

Case Studies

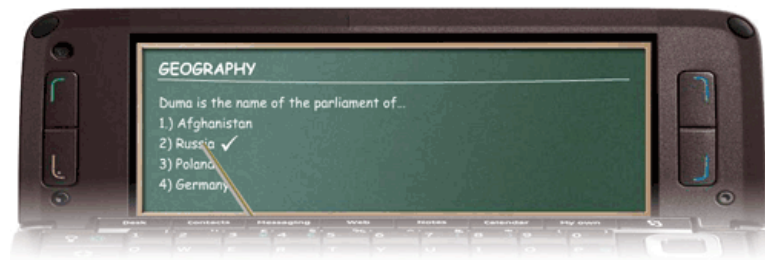
Case Study – Career Launcher

Account:	Career Launcher.
Package:	General Knowledge.
Module:	Exercise Module, Mock test.
Look:	Classroom, Blackboard and Chalk, touch-screen experience.
Features:	Subject-wise tests, interactive answer key.
Content:	Around 400 Questions.
Utility:	Free Offers.
Size:	90Kb – 140Kb depending on Cell Phone.
Downloads:	5000+ in the first 2 weeks Currently 12,000+ users
Future:	All MBA prep packages with different look and feel.

Following are the sample screenshots of the application:



Menu Items



Right Answer



Wrong Answer

Like many institutions, students at Career Launcher struggle to find time for training. People are too busy doing their jobs or completing their college course-work to keep up with continuing development. While live, instructor-led training is highly valued, getting 45,000 people from 94 cities Pan India in the classroom with the same QoS for teaching is difficult. With people on the move all the time it is being increasingly difficult to penetrate e-learning with people who hardly find time to go online, and those who do being working professionals, they hardly finish their online courses due to distractions of e-mails, conference calls, meetings and meeting deadlines.

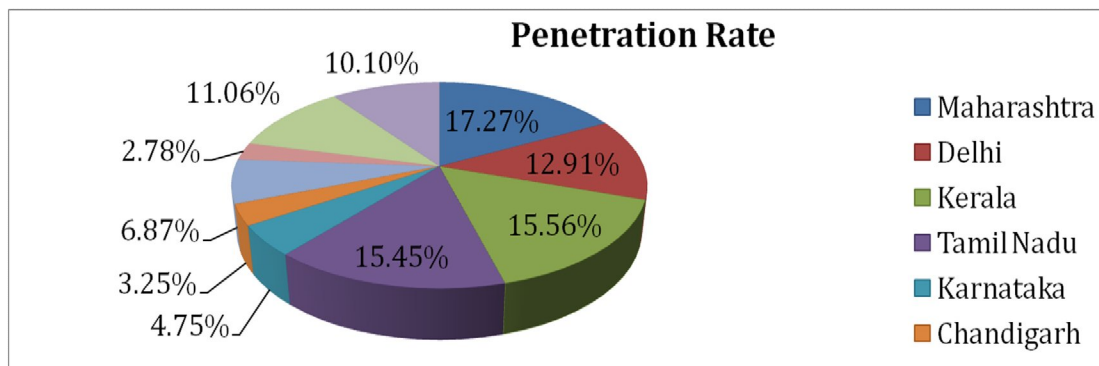
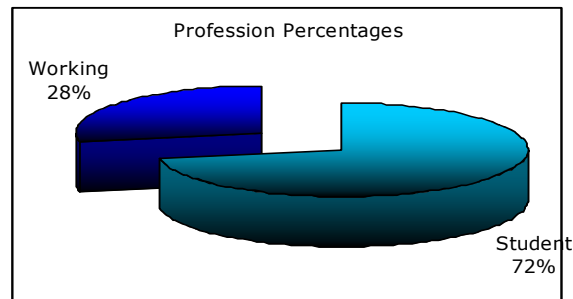
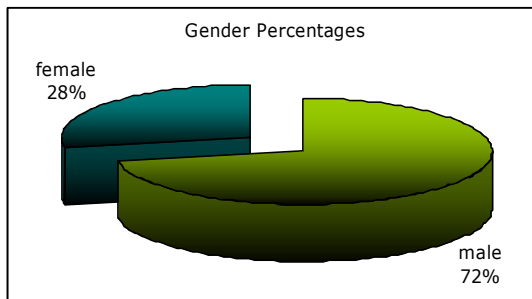
Career Launcher wanted to:

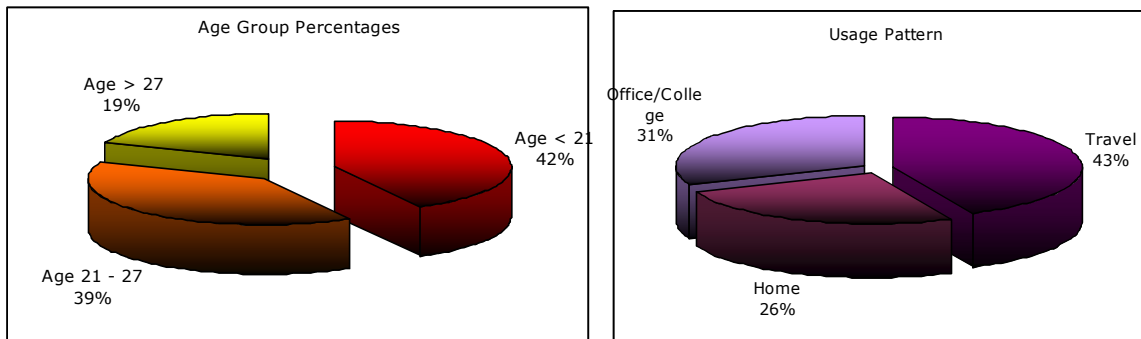
- Enable learning after training hours to compliment their existing training methods during naturally occurring downtime, such as daily commuting, business trips, Breaks in colleges and workplaces, etc.
- Leverage on existing mobile usage habits among all the students (read MBA aspirants) they typically use their mobile more than 25 times a day for numerous reasons.
- Allow students to learn in small bursts and finish their courses on time.
- Avoid the use of GPRS since majority of students are not LIVE.
- Allow users to access learning material at any place and time even if there is no network coverage.
- Have a very game like UI for fun based learning instead of traditional boring looks.

The Results:

Total Number of users: 12,000+

The break-up as follows:





The average Viewer-ship:

Number of times App used: Average 17 times a month

Time Spent on the Application: Average 53.5 minutes a month

Which proves that the Learning took place in short bursts with the usage pattern given by the pie chart above.

Case Study – Wipro Technologies

Account:	Wipro Technologies.
Package:	M-Training for senior Management.
Module:	Audio/Video Pod-casting, Value Added Tests.
Look:	Desktop feel on the mobile.
Features:	Subscribe to feed, auto downloads, feedback mechanism.
Content:	Audio/Video and multiple choice tests.
Utility:	Scores and Analysis.
Size:	120 KB.
Downloads:	NA
Future:	All employees under the mobile learning platform.

Following are the sample screenshots of the application:



Like many other Corporates, senior management at Wipro Technologies struggle to find time for training and knowledge updation. The senior management has been given blackberry phones so that they can be in touch with their email and other critical work even after being on the move all the time. While live, instructor-led training is highly valued, getting 4,000 senior management people from 32 cities across the globe in the classroom with the same QoS for teaching is not only un-feasible but also time consuming and economically unviable. With people on the move all the time it is being increasingly difficult to penetrate e-learning with people who hardly find time on their desktops, and those who do being committed to other critical work, they hardly finish their online courses due to distractions of e-mails, conference calls, meetings and meeting deadlines.

Wipro Technologies wanted to:

- Enable learning after training hours to compliment their existing training methods during naturally occurring downtime, such as daily commuting, business trips, Breaks in workplaces, waiting on the airport during boarding time etc.
- Leverage on existing mobile usage habits among all the corporate audience (read Senior management) they typically use their mobile more than 25 times a day for numerous reasons.
- Allow them to learn in small bursts and finish their courses on time.
- Allow users to access learning material at any place and time even if there is no network coverage.
- Have a very professional (Desktop) UI for serious learning instead of traditional boring printed matter.

The Results:

Total Number of users: All blackberry users in Wipro Technologies – 2500