



Vet4Apps

Memorandum of Understanding

June 2016

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 Project name: Strategic Partnership to develop innovative VET open educational resources for mobile apps entrepreneurs
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1. Memorandum of Understanding

This is a Memorandum of Understanding (MoU) for the exploration of the utilisation of the VET4APPS training programme, including the VET4APPS Massive Open Online Course (MOOC). This MoU is made between

Country:
Name of Organisation:
Address:
Telephone/Fax:
Email:
Website:
Contact Person:
Position:
Telephone/Fax:
Email:

representing the VET4APPS Strategic Partnership (see appendix 2 for details of the Partners)

And

Country:
Name of Organisation:
Address:
Telephone/Fax:
Email:
Website:
Contact Person:
Position:
Telephone/Fax:

2. Background

The ERASMUS+ VET4APPS project is a strategic partnership between organisations in four countries - France, Greece, Slovenia and the United Kingdom that seeks to address the skills needs of the mobile apps sector, helping to increase the industry's competitiveness.

The VET4APPS project aims to:

- Design a training programme that enhances the vocational education and training (VET) provision for mobile app entrepreneurs; employees and freelancers addressing their business and design skills.
- Introduce new training delivery methods that enable learners to improve and self-assess their business and design skills.

- Use and promote European reference tools, linking the designed curriculum with both the European Qualification Framework (EQF) and national qualification frameworks (NQFs) to promote mutual recognition, and to enable learning outcomes to be transferable across the EU.
- Offer open educational resources based on a tested and evaluated training approach and materials.

3. Purpose and intent

The purpose of this Memorandum of Understanding (MoU) is to endorse the results of the VET4APPS project and with a view to further exploiting them within a wide range of provision across European countries.

In pursuing this objective, the parties will commit themselves to:

1. Explore the possibility of utilising VET4APPS-produced learning units and materials in formal VET programmes or work-based training courses specifically pertaining to the mobile application development context
2. Consider the possibility of embedding the VET4APPS-developed MOOC into VET programmes
3. Promote the Massive Open Online Course (MOOC) set-up by VET4APPS as a useful self-improvement training tool for labour market entrants in need to boosting their employability opportunities, and adult workers in need of up- or re-skilling
4. Explore the possibility of developing the VET4APPS assessment procedures to enable the facilitation of credit transferability and recognition
5. Recognise the equivalency of the VET4APPS training programme across the levels of the qualifications frameworks specified in 4.3 below
6. Support the objective of improving transparency of skills and facilitating cross-border workforce mobility.

4. Coverage and operation

4.1 Learning outcomes

Refer to Appendix 1 for details

4.2 Assessment procedures

Refer to Appendix 2 for details

4.3 Credit value and level

The total duration of the VET4APPS training programme is estimated at 42 hours and has been given a notional credit value of 7 (1 credit has been assigned to the introduction and one for each of the six learning units). It has been assigned the following levels;

Framework	Level
European Qualifications Framework (EQF)	4
(relevant details of national qualification frameworks to be inserted)	

5. Duration

The MoU will come into immediate effect on the date of signature by all Partners.

The MoU may be amended upon the mutual written consent of all Partners.

The MoU may be terminated at any time by any of the Partners upon giving notice in writing.

6. Signatures

By signing this Memorandum of Understanding we confirm that we have agreed to pursue the objectives outlined in section 3 above.

Name	Organisation	Signature
1.		
1. VET4APPS Partner		

Appendix 1 – Learning outcomes

The scope of this MoU covers mutual recognition of the skills, knowledge and competences acquired from the VET4APPS training programme including the Massive Open Online Course (MOOC). Namely:

Module 1 - Introduction to mobile applications development

Knowledge	Skills	Competence
Knows/aware of:	Able to:	Able to:
1. Key characteristics of mobile application development.	1. Expose the benefits that would cause the adoption of a mobile application development formation.	1. Organize available information according to their relevance
2. Different services and deployment levels that are associated to mobile application development.		2. Synthesize the information to communicate messages effectively
3. Opportunities and benefits associated with mobile applications development.		

