tts performance suite

White Paper

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CONTENT PRODUCTION FOR MOBILE LEARNING

Content production for mobile learning

The all-conquering advance of mobile devices such as smartphones or tablets for private use is both undeniable and unparalleled. But even in a corporate environment, the importance of distributing knowledge to mobile devices cannot be underestimated, and is something that companies ignore at their peril. Such devices open up a whole new world of opportunities when it comes to the dissemination of corporate knowledge. **Mobile learning means learning on-demand as opposed to the stockpiling of knowledge.**

Up to now, classic e-learning was restricted to PC workstations due to media constraints. However, since the advent of mobile technologies, knowledge is now available at the time and place where the actual requirement arises. All you need is a tablet or smartphone to access supportive information in line with our philosophy of providing holistic Performance Support at the workplace.

Companies can now capitalize on the attractiveness and familiarity of these devices by recognizing the full potential of mobile technology as a means of disseminating company-specific knowledge. This is an ideal way of triggering the interest of young target groups – people whose interest is only aroused when information is presented in an attractive manner. In fact, companies who ignore this trend even risk suffering a competitive disadvantage when it comes to recruiting the next generation of young talent.

The essentials of mobile content

Mobile learning involves much more than the mere viewing of learning content on a smartphone or tablet. The mobile learner uses e-learning in a totally different manner to someone sitting at their laptop or PC. Authors need to take account of the unique challenges associated with mobile forms of knowledge transfer:

- Mobile learners prefer concise knowledge packages with a maximum duration of 5-7 minutes. The shorter the better.
- They access content in a much more spontaneous manner and have specific questions to which they require an answer.
- Since there is no mouse involved, they interact with the content in a much more direct and instinctive way by touching the display.
- Despite the smaller display, mobile learners expect a high level of clarity and ease of use.

As outlined above, mobile learning therefore has to comply with special requirements. It has to be presented in an appropriate manner that suits the user behavior of mobile learners. Learning content that has been optimized for mobile consumption can only deliver the desired results when it has been specially adapted to suit this unique environment and is much more than a mere 1:1 copy of the conventional offering. You need to avoid the 'too much information' trap of PC-based content and resist the temptation to basically convert existing content to suit a smaller display size. This not only involves adapting the visuals, but also menu navigation and the conceptual design of content. Reap the benefits of this trend for your company and start creating minute content packages which are ideal for subsequent reuse in a different context.

Once these challenges have been met, content is suitable for quick and hassle-free consumption, while also offering mobile learners real added value and boosting employee motivation across the board.

Deployment scenarios

PRODUCT TRAINING

Create interactive product training courses and use this content as a marketing instrument to successfully prepare for product launches within the company, thereby familiarizing employees with new products prior to their roll-out.

SOFT-SKILL TRAINING

Provide your employees and managers with the opportunity to best prepare themselves for overcoming challenges of a soft-skill nature. Or use the content as a way of refreshing knowledge acquired in the past, but which is now about to be applied for the very first time.

ONBOARDING & CHANGE MANAGEMENT

Use customized content to prepare your employees for new spheres of work or fundamental changes within your organization.

MARKETING & MOTIVATION

Promote in-house brand awareness via lessons containing background information about your company. Boost employees' motivation with the help of knowledge nuggets every now and then.

PROCESSES & GUIDELINES

Counteract the tedium of a long working day by distributing small knowledge packages aimed at minimizing errors or highlighting particular workflows.

PERFORMANCE SUPPORT

Use mobile devices as a means of delivering truly holistic Performance Support which covers the entire spectrum of knowledge requirements – everything from an initial introduction to workplace support.

Producing mobile content with **tts performance suite**

You can use the familiar **tts performance suite** authoring environment to create mobile content. This means that everything stays the same for authors, eliminating the need for time-consuming and costly introduction courses. Your authors can use a familiar environment to create interactive lessons for mobile devices, producing subject-specific content along with test questions and quizzes in the form of classic single-/multiple-choice questions or drag&drop tasks. Needless to say, a soundtrack or video can also be added to learning content. Furthermore, you can also use the SmartComponent interface which supports the development of your own objects with an individual interaction and program logic. **tts performance suite** is topped off by an ever-expanding standard library of SmartComponents that have been optimized for the creation of mobile content.

It's even possible to easily reuse existing knowledge modules as part of your efforts to make content suitable for new media devices. **tts performance suite** offers tools that allow you to convert content into a design that has been customized for mobile devices, and then edit it further. Or you could simply create e-learning content 'mobile first' right from the start, safe in the knowledge that such content is basically PC-compatible.

Publishing mobile content

A HTML5 export is the native output format for mobile content. Specially developed for mobile devices, this export format supports their technical parameters.
The great thing about mobile devices is that they rely on touchscreen technology, thereby facilitating – and even demanding – direct interaction with content via finger gestures. The HTML5 format supports familiar touch-display gestures:

- Switching from one page to the next by swiping.
- Selecting objects by tapping.
- Objects are moved by tapping, holding and dragging.

Another feature of mobile devices is that they come with a huge array of resolutions and screen sizes. The HTML5 export therefore supports an automatic adjustment to the respective resolution, meaning that the space available is put to the best possible use without distorting the content.

Content is distributed via the inbuilt portal in **tts performance suite** or by accessing it from the Learning Management Systems into which it has been incorporated. Needless to say, the latter option is only possible in systems that support mobile access.

Features & benefits

AUTHORING ENVIRONMENT

You can use the proven **tts performance suite** authoring environment to create mobile content. Your authors work with the same Editor, regardless of whether they are creating content for mobile devices or PCs.

INDIVIDUAL FUNCTIONAL ENHANCEMENTS

A standard library of SmartComponents allows you to get started straightaway with content production and to use function modules that have been optimized for mobile devices. Should you wish to add certain functions that are of particular importance to your project, you are free to develop your own SmartComponents.

STRUCTURING & MANAGEMENT

The days of having source documents stored all over the place have come to an end: The knowledge repository in **tts performance suite** promotes collaboration between authors and teams of experts, along with ensuring the sustainable structuring of collective knowledge and efficient project controlling.

HTML5

The HTML5 export was specially developed for mobile devices and supports their unique technological features such as gesture control or different screen sizes.

DIFFERENT LAYOUTS

You can also create your own configurations for mobile devices in order to make the production of content more efficient. At the touch of a button, you can convert existing content into a design that has been been customized for mobile devices, and then edit it further.