MAKING THE MOST OF MOBILE LEARNING
Fill in Gaps and Foster a Learning Culture
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# TABLE OF CONTENTS

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Why Mobile Learning is so Vital in Modern Training</td>
</tr>
<tr>
<td>5</td>
<td>Options for Making Mobile Training Available</td>
</tr>
<tr>
<td>6</td>
<td>Mobile Learning’s Role in Building a Learning Culture</td>
</tr>
<tr>
<td>9</td>
<td>Examples of Mobile Learning from DominKnow</td>
</tr>
<tr>
<td>13</td>
<td>6 Questions to Ask Before Developing a Mobile Course</td>
</tr>
<tr>
<td>14</td>
<td>About eLogic Learning</td>
</tr>
</tbody>
</table>
WHY MOBILE LEARNING IS SO VITAL IN MODERN TRAINING

Mobile devices have become an indispensable part of our day-to-day lives. Mobile-only internet users now outnumber desktop-only users, so there are many people who don't even have a desktop to complete training on. Plus, 78% of millennials spend more than two hours on their phone a day. And 14% wouldn't even consider doing business with a company without a mobile site or app.

The implication with this for talent development is that mobile availability is necessary if you want your full workforce to use the training that you provide.

This need shouldn't be considered a burden, however. Mobile learning is a great way to expand the training environment and take advantage of new kinds of ways for learners to engage with content and participate in the learning process.
OPTIONS FOR MAKING MOBILE TRAINING AVAILABLE

There are two ways to make your LMS available on mobile devices.

1) Use a mobile-responsive LMS. Not every LMS plays well on a mobile browser. Full websites on mobile are clunky and hard to use. But mobile-responsive LMS software changes the way it looks to make navigation effective and content easy to read on any device.

2) Use an LMS with a mobile app. Many LMSs have dedicated mobile apps that learners can download from their native smartphone app store.
MOBILE LEARNING'S ROLE IN BUILDING A LEARNING CULTURE

There's a reason why mobile learning has become more widespread: it does a great job of supporting learning strategy goals and improving overall performance of that learning strategy. You can use mobile learning to solve (some of) your elearning woes and take your strategy to the next level.

WORKPLACES NEED FLEXIBILITY

One of the biggest needs of the modern workforce is flexibility. Employees are constantly thinking or heading in multiple directions and flexibility ensures that all their needs can be met. Technology has allowed us to do this by providing methods by which employees can communicate, work from places outside the workplace or on-the-go, and be productive from multiple devices.

Enabling workers to learn from multiple devices, wherever they are, is the next logical step to giving employees that training flexibility. Mobile learning is the solution to making learning part of a flexible, adaptive workplace.

Mobile learning creates flexibility by:

• Permitting workers to complete training where and when they have the time to complete it
• Making it easier for learners to access training on-demand (not all learners have computers other than their phone, especially those that work mostly or solely in the field)
• Giving learners options of the modality of training that works best for them

MOBILE LEARNING CREATES JUST-IN-TIME LEARNING OPPORTUNITIES

Just-in-time learning is a natural part of our everyday life, both in and out of work. Need to know how to cook lasagna for your family? Google it from your kitchen. Need to know how to create an effective RFP at work? Ask your trusted colleague.

This just-in-time learning is extremely valuable, but many companies don't want workers to use methods they learned on the internet within the workplace. For example, our client Dairy Queen has a specific method to getting the signature swirl of their ice cream cones, so their employees can't use any old source from the internet. Also, many companies are dealing with niche skills, such as machinery or specialized tools, for which there may not be reliable internet resources.

So, companies are starting their own just-in-time learning libraries, full of how-tos on everything from slicing a tomato to speaking effectively in a meeting. Just having it is a great step in the right direction - but mobile learning truly brings this resource to the next level in making it a sustainable, accessible, and useful database for everyone.

After all, what's the use of a just-in-time learning library if it's confined to a desktop computer and you can't access it just in time?
EASIER ADOPTION/HIGHER ENGAGEMENT

Mobile learning means that pretty much every learner has access to their training, in their pocket, at all times, in a format they feel comfortable and familiar with. Almost 100% of the learners are likely to complete the training in the mobile format. This means that mobile learning would not only drive adoption rates, but increase completion rates, too.