Module 2 – Business models and commercialization for mobile applications development

Learning unit 1: Mobile applications with sustainable revenues

Knowledge	Skills	Competence
Knows/aware of:	Able to:	Able to:
1. Different revenue models	1. Analyse and select a revenue model.	1. Present and explain the rationale of the revenue model selection.

	2. Estimate monetization activity.	2. Take informed decisions about revenues based on statistics.
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Learning unit 2: Mobile app’s core statement and values

Knowledge	Skills	Competence
Knows/aware of:	Able to:	Able to:
1. Successful existing mobile app’s core statements.	1. Formulate, assess, and rewrite if needed, the mobile app’s core statement and value.	1. Define the identity of the application.
	2. Create the mobile app’s core statement in such a way that the app’s basic value is easily understandable.	2. Independently develop, emphasize and express the mobile app’s core statement and value.

Learning unit 3: Mobile apps promotion

Knowledge	Skills	Competence
Knows/aware of:	Able to:	Able to:
1. Promotion mechanisms and tools.	1. Build a fan base to easily promote a mobile app.	1. Independently develop a suitable promotion mechanism for mobile app.
	2. Track and analyse the mobile app activity using analytics.	

	3. Set up social media accounts.	
	4. Create a form to sign up to a mailing list.	

Module 3 – Design models and skills for mobile applications development

Learning unit 1: Design according to users’ needs

Knowledge	Skills	Competence
Knows/aware of:	Able to:	Able to:
1. Understand user interface conventions.	1. Organize lots of complex information to be contained on the mobile user interface in a way that is simple, user-friendly and elegant.	1. Design mobile user interface according to design best practices.
2. How to design mobile apps that immediately make sense to users and implicitly explain their value.	2. Recognize users’ needs and try to anticipate users’ satisfaction.	

Learning unit 2: Mobile apps usability testing

Knowledge	Skills	Competence
Knows/aware of:	Able to:	Able to:
1. Identify author usability test scenarios to uncover key problems in the current design.	1. Determine suitable author usability test scenarios.	1. Review, analyse and interpret behaviour patterns and feedback from target users.

	2. Organize and perform usability tests against the mobile apps specifications.	2. Adjust the development process to reduce usability problems in the future.
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Learning unit 3: Emotional design for mobile apps

Knowledge	Skills	Competence
Knows/aware of:	Able to:	Able to:
1. Identify and select appropriate emotional design such as readability, experiment with sound, touch responsiveness, animation, humoristic notifications.	1. Use animation, humoristic notifications, etc., to accompany the app.	1. Develop experience-centric details of mobile apps and emotional design aspects.
	2. Create habits about the use of the mobile app to improve user retention, e.g. gamification, sense of involvement.	

Module 4 – Training of trainers

Knowledge	Skills	Competence
Knows/aware of:	Able to:	Able to:
1. Understand the	2. Access, use, and	7. Teach the

teaching method and the VET4APPS learning material	facilitate the MOOC to deliver the VET4APPS course	VET4APPS curriculum
2. Have knowledge of how to use the VET4APPS learning material and the MOOC facilitation tools	8. Use of exercises, case studies, mobile app working files and frequently asked questions	
3. Understand the different business and design aspects of mobile app development and commercialization process	9. Use the assessment tools to evaluate participants' results	
	10. Develop training and assessment materials, adjusted to VET4APPS learning outcomes	

Appendix 2– Assessment procedure

Module 1: Introduction to mobile applications development

Learning outcomes	Assessment tools	Assessment procedure	Credits (1)
Knowledge Key characteristics of mobile application development.	No formal assessment tools – practical exercise suggested using individual student's personal mobile smartphones.	The Introduction learning units provide a short introduction to mobile development. There are no pre-determined exercises, but it is recommended that students	

