



Summer Semester In Innovation 2012

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What is ENGAGE?

SFU Engage provides an accessible mobile reading environment for students and instructors to share academic resources, in support of developing a social community connecting discovery and exposure of information.

The ease at which users are able to organize and engage in conversations provide a clear platform for discussion and interactions based on the knowledge of the individuals within the courses.



How ENGAGE started:

We hosted a participatory workshop composed of students from different faculties and institutions to find out more about their routines and practices in relation to academics, study habits, and their use of mobile devices.



Participatory Workshop Data

- + 50% of workshop participants used Educational Institution's Services 3-4 times a week. The other 50% used it everyday.
- + 75% of workshop participants conducted reading on digital formats on a daily basis.
- + 90% of workshop participants were constantly connected to the internet and use mobile devices during transit and commutes.
- + Lectures, tutorials/labs, individual, and group discussions were all ranked nearly identical in terms of the best suited learning method.



Problems Found

- + There is no current mobile solution for accessing course content - readings and supplementary materials, specifically.
- + There is a large gap in communication and collaboration between students and instructors.
- + There is a missing connection between course content and recent information or advancements on the topic.
- + Sharing of information and learning together as a class is not always encouraged, or does not always occur.



who we design for



Freshmen & Juniors

- + Eager to meet new people and become more social on campus life.
- + Owns a smart phone; more accustomed to the web and mobile applications.
- + Socially connected on mobile devices and/or laptops throughout the day.



Sophomores & Seniors

- + Has an established social and professional network.
- + Is more connected and aware of current and relevant information within their fields of study.
- + Has developed routine schedules; varying levels of activity with mobile and electronics and while travelling.
- + Beginning to look into the job market.

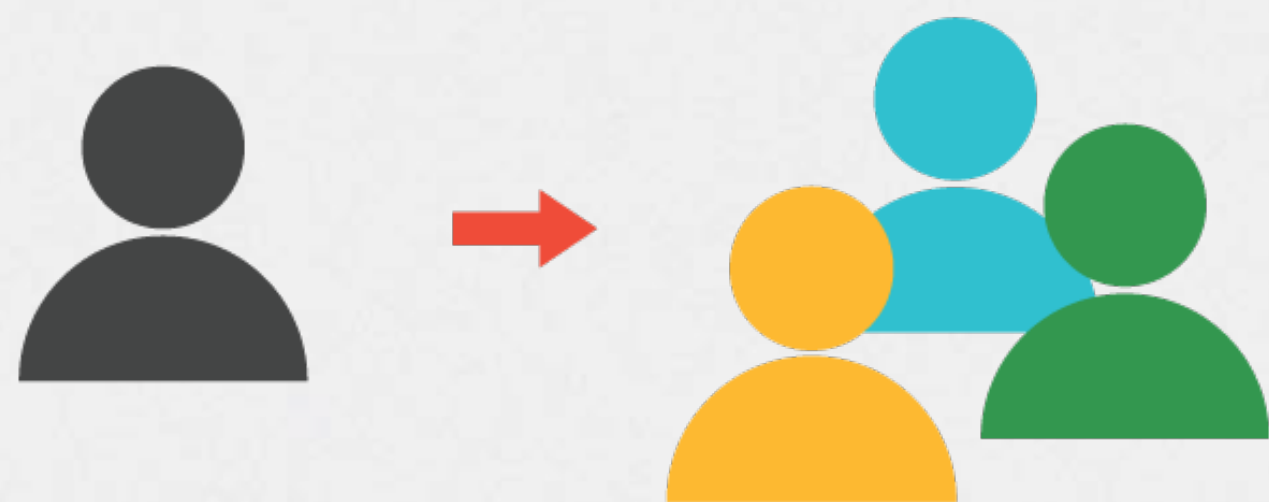


Instructors & Staff

- + Late adopter of technology; is interested in new technology but is not able to fully utilize their functions.
- + Occupied by academic research and family matters.
- + Less accustomed to web platforms and mobile applications.
- + May have a more conservative attitude and approach to things.