This accessibility also paves the way to make good, consistent use of microlearning and social learning, two other elearning formats that are gaining traction due to their adaptability to the modern work environment and their ability to extend the learning environment beyond traditional roles. People are ready to adopt these types of learning because they imitate the ways they already use their phone for research and social media.

Nearly 100% of learners are likely to complete training in a mobile learning format.

MOBILE LEARNING IS A GREAT PLATFORM FOR MICROLEARNING

As previously mentioned, mobile learning is a great way to deliver microlearning, which is becoming a must-have for companies who want to encourage continuous learning. It fills in gaps for remembering and refreshing knowledge over time after completing a larger course or can be part of a just-in-time learning strategy.

Microlearning increases the effectiveness of mobile learning and goes hand-in-hand with it to make it part of a more complete education for learners. Microlearning is informal by nature, and is considered most effective when dealing with a simple, highly specific objective and hard skills.

While people may be able to complete full-fledged online training via their mobile device, the way we use mobile devices mostly involves:

- Using our devices a few minutes at a time
- Finding answers to questions quickly
- Watching short videos
- Waiting in line or for the bus, auto repairs, etc.

Microlearning really leans into this tendency and makes learning on our phones and tablets a more natural and sensical experience.
MOBILE LEARNING BETTER ENABLES SOCIAL LEARNING

Social learning is becoming an important aspect of online learning. It makes up for the lack of organic knowledge exchange present on remote teams. In a traditional work environment, people sitting next to each other or working within the same area will naturally exchange tips and tricks and help each other become more effective employees. In the 70/20/10 learning model, 20 percent of learning involves learning from others. That's not as easy if your employees live far away from each other, or if you have a big and complex company. In a remote work environment, the process of learning from others must be replicated in a new environment. LMSs are making up for it by providing user file share systems, discussion boards, and more.

The things is, people don’t use social media on their desktops; 80% of social media time is spent on mobile devices. Socializing, commenting, sharing and other behaviors are more natural and intuitive for people on mobile.

Providing a mobile learning environment is likely to help enable social learning take off in your organization and make it a part of the day-to-day lives of your employees.

According to Brandon Hall, over 55% of companies want to focus more on social learning, and for good reason.

- It helps preserve organizational knowledge. Like oral histories, there's so much knowledge floating around employees that aren't recorded in official documentation. Social learning helps with that.
- Increasing communication and collaboration skills. The more opportunities your workers have to communicate with each other, the more they will do it. And the more they do it, the better they will get. And all that communicating will make them better collaborators. That collaboration will also help workers learn from each other.
EXAMPLES OF MOBILE LEARNING FROM DOMINKNOW

We wanted to show you some examples of the kinds of responsive courses that can work on mobile – either on the browser or in a mobile app. Many thanks to DominKnow for providing these examples.

RESPONSIVE ELEARNING COURSE

This responsive elearning course demonstrates how a responsive microsite can function as an effective elearning course. The webpage looks different depending on how you’re viewing it.
This course is an example of effective mobile learning because:

- The responsive page makes it easy to look at no matter what size screen you have
- It’s relatively short, making it easy to consume on-the-go
- It’s heavy on large visuals, which makes the information easy to read on a small screen

RESPONSIVE COMIC

This comic uses characters to act out a situation that the reader can learn from. It asks the reader to scroll through and click “continue” to get to the next page. A comic is a great medium for mobile learning because it’s very visual and it’s natural to interact with comics on small devices. It’s reminiscent of memes or other images that millennials use to spread information, which are easy to read on any device.
This comic is an example of effective mobile learning because:

- The look changes to what’s ideal for any size screen
- The comic provides a complete narrative that is fun and natural for learners to interact with on mobile devices
- The text is large and easy to read on small screens
- Comics are known for their high retention rates as a training technique

RESPONSIVE FENDER CORPORATION HISTORY

This course goes over the history of Fender, the musical instrument manufacturer. This course is more complicated and contains a lot of text and pictures that needed to be broken up into multiple chapters. This course is a great example of how complex topics can be covered in a mobile learning course, too. The chapters are organized into a sidebar menu that is simple to toggle on and off so that learners can either navigate or focus on the information.
This Fender course is an example of effective mobile learning because:

- The responsive design looks great on any size screen
- It breaks up the information into easy chunks that are simple to navigate
- The elements are relatively limited and simple so that it doesn’t crowd a mobile screen, despite the density of the information
- The progress numbers on the upper right show how many pages are left in the course, so a learner on mobile with a limited amount of time can know what they’re in for
# 6 QUESTIONS TO ASK BEFORE DEVELOPING A MOBILE COURSE

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why are you considering a mobile course?</td>
<td>Do your learners demand it or is it because your competitors or peers in the industry are offering mlearning now? Base your decision to implement mlearning on actual usage data of your company. Deploying an informal survey is a quick and low-cost way to get the information you need to make this decision.</td>
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<td>Will developing mobile courses save money or time, or both?</td>
<td>Make sure you have a clear understanding of how a mobile course will help achieve your business goals. And gathering this information can also help you prove the business case and possible ROI to those who might need to approve a budget.</td>
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<td>Are the courses going to be better than what currently is offered on the PC?</td>
<td>Or will you need to develop multiple versions? This is especially important if you’re thinking of converting a PC course to a mobile course. Make sure you consider whether or not the learning objectives are possible on a mobile device, or how they may need to be altered. Mobile development may mean a reduction or realignment of interactivity is necessary.</td>
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<td>In terms of budget, is it viable to build multiple versions of courses?</td>
<td>If you are using an Authoring tool that can publish multiple versions that will work on all platforms, great! Cross Platform Solutions often help fill the gaps and save development expenses. However, while being multi-functional for a variety of devices, they are not specific to any device and may have limitations.</td>
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<td>Do you have the required IT support in place for tracking results of courses that are run on multiple devices and browsers?</td>
<td>Increased user support and testing the courses to determine learner functionality is required. Knowing functionality in different browsing environments will help you put the right tracking processes and mechanisms in place before you deploy the course.</td>
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<td>Will employees access training on their own or on company-provided mobile devices?</td>
<td>Is security going to be an issue? BYOD (Bring Your Own Device) brings up a number of security issues, especially in regulated industries (finance, insurance, healthcare, etc). Not only can older devices put your company at risk, they can have negative effects on the performance of your learning content.</td>
</tr>
</tbody>
</table>
MAKING THE MOST OF MOBILE LEARNING

Each advancement we make to the eSSential LMS is to ensure our client-partners can achieve their training and development objectives now and in the future. The eSSential LMS is recognized as a top learning management system year after year because of our commitment to continuous improvement and customer support.

We’re honored to be recognized by some of the most renowned analysts and organizations in the eLearning industry, but we’re most proud of the recognition we receive from our client-partners!

Brandon Hall – Bronze Best Advance in Learning Management Technology (2018); Silver Award Best Advance in Learning Management Technology for Compliance Training (2017)


The Craig Weiss Group (formerly Elearning 24/7) – #3 LMS, (2019); #1 LMS (2018 & 2017)); Top 3 LMS (2016); Top 3 LMS, Top 2 Extended Enterprise LMS, & Top 5 NextGen LMS (2015); Top 5 LMS (2014)

CODiE – Best Corporate / Enterprise Learning Solution Finalist (2017)


Bloomin’ Brands – Purveyor of the Year (2009 & 2010)

AND MANY MORE!
ABOUT ELOGIC LEARNING

eLogic Learning is an award-winning industry leader in learning management systems, custom course content and learning strategy development. Founded in 2001, eLogic provides personalized solutions to each of its client partners to help their learning and development efforts succeed.

WHY WE’RE DIFFERENT

eLogic also puts a strong emphasis on its partnership approach. We believe clients shouldn’t be treated as just an income source or numbers on a spreadsheet but as partners who can trust us to keep their best interests in mind and help them succeed.

Now, we’ve noticed a lot of other vendors throwing around the words “partner” and “partnership” lately too, but that really isn’t enough, is it? For us, it goes beyond just words. We’re here to make sure we deliver on our promise to help our client-partners increase productivity, mitigate risk and generate revenue and/or see a return on their investment.

WE GIVE BACK

We are committed to devoting our time, resources and efforts to benefit the world around us. That’s why with each new client or sale, we celebrate our success by having our employees select a charity where we donate a portion of the proceeds. It’s our way of saying thanks and giving back.

LEARN MORE

You can learn more about eLogic Learning, eSSential LMS, or even schedule a free live demo by clicking the buttons below: