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GV model: a model for building educative mobile apps.

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Abstract - *In this paper we present a new model for designing and building mobile educative apps. First, we show the importance that educative apps currently have beyond learning approaches. We present studies that other authors have done about elaborating models for eLearning. The model was elaborated comparing and synthesizing the points that some of the most popular apps of education have in common. We detail and explain the components that must be taken in consideration in three main areas: Content, User Experience (UX), and User Interface (UI). We also present a new concept that helps to classify the type of resources and features we want to incorporate in the app. Finally, we present 2 apps we developed in different areas (Health and Environmental). In each app we describe how the model was applied.*

we found was that a good designed app offers a good learning level for users, as Duolingo does [4]. Besides, innovative apps look attractive for schools where is a great opportunity to growth a business model, as Lab4U is doing [21].

The relevance of establishing models in the creation of educational apps may be seen in other studies. Some authors have addressed this line of research studying from a sociological perspective [19], while others have done it pedagogically [1].

All these motivated us to elaborate a model for building educative apps. It arises from the study of the characteristics that some of the greatest current learning applications have in common. For our study we considered the following apps due to very specific points: