

AN EDUCATIONAL APP FOR ANDROID AND IOS

Telenor at a Glance



Telenor Group is a leading global telecommunications company with mobile operations in 14 markets across the world. Telenor had over 200 million customers across its operations at the end of March 2015.

Introduction

“Mystudy” is an idea to reach millions of Mobile patrons to deliver learning for those who desire to learn.

To be precise, “Mystudy” is a mobile platform where learning can be delivered in a systematic and instructional way. There are plenty of contents; billions of learners who are looking for well-designed e-learning contents. Mystudy is a mobile app where consumers can find desired content and its germane tests. Any Telenor users can connect to Mystudy and get access for Content, Tests, Reports and Suggestions.

Background Study

The two major Mobile Learning buyers in the world are consumers and academic institutions. With minor exceptions, it is relatively difficult to sell directly to consumers. Content suppliers have to work with telecom companies to reach consumers in most countries in the world.

Telenor is having a massive consumer base in India and across the world, and Excelsoft is an E-Learning Domain expert with a gigantic Technological background has joined together to carry the learning into millions of consumers. This evolved the concept of “Mystudy”.

Mystudy - Convenience and flexibility

- Allows each person to have a personalized way of learning
- Gives learners what they need, when they need it
- Allows use of unproductive time (travelling /waiting) for learning
- Allowing learner to check their skill at topic or chapter level by attaining tests.
- Predicting and advising learner’s learning
- Multi lingual support to deliver content in various language s
- Seamless streaming of Audios and videos.



Mystudy Services



Online courses: “Mystudy” allows learner to get course content through well designed course player. It can seamlessly delivered video, audio, word document, presentation, PDF etc.

Course Catalogue: Mystudy facilitates Course catalogue to display the courses in categorical order. Learner can go through the specific category of courses or courses from precise content providers . It also allow learner to view sample demo of each course and provide pathway to subscribe for desired course.

Learning Analytics : Learning Analytics is nothing but the use of intelligent data, learner-produced data, and analysis models to discover information and connections for predicting and advising learner’s learning.

Test and Assessment: The beauty of Mystudy is , it offers both assessments and Test for the learner. Learner can assess their skill at various levels and Test their ability at the end of the course. Currently my study supports following Question types:

- MCQ (Multiple Choice Questions)
- MRQ (Multiple Response Questions)
- FIB (Fill In the Blanks)
- True / False
- MTF (Match the Following)

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Reports: In general, Reports are the reflection of learners actions. Mystudy provides various types of Reports that reflects the learner's progress, Course completion, Marks obtained etc., in a tabular and graphical form.

Notification: Notification is playing a vital role in learning system. Mystudy notifies the learner through Email ,Short Messaging Service (SMS) and Push notification for activities like Registration , Subscription, Progression of the Activities , Time left to complete the Course, etc.

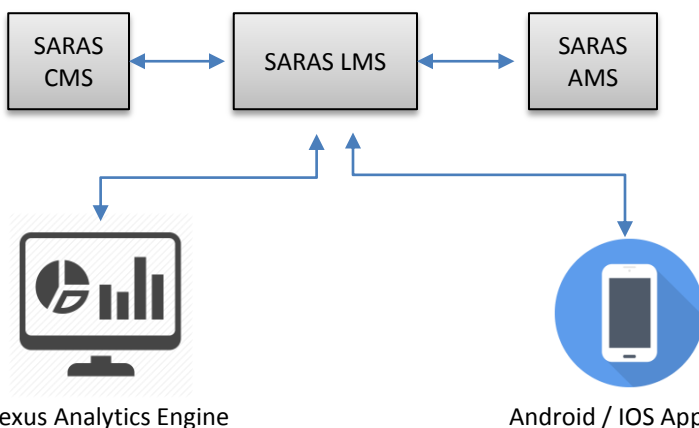
Learner Dashboard: This section provides details of learner specific activities like purchased/Enrolled courses, reports, Suggestions from analytics engine etc.,

Mystudy Process Flow

Mystudy is a group of systems where several external and internal systems have been integrated to form a Mystudy ecosystem. Learning Content Management System (LCMS) is in place to handle course authoring and Publishing to an end-user. A well designed mobile apps are in place to demonstrate wide variety of courses and allow learner to save the courses in to the cart, available for subscription. Background services like Conexus analysis Engine, Conexus OTP generation and Validation, SMS Gateway, etc. are handling subscription related activities.

