
- Developed a robust course creation process
- Developed a quality framework catering to each stage of the course creation process.

- Course content needs to be written by a subject-matter expert who has experience in classroom teaching, teacher education and research. Experts need to be assisted in making the content constructive, engaging and suitable for conversion to a digital format.
- It is possible to produce digital learning experience as per the characteristics listed in hypothesis
- Production process is not complex and can be easily replicated and scaled
- Mixed model of production is most successful
- Takes 3-4 months to create a digital learning experience

Building A Platform



- Not to build on an existing third party platform to learn
- Use OpenEdx , an open source platform
- Customize OpenEdx to build essential capabilities to cater to the Indian market

- Customized OpenEdx to
 - work in offline mode
 - play HTML5 output on the app
 - Integrate WordPress to build social aspects
- Created UI/UX of the APP and Webpage
- Conducted Alpha testing

- OpenEdx community is vibrant and supportive
- It is cost effective to build a fully functional learning management system with APP and Web based access and robust Analytics engine in under 10 Lakh rupees
- Time for customization and development is under 5 months

Distribution



- Not to take teacher motivation for granted
- Develop connect products based on teacher recognition, access to experts and intrinsic motivators
- Distribute the app through a B to B model i.e partnership model
- Test the minimum viable product and hypothesis with 500 teachers in multiple geographies
- Test two models of distribution, Independent model and Integrated model.

- Prototyped 4 Connect products
 - Humans of Indian Schools- Blog
 - ChatShala – Podcast series
 - Teacher Toolkit – video series featuring resources
 - Recourse contest
- Partnered with American India Foundation, Pratham and Bharti Foundation to pilot the app.
- Piloted the Independent and Integrated Model with the partners.

- Pilot was successful as we connected the App with 564 teachers in Delhi, Punjab, Haryana, Uttar Pradesh, Uttarakhand, Rajasthan and Maharashtra
- All connect products showed predictable response
- B2B model works as the APP
 - is easy to distribute
 - doesn't require any additional training.
 - doesn't require mobilization of teachers

Creating content and distribution requires a lot of innovation and creative attempts. TheTeacherApp will focus its energy on unlocking content by creating a community of practice, and will distribute the app by partnering with State governments.

What we wanted to learn

1. Consumption of Digital Content

- Understand consumption patterns of courses and connect products
- Analyse correlation between connect product & courses
- Learn which distribution model works.

2. Usability and Access

- Understand the challenges that teachers face while accessing the app:
 - Internet accessibility
 - Data consumption
 - Other technical restrictions
 - Whether our app is user friendly i.e., easy to use and navigate

3. Appropriateness of Content

- Understand if the format chosen is beneficial for the user
- Understand whether the courses designed by TheTeacherApp help teachers in developing a deeper understanding about the topics covered .
- Understand if teachers respond to Connect products.

Sample size

Partner Organizaion	# of Teachers
American India Foundation	360
Pratham	151
Bharti Foundation	53
Total	564

Methodology

- Baseline Survey : In app survey at the beginning of the pilot
 - In App data Analysis
 - End line Survey : In app survey at the end of the pilot
 - Power user interviews : Interviews with non users and power users
- Baseline Survey : filled by 362 teachers
End line survey : filled by 139 teachers
Interviews done : 41 teachers

Key findings from Pilot

- **Total App Downloads- 1157**
- **Total Active Users- 501**
- **Total Courses downloads - 1319**
- **90%** returning users on the app i.e. users returning to the app more than once
- **96%** of the users reported that they will share TheTeacherApp with their colleagues.
- **95%** of the users reported that they will implement the strategies and examples present in the course in their classrooms.
- **79%** of the users reported that the course helped them to build an understanding of the core concept presented in the course.
- Engagement products worked and showed validation. Resource Contest was the viewed the highest amount of times (**891 views**), followed by Humans of Indian Schools (**214 Views**), ChatShala (**117 views**) and Teacher Toolkit (**104 Views**)
- **User challenges**
 - Unavailability of internet and lack of time
 - Less content avialable on the app.
 - The app doesn't work without 3G/4G connectivity

D. What to expect from TheTeacherApp in 2018-19

We would like to continue making strides to build on our learning as we go ahead. We would come back and share the following learnings:

Creating Content

Key learnings from our content strategy impacting the ecosystem:

- *Author fellowship*- Collaborations with professionals from the education sector to author content
- *Dream Team*- Collaborations with organisations interested in building digital learning experiences

Building A Platform

- A 2.0 Version of TheTeacherApp platform

Distribution

- Results from our partnership with the States of Madhya Pradesh and Chhattisgarh
- Progress of National Teacher Platform and our contribution to the same