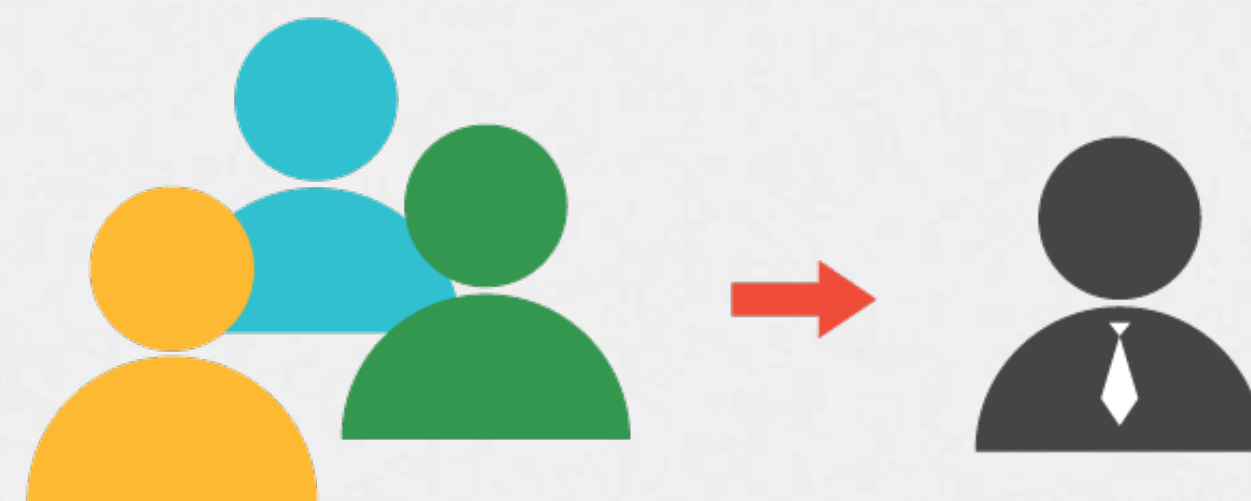


what ENGAGE brings



Student to student:

- + Opens a social community within classes for peer-to-peer sharing, discovery, & collaboration.
- + Provides opportunity to engage in conversation with other students with similar interests and skills.
- + Presents current and relevant information for readers.



Student to instructor:

- + Allows students and instructors to participate in discussions with other students and share relevant academic materials.
- + Can help answer or address concerns on certain topics outside of course materials.
- + Provides opportunity to contribute relevant external information to course material.



the development process

Front-End Development



Jade Templating Engine:

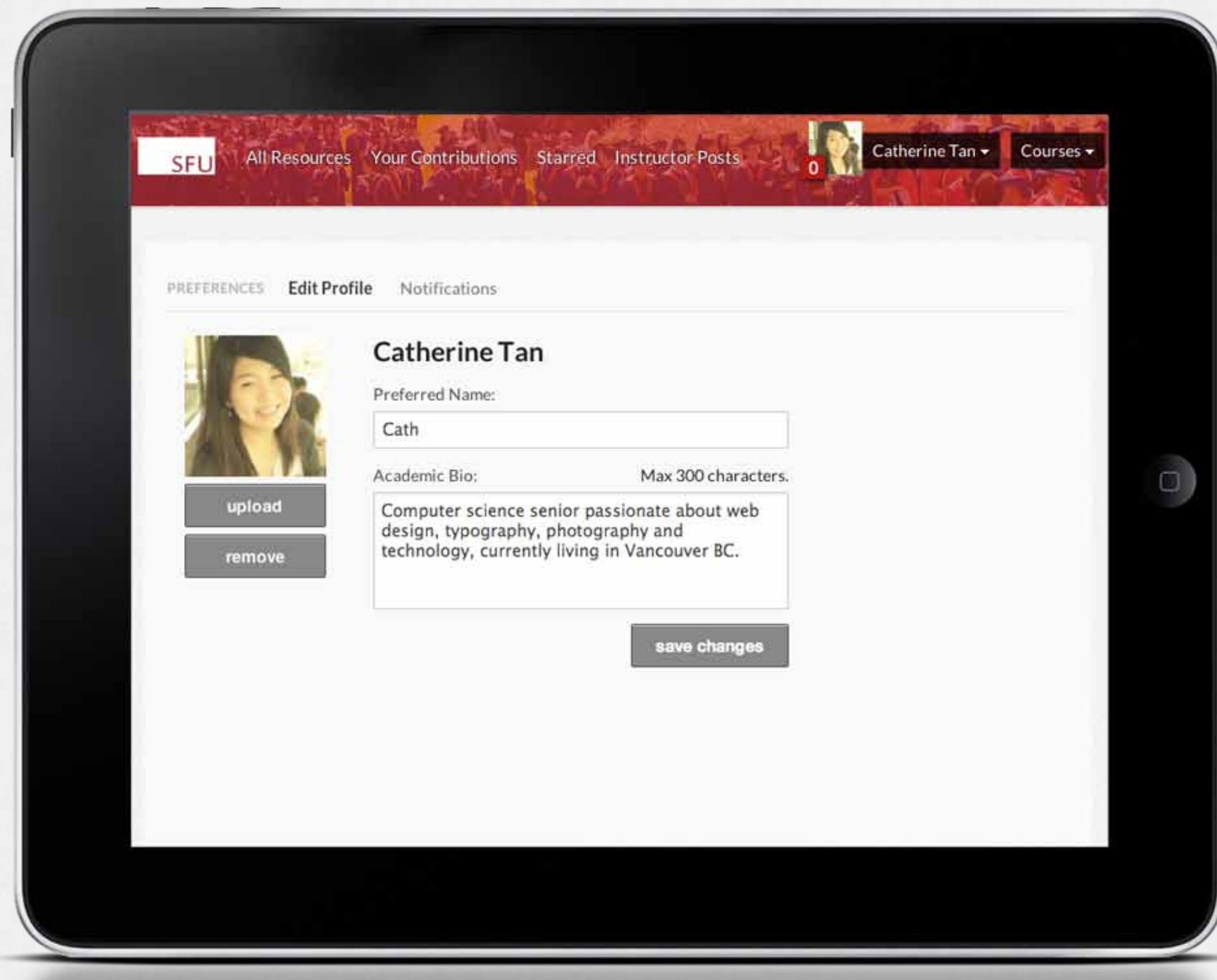
- + simplifies HTML syntax
- + allows modular layout elements
- + supports executable code