<p>Different services and deployment levels that are associated to mobile application development.</p> <p>Opportunities and benefits associated with mobile</p>	<p>Slides provide links to different websites for students to explore</p>	<p>use their mobile smartphone to become familiar with them, investigating how to pick up an installed application and enumerate the mobile specifications of this, and to consider why it would not be appropriate on a desktop computer.</p> <p>Students may wish to try to anticipate how to code a specific feature from their selected application by reading the development kit documentation e.g. for a map application, they may search the SDK documentation for the localization API and explain how it works and what are its limitations.</p>	
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<p>applications development.</p> <p>Skills Expose the benefits that would cause the adoption of a mobile application development formation.</p> <p>Competence Organize available information according to their relevance.</p> <p>Synthesize the information to communicate messages effectively</p>			
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Module 2 – Business models and commercialization for mobile applications development

Learning Unit 1: Mobile applications with sustainable revenues			
Learning outcomes	Assessment tools	Assessment procedure	Credits (1)
<p>Knowledge Different revenue models</p>	<p>Exercises are organized as small self-directed use-cases. Business Skills Sustainable Revenues modules presentation slides include</p>	<p>Students should be able to explain how they apply and integrate the information that has been presented to them for each task. Verbal and written</p>	

	<p>use-case based exercises for learners to construct different methodological elements of a guideline to set an appropriate business model.</p> <p>Part 1: 'Mobile economy landscape' use-case slide 6 with 2 tasks. With reference to slide 5, Students should be able to define their own app in a Word document and complete the tasks from slide 6.</p> <p>Part 2: 'New revenue models' use- case slide 13 with 4 tasks. Students should be able to define the revenue model(s) for their own app in a Word document and complete the tasks from slide 13.</p> <p>Part 3: 'Advertising revenues' use-</p>	<p>assessment.</p>	
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	<p>case slide 6 with 3 tasks. With reference to slide 5, students should be able to select an appropriate online advertisement model for their app and explain their choice on a Word document.</p> <p>Part 4: 'Choosing the revenue model' use-case slide 12 with 2 tasks. Students should be able to elaborate on the selected revenue model for their app, and describe how they would change it on a Word document.</p>		
<p>Skills Analyse and select a revenue model.</p> <p>Estimate monetization activity.</p>			
<p>Competence Present and explain the rationale of the</p>			

revenue model selection.			
Take informed decisions about revenues based on statistics.			

Learning Unit 2: Mobile app's core statement and values

Learning outcomes	Assessment tools	Assessment procedure	Credits (1)
<p>Knowledge</p> <p>Successful existing mobile app's core statements.</p>	<p>Core statement and value: Part 1 'Target Market' use-case slide 12 with 3 tasks. Students should be able to write about the estimate costs of their app and consider revenues on a Word document.</p> <p>Part 2 'Value Chain Organisation' use-case slide 19 with 4 tasks. Students participate in a forum discussion to explore performing 9 activities on their app and address any identified</p>	<p>Students should be able to explain how they apply and integrate the information that has been presented to them for each task. Verbal and written assessment.</p> <p>Student's contribution to the forum discussion will be assessed by the trainer and forum peers. The student should also use information gathered from the forum to amend their app specifications Word document.</p>	

	shortfalls		
<p>Skills Formulate, assess, and rewrite if needed, the mobile app’s core statement and value. Create the mobile app’s core statement in such a way that the app’s basic value is easily understandable.</p> <p>Competence Define the identity of the application.</p> <p>Independently develop, emphasize and express the mobile app’s core statement and value.</p>			

Learning Unit 3: Mobile apps promotion

Learning outcomes	Assessment tools	Assessment procedure	Credits (1)
<p>Knowledge Promotion mechanisms and tools.</p>	<p>‘Organising a marketing strategy’ No exercises but</p>	<p>Assessment of the student’s app revisions described in</p>	

	<p>opportunity for classroom/online forum discussion. After discussions, students should update Word app spec document to define/redefine app logo; name; identify functionality from a marketing perspective; select communication channels.</p> <p>'Tools' slides 31 and 32: exercises to complete and group discussion in classroom/online forum to include NYPL case; app personality; app social media for marketing and geolocation features. After discussion, students should update Word document and create accounts for their app.</p>	<p>Word document.</p>	
<p>Skills Build a fan base to easily</p>			