Integrated Services

- Subscription service
- Simple Email Service
- Password Verification Service
- Amazon Cloud Front service for content stream
- Amazon Simple Storage Service
- Content Management System
- Conexus Analytics service
- Conexus user authentication service
- Push notification service
- Google Analytics



Key Technologies

- Amazon Cloud Computing
- Conexus Analytics Engine
- Mobile Technologies - Android, IOS, Objective C and Java
- Web Technologies - ASP. Net, SQL Server, HTML5

Consumers Benefits

- Collaborative Learning:** Mystudy encourages collaborative learning, allowing the learners from different locations to get in touch with their peers to discuss and learn
- Self-Pace Learning:** No two learners are the same, each have their own way of learning and understanding the content. With Mystudy, learners are able to learn course in their own style at their own pace.
- Asynchronous Learning:** Mystudy provides asynchronous access for learners. This unbolts an educational environment from a school floor and allows it to move anywhere, anytime in search of truly innovative learning. It also enables a learning experience that is increasingly personalized.

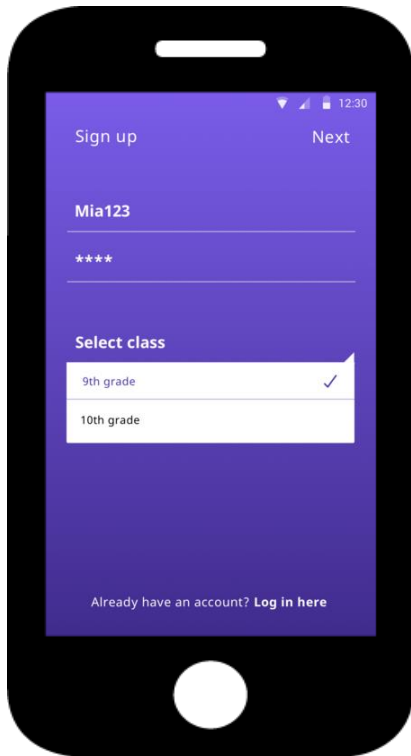
Business Benefits

- Mass Consumers:** Telenor is having a huge consumer network across the world, they can easily promote the learning products for learners over established network.
- Data Charges :** Mystudy encourages learner to browse and access content via Mobile internet. Service Provider gets benefit of Data charges.
- M-Learning (The Future of Learning) :** Telenor has initiated the E-Learning service in a right time. Many studies suggests, M-Learning is the future of Learning, as a futuristic organization, Telenor is moving in an appropriate direction.

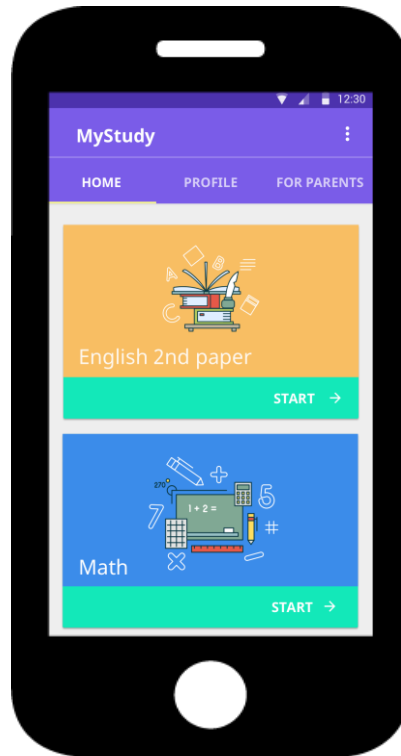
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My Study Screens

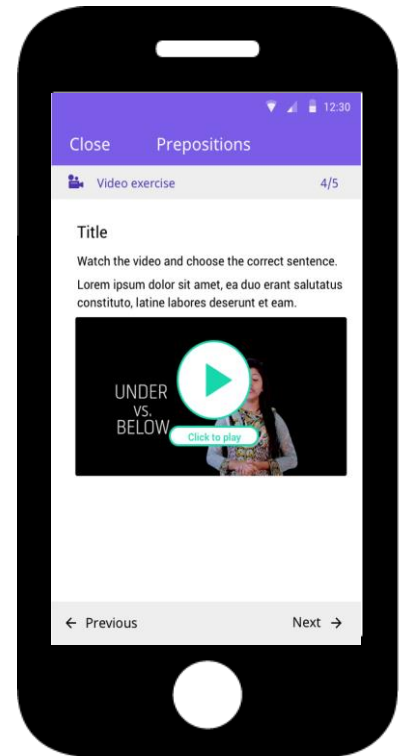
Registration



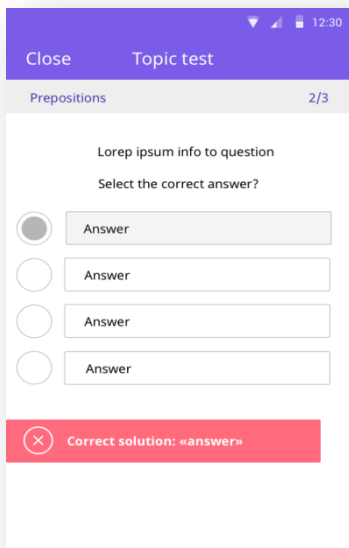
Dashboard



Course Player



Test Player



Content Delivery - Video, Text And Audio

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