+

Foundation 3

Zurb Foundation Framework:

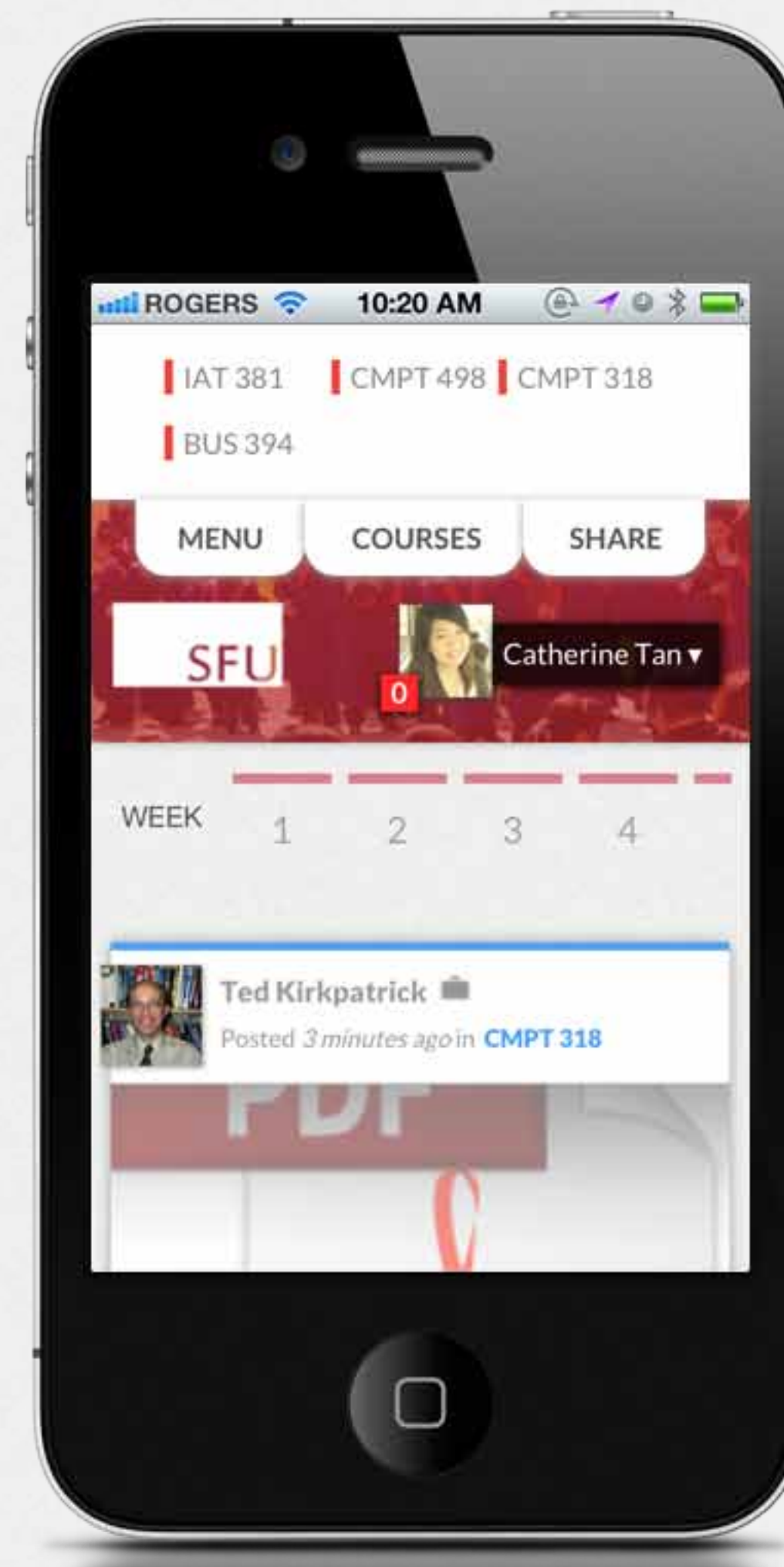
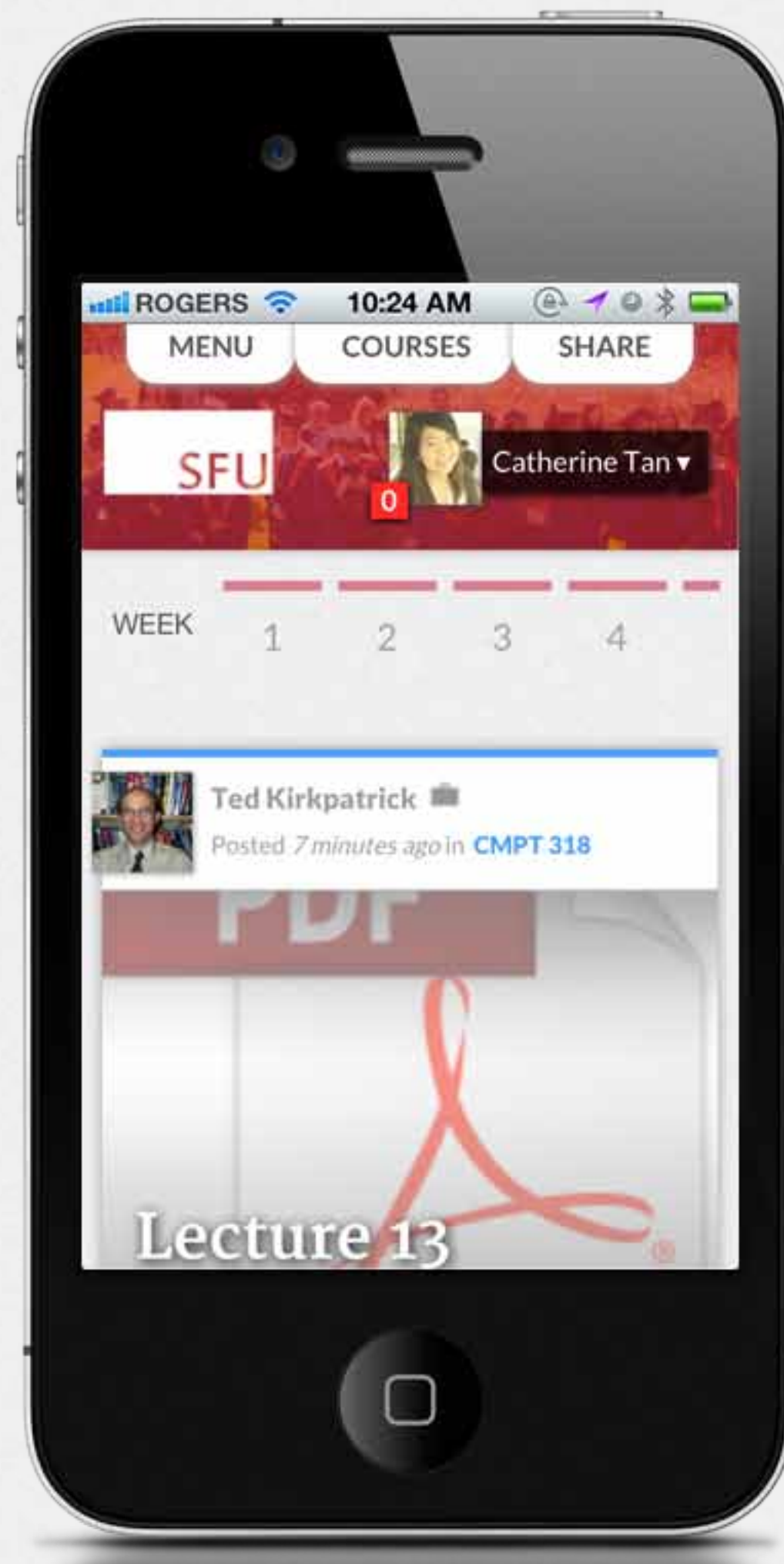
- + uses a flexible 12 column grid system for responsive design
- + ability to show or hide HTML elements on different screens sizes
- + improves cross-platform capability



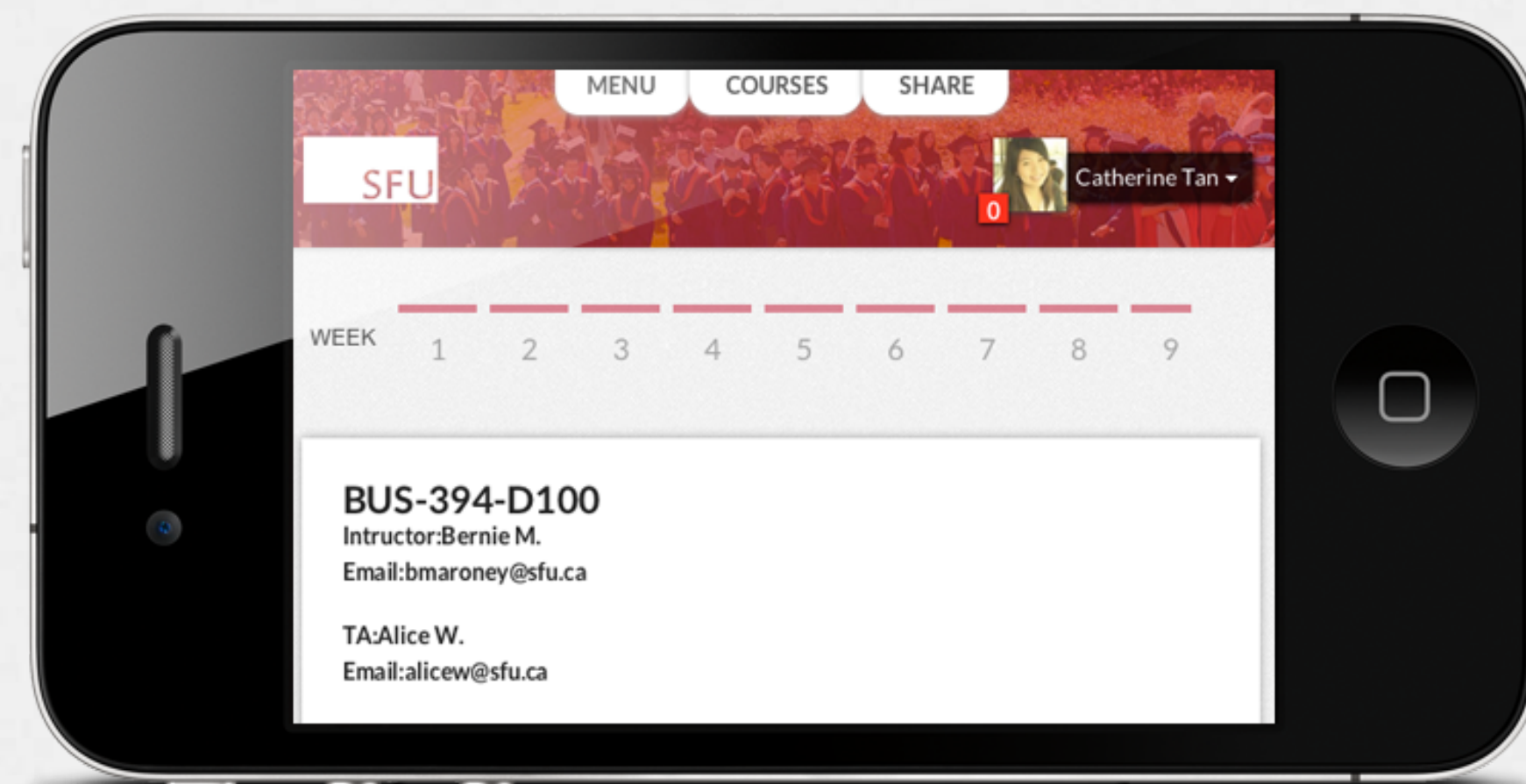
iPad



Nexus 7



iPhone



iPhone




Dynamic Loading Web Content

- + JQuery Technology implemented on client site
- + Express Engine implemented on server site
- + Combining the two allows new content to be displayed without refreshing the page, providing a more fluid experience for browsing

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Catherine Tan


Courses

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macromedia® white paper

Best Practices for Accessible Flash Design

by Bob Regan

August 2005

Poster's Comment

Catherine Tan

For many Flash designers, the single greatest challenge to understandingaccessibility is how to best appreciate the experience of people with disabilities. Aweb designer's inherent talent is an ability to perceive the world in a unique visualway.

Posted 38 minutes ago

Reply

Comments

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Catherine Tan

Courses

Parsing Articles & Readability Considerations

+ Allows for users to keep collections of articles and/or blog information

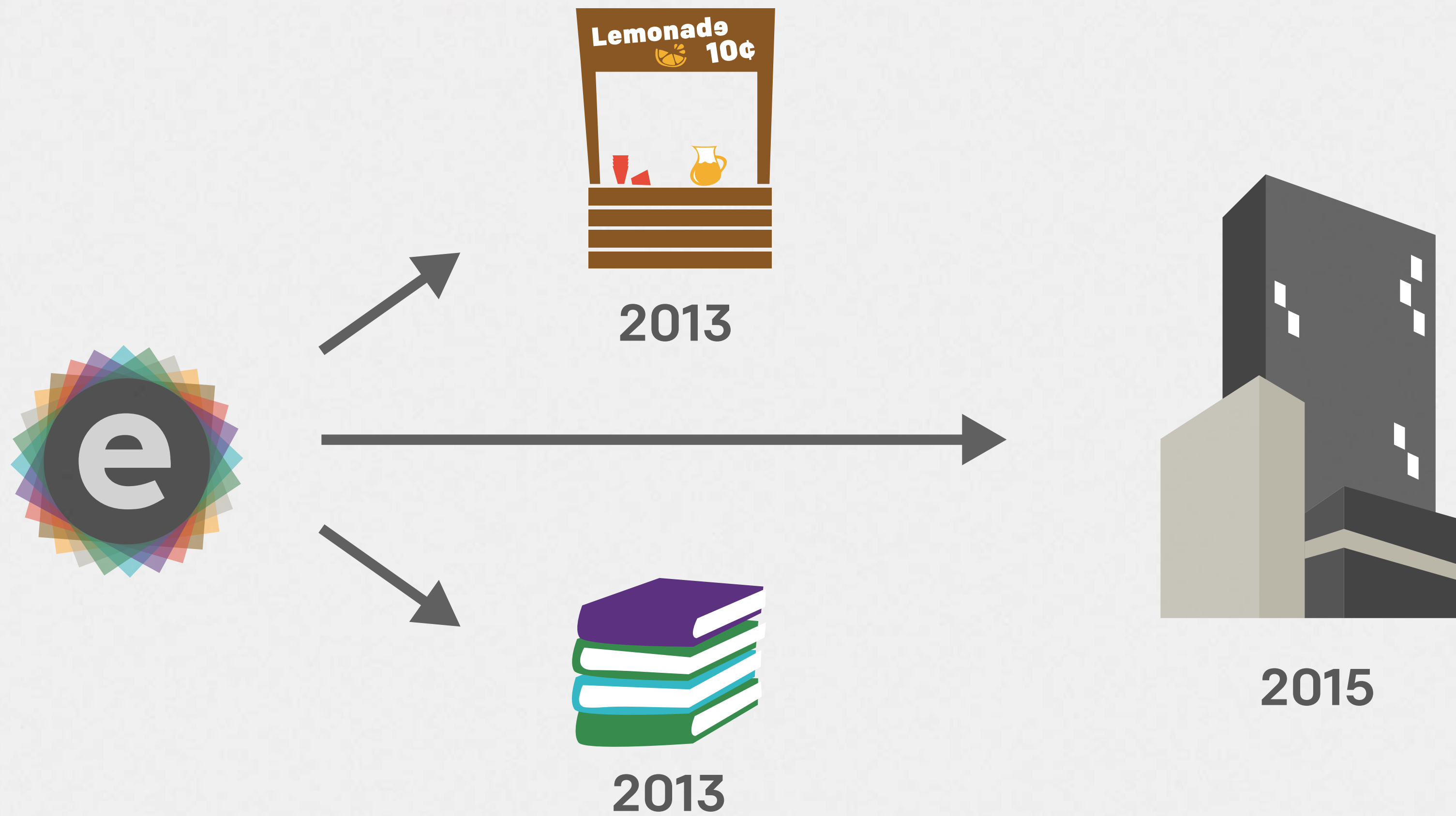
+ ENGAGE makes it easy for students and instructors to bring supplementary articles to the class' attention

+ Parsing of articles removes ads and other visual junk that is irrelevant to the article, allowing better readability

+ Parsing uses statistical thresholds to narrow down and isolate the location of the article content



Marketing, Distribution, & Growth

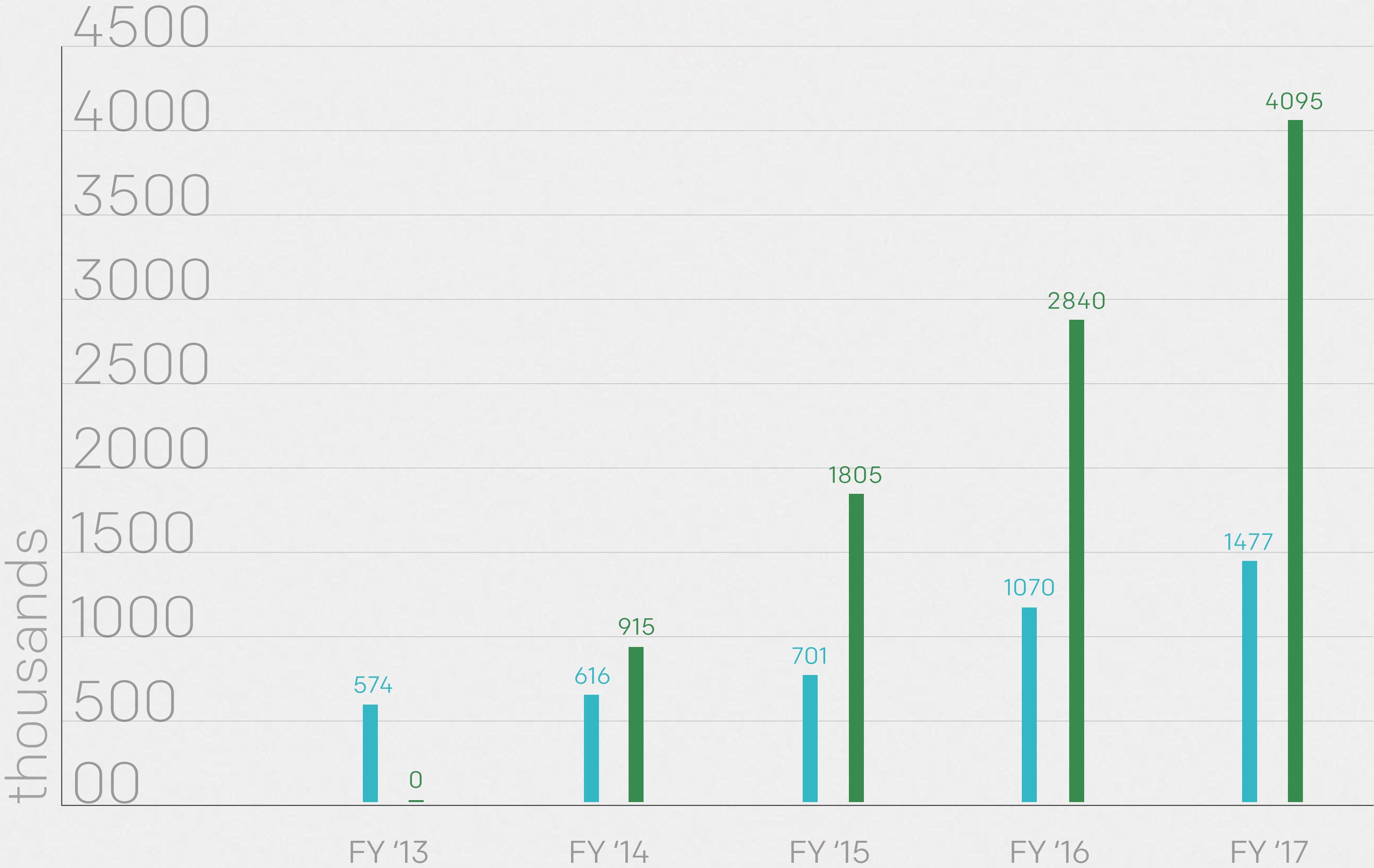


Distribution & Growth of ENGAGE

- + Initial pilot during development would be within SFU
- + Starting pilots would be within other academic institutions and small businesses
- + Goal by 2015: include corporations to enhance information & culture

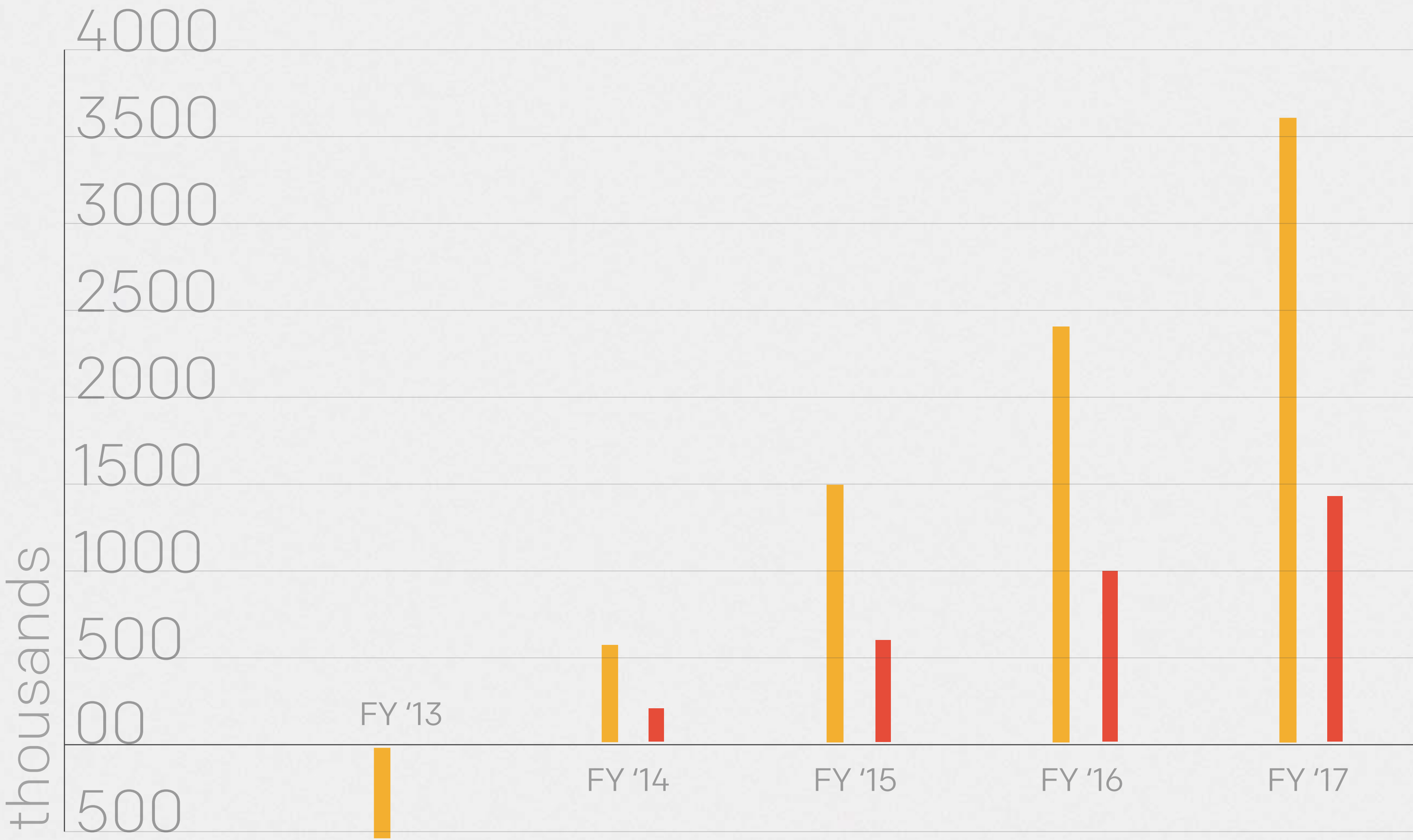
total revenues & operational costs

expenses
revenues



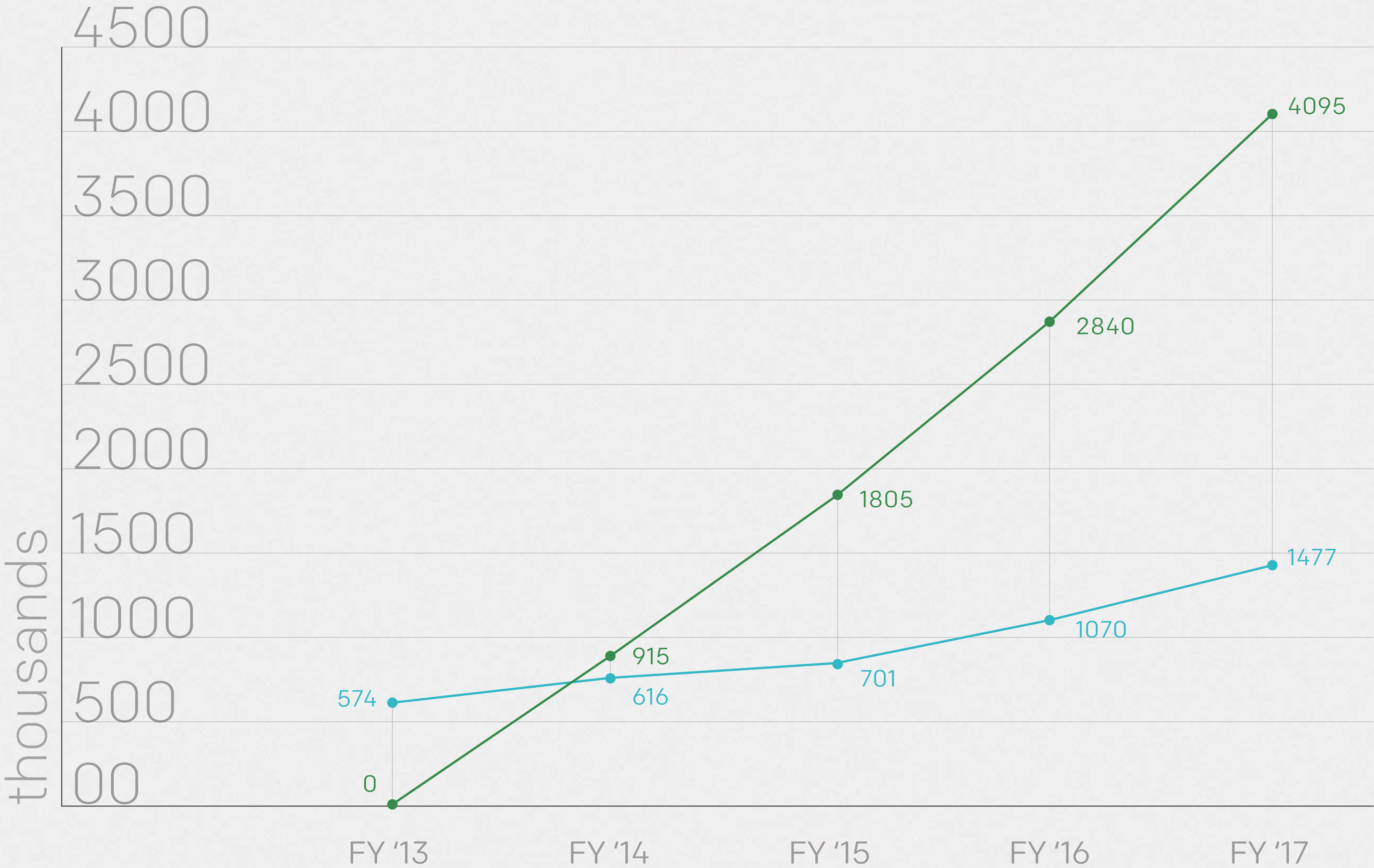
gross & operating margins

gross profit (loss)
net profit



break-even analysis

expenses
revenues





Reflections



Questions?