<p>promote a mobile app.</p> <p>Track and analyse the mobile app activity using analytics.</p> <p>Set up social media accounts.</p> <p>Create a form to sign up to a mailing list.</p> <p>Competence Independently develop a suitable promotion mechanism for mobile app.</p>			
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Module 3 – Design models and skills for mobile applications development

Learning Unit 1: Design according to user's needs			
Learning outcomes	Assessment tools	Assessment procedure	Credits (1)
<p>Knowledge Understand user interface conventions.</p>	<p>'Ergonomics and Design' module slide 12 quiz (4 questions); slide 25 quiz (4 questions); slide 31 practical</p>	<p>MCQ answers provided online with explanation.</p> <p>Open ended problems</p>	

<p>How to design mobile apps that immediately make sense to users and implicitly explain their value.</p>	<p>exercise – 2 tasks Also on the MOOC: MCQ formatted exercises</p> <p>Open ended problems based on working files</p> <p>Walkthrough exercises</p> <p>Mock-up apps</p>	<p>reviewed by student peers (referring to trainer-provided completed correction)</p> <p>Walkthrough exercises should be assessed by peer reviews</p> <p>Students should use GameSalad to build working interfaces</p>	
<p>Skills Organize lots of complex information to be contained on the mobile user interface in a way that is simple, user-friendly and elegant.</p> <p>Recognize users' needs and try to</p>			

anticipate users' satisfaction.			
Competence			
Design mobile user interface according to design best practices.			

Learning Unit 2: Mobile apps usability testing			
Learning outcomes	Assessment tools	Assessment procedure	Credits (1)
<p>Knowledge</p> <p>Identify author usability test scenarios to uncover key problems in the current design.</p>	<p>'Usability testing' module</p> <p>'Designing user experience' module: Slides 32 – 34 exercises</p> <p>Also on the MOOC: MCQ formatted exercises</p> <p>Open ended problems based on working files</p> <p>Walkthrough exercises</p> <p>Mock up apps</p>	<p>MCQ answers provided online with explanation.</p> <p>Open ended problems reviewed by student peers (referring to trainer-provided completed correction)</p> <p>Walkthrough exercises should be assessed by peer reviews</p> <p>Students should use GameSalad to build working interfaces</p>	

Skills

Determine suitable author usability test scenarios.

Organize and perform usability tests against the mobile apps specifications.

Competence

Review, analyse and interpret behaviour patterns and feedback from target users.

Adjust the development process to reduce usability problems in the future.

Learning Unit 3: Emotional design for mobile apps			
Learning outcomes	Assessment tools	Assessment procedure	Credits (1)
<p>Knowledge</p> <p>Identify and select appropriate emotional design such as readability, experiment with sound, touch responsiveness,</p>	<p>'Elements of emotional design' module slides 30 – 32 exercises Also on the MOOC: MCQ formatted exercises</p>	<p>MCQ answers provided online with explanation. Open ended problems reviewed by student peers (referring to</p>	

<p>animation, humoristic notifications.</p>	<p>Open ended problems based on working files</p> <p>Walkthrough exercises</p> <p>Mock up apps</p>	<p>trainer-provided completed correction)</p> <p>Walkthrough exercises should be assessed by peer reviews</p> <p>Students should use GameSalad to build working interfaces</p>	
<p>Skills Use animation, humoristic notifications, etc., to accompany the app.</p> <p>Create habits about the use of the mobile app to improve user retention, e.g. gamification, sense of involvement.</p>			
<p>Competence Develop experience-centric details of mobile apps and emotional design aspects.</p>			

Appendix 2

Partner Organisation Details [5]

Organisation 1

Country: France
Name of Organisation: UNIVERSITE LYON 1 CLAUDE BERNARD
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Organisation 2

Country: United Kingdom
Name of Organisation: Association of Employment and Learning Providers
Address: 46 Bath Hill, Keynsham, Bristol, BS31 1HG
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Organisation 3

Country: Slovenia
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Organisation 4

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Organisation 5

Country: Greece
Name of Organisation: EXELIA E.E.
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