Connected Society

Mobile Internet Skills Training Toolkit

A guide for training people in basic mobile internet skills



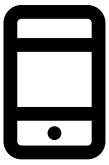
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MODULE 12 - AYOBA

Module 12 - ayoba

What is it?

Materials you will need



Smartphone Handsets



Ayoba Posters

Show ayoba on the phone

"Ayoba is an app including messaging service, a bit like SMS, where you can also send voice messages, photos and message a group of people. With ayoba you can also access channels which provide you with the latest information on sports, fashion, cooking and many more. With ayoba you can also play games and listen to music. In certain territories you can send and receive money via MTN Mobile Money (MoMo). Another great functionality is that with ayoba you can send messages to your friends even when they don't have the app or if they use a feature phone. The message will come as an SMS "

"Ayoba uses internet data so it can be cheaper to send messages, and the distance of the person you are messaging does not change the cost. For example, if you have a family member or friend who has moved to another country, you can message them on ayoba and it will not cost any more to message than if they were next door to your home. If you are on MTN you will be able to use ayoba at no data cost."

What can you use it for?

"You can use it for staying in touch easily with family and friends."

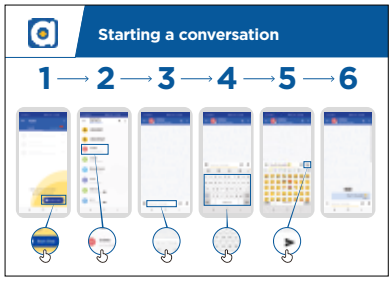
"You can also use ayoba for connecting with groups up to 50 people of business people / colleagues / classmates / customers: advertising products, sharing advice, discussing notes or assignments from class."

Trainer to include their own personal examples of the benefits of ayoba and what they use it for.

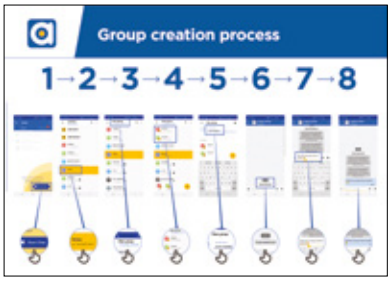
Make it relevant to the trainee: discuss how it can be beneficial in the trainee's own life.

How does it work?

Put the phone in the trainee's hands and help them follow the steps



How to use ayoba - 1-to-1 messaging
Show the poster and go through the steps for sending: text / photo / voice message



How to use ayoba - group messaging
Show the poster and go through the steps for starting a group chat

Practice!

"Now you know how to use ayoba, what do you want to use it for?"

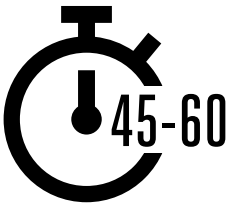
Trainer: Provide support for the trainee to send ayoba messages to contacts on their phone that they want to message as well as accessing the channels and games within the channels.

Tip: Ayoba has many features. For example, you can have group chats, play games and listen to music.

Explain: that there are similar messaging services to ayoba. Others include WhatsApp, Messenger, WeChat and Viber but there are many others.

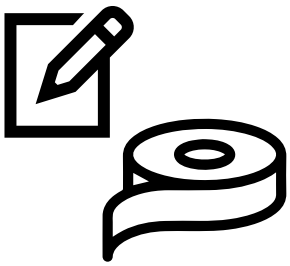
Learning Objectives

- The trainees know how to communicate on ayoba
- The trainees feel excited and motivated about how tools like ayoba can be used to connect with people
- The trainees understand how to subscribe to channels

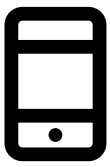


Time Duration:
45-60mins

Materials you will need:



Pens, Paper and Masking Tape



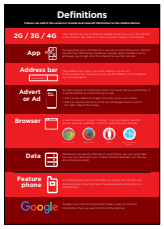
Smartphone Handsets



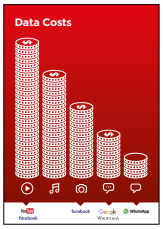
Small Rewards



Ayoba Posters x 3



Glossary Handouts



Cost Poster



Safety Tips



Icon Cutouts

Introduce ayoba



Show the trainees the ayoba icon cut-out and ask them to find this on their phone.

Ask "Does anyone know what this is?" "What is it for?"

Give a short explanation of ayoba:

- "Ayoba makes it easy to connect and chat with people; family, friends and colleagues"
- "Ayoba is a messaging service, a bit like SMS, but you can also send voice messages, photos, videos, as well as message groups of people. If you friend does not have ayoba or a smartphone they will still receive your message as an SMS. If on MTN they will be able to reply.
- Ayoba uses internet data rather than phone credit. This means it can be cheaper to send messages or internet bundle, and the distance of the person you are messaging does not change the cost. With certain carriers like MTN you can use ayoba at no data cost.
- Ayoba has a lot of more feature like channels were you can get daily update on sports, music, fashion... You can also play game and listen to music.
- In selected countries* you can send and receive money via MTN MoMo.

**Cameroon, Ghana and Uganda*

Bring the benefits to life!

- Tell your own story of how ayoba is beneficial to you (the trainer), your friends and family. Some examples might include:
- Connecting with groups up to 50 of business people / colleagues / classmates / customers / friends / family.
- Play games on ayoba
- Subscribe to channels
- Pay with MTN MoMo (*)
- Give specific examples or stories of how ayoba can be used

Make ayoba relevant for your trainees

Discuss with the trainees how ayoba can be beneficial in their own lives:

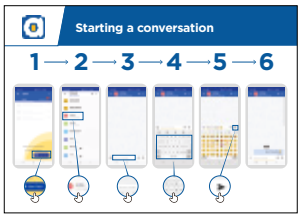
- **Ask** "What would you like to use ayoba for in your own life?" Give them some suggestions based on their interests
- **Ask** "What are you most interested in and excited to learn about ayoba?"

Remember: Link discussions and activities in the training back to how the internet can be helpful or useful in your trainee's own lives. This will help to keep the training relevant and interesting for them.

Activity: Messaging one-to-one

Get practical!

Explain "You are now going to try using ayoba on the phone."



Show the 'How to use ayoba: Starting a conversation' poster

- **Explain** "This poster shows the steps for sending 1-to-1 messages on ayoba"
- Take your trainees through the steps on their shared phones and explain that you can send text, images or voice messages

Ask them to try sending messages to each other on the phones.

1. Send a text message greeting:

- Hold up the chat icon for ayoba.
- Explain where to find it and demonstrate how to use it
- Ask the trainees to send text message greetings to each other

2. Send a selfie photo of their group:

- Hold up the camera icon for ayoba.
- Explain about the camera, where to find it and demonstrate how to use it.
- Ask the trainees to send these photos to each other.

3. Send a voice message greeting:

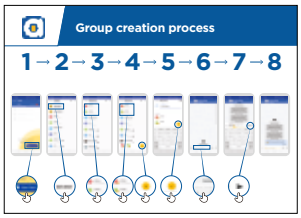
- Hold up the microphone icon for ayoba
- Explain about the microphone, where to find it and demonstrate how to use it
- Ask the trainees to send voice message greetings to each other

- **Explain** "When you send someone an ayoba message, you can see if it has been delivered to their phone and if they have read it". A) Sent = 1 grey tick B) Delivered = 2 grey ticks C) Read = 2 blue ticks
- **Ask** "Can you think of some examples of when you would send a voice message, or a picture rather than a text message?"

Activity: Group messaging

Explain "You are now going to try using 'group chat'."

Explain Explain 'group chat' "On ayoba, more than one person can be in the same group conversation."



Show the 'How to use ayoba: Group creation process' Poster

- **Explain** "This poster shows the initial steps to create an ayoba group"
- **Demonstrate** how to create an ayoba group and invite your trainees, on their shared phones, to all join one ayoba group (send invites using the numbers for the shared phones)
- **Send a text or a voice message** to the trainees' ayoba group, asking the trainees to share their group selfies in the group chat
- **Ask** "Can you think of examples of when you would use group messaging rather than 1-to-1 messaging?"

Tip: Leave the trainees' Ayoba group open for the rest of the training and ask trainees to keep participating in the group chat e.g. ask them to share their thoughts, feelings, any pictures and feedback in the group chat.

Personal Uses

Discuss with your trainees how ayoba can be beneficial in their own lives

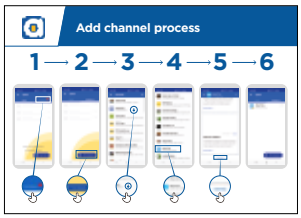
- **Ask** "Now you know how to use ayoba, what do you want to use it for in your own life?" Give them some suggestions based on their interests
- **Ask** "What are you most interested in and excited about doing, now that you are learning how to use ayoba?"

Channels

Activity: Channels

Explain "You are now going to try using 'the channels'."

Explain Explain 'channels' "On ayoba, you can get the latest news on sports, fashion, music and you can play game."



Show the 'How to use ayoba: Add channel process' Poster

- **Explain** "This poster shows the initial steps to subscribe to an ayoba channel"
- **Demonstrate** how to subscribe to an ayoba channel and how to play game on ayoba
- **Ask the group to subscribe to ayoba news**
- **Ask the group to start playing a game on ayoba.**

Tip: Let the trainees to subscribe to many channels and discuss with them about the content of the channels. Also ask them to play the same game and see which trainee is the "champion"

Personal Uses

Discuss with your trainees how ayoba channels can be beneficial in their own lives

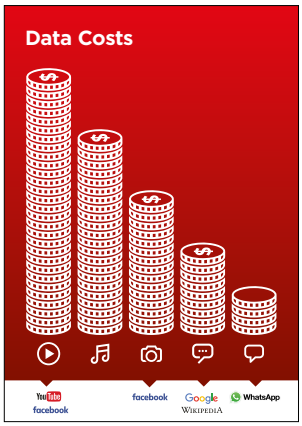
- **Ask** "Now you know how to use channels on ayoba, what do you want to use it for in your own life?" Give them some suggestions based on their interests
- **Ask** "What are you most interested in and excited about doing, now that you are learning how to use ayoba channels and games?"

$ Cost

Explain "Now you know how to use ayoba, and what it can be used for, let's talk about how much it costs to use! To use the internet on your phone you have to buy data from your mobile network provider."

Explain "The cost of each ayoba message is much cheaper than SMS. If the person you are messaging is far away (even in another country) it does not change the cost – they can be in another state or next door to your home."

Explain "If you are on MTN there is no cost to use ayoba. The data is free and included. There is "fair usage policy" which mean that in certain countries like South Africa and Nigeria were you are offered 20MB per day." But your internet connection needs to be on.



Show the 'Cost' poster

- **Explain** "Different activities use different amounts of data. Looking at text uses the least data, looking at images uses more, playing and downloading music uses a bit more and playing videos uses the most"
- **Explain** "Some internet services are linked to activities
- that use more data"
- **Ask** "Where is ayoba on the poster?" and "What does
- that mean for how much it tends to cost?"
- **Ask** "What makes it cost more? **Answer** "Videos"
- **Ask** "What makes it cost less?" **Answer** "Using text"

$ Cost

Checking data

- **Ask** Why is it useful to check how much data you have used?"
- **Answer** "To understand how much of your data you have used up and how much different activities cost to do"
- **Explain** "You can check how much data you have, just like you check how many minutes or texts you have; by typing in a code on your phone from your mobile network"
- **Explain** "You can buy data in different amounts depending on what you are going to use the internet for. Ask for advice from your local mobile agent on which amount is best suited to you"
- **Explain** "if you access the internet in a Wi-Fi zone, you will not use your data package. Your local mobile agent may be able to help you find your local Wi-Fi zones. However, the nearest zone may be too far to travel to
- **Demonstrate** to your trainees how to check their data
- **Explain** "if you are on MTN, you will not use your data package. MTN provides you with a free of data experience. However, you need to have your data switch on
- **Demonstrate** to your trainees how to keep the data on

Tip: Checking how much data you have varies depending on which country you are in and which network the phone is on (for the zero rated cost on MTN). Ask a mobile agent if you need support with how to check data

Recap



Play the ayoba icon game

- **Hold up** each ayoba icon, one at a time
- **Ask** "Where is this on the phone and what is it?"
- **Explain** to your trainees what each icon is, if they need support
- **Give small rewards** (e.g. sweets) for correct answers and stick the icons on the wall afterwards to help remind your trainees what they are

Explain: that there are similar messaging services to ayoba. These include: WhatsApp,Telegram, Line, Viber, Hike or Facebook Messenger.

Tip: "Many applications and services on the internet use similar icons and words. When you are using the internet look out for these icons, so next time you see them, you can remember what they mean."

Recap on ayoba

- **Discuss with your trainees what they have learned about using ayoba**
- "What have you learned about using ayoba?", "What can you use it for?"
- "How is it different from other instant messaging application?", "What can you do with ayoba that you can't do with other applications?"
- What channels excite you the most? And why?
- What games did you like the most? And why
- "Do you still have any concerns about using ayoba?"
- "What do you want to use ayoba for in your own life? What are you most interested in and excited about using it for?"

Tip: Run the recap as a quiz and give rewards (e.g. sweets) to trainees for playing.

Recap

Tip: If trainees would like to access the internet and ayoba on their own phones, give them some time here to practise what they've learned and offer support and encouragement.

Going to the next level

- If you reach the end of the session and still have extra time:
- **Ask** "Do you have any further questions about anything we have covered in the session?"
- **Ask** "What else would they like to know about the mobile internet?"

Some more advanced features of ayoba you can discuss with your trainees include:

- **Uploading photos** from your photo gallery to an ayoba conversation
- **Sharing your location** on ayoba so that friends and family know where you are
- **Setting up a ayoba profile,** including privacy settings
- **Downloading apps** from the Google Playstore or via ayoba.me (and explain that if you are on MTN you will not need data to download the app). In the near future you ayoba will also be made available to Iphone users







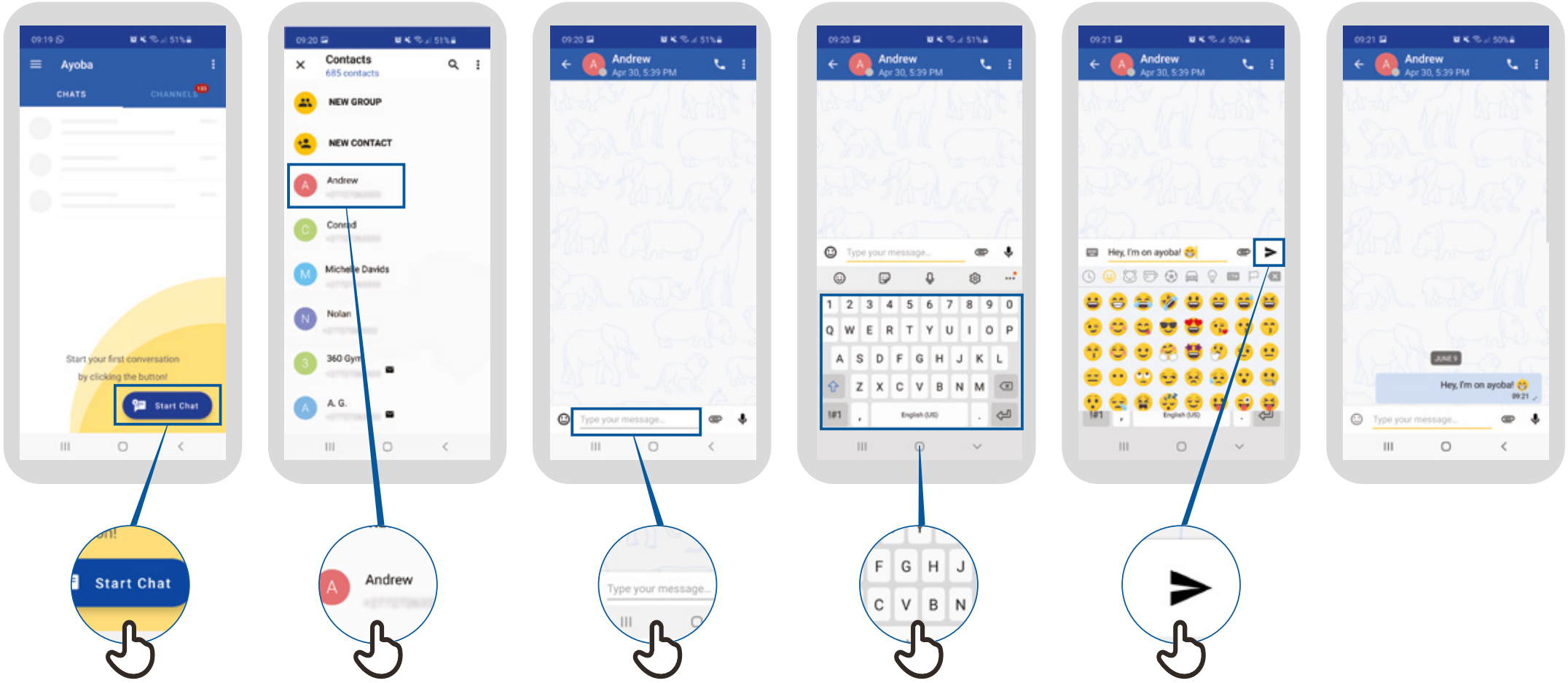






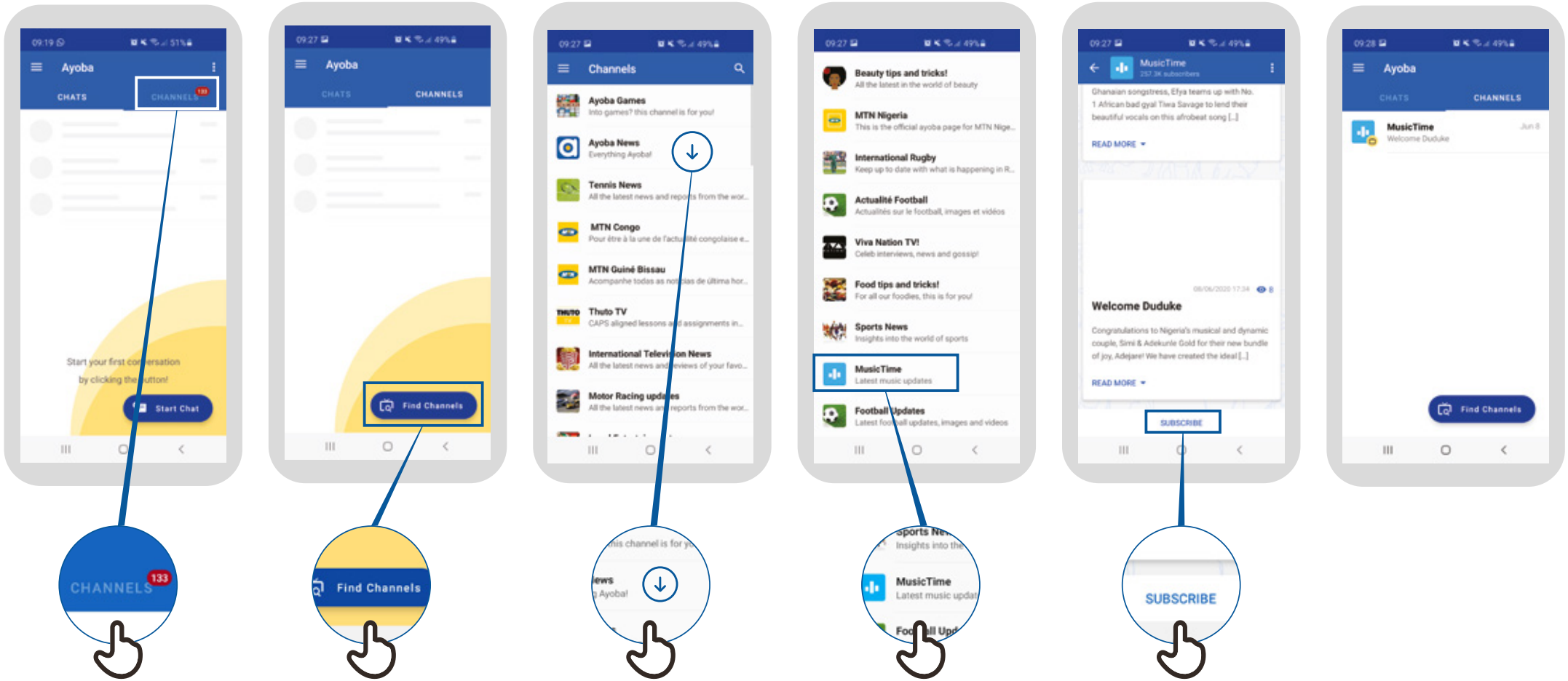
Starting a conversation

1 → 2 → 3 → 4 → 5 → 6



Add channel process

1 → 2 → 3 → 4 → 5 → 6



Group creation process

1 → 2 → 3 → 4 → 5 → 6 → 7 → 8

