



# The Ultimate Guide to Mobile Learning

How to engage employees and boost their retention with m-Learning



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# Introduction

Sometimes it feels like the entire world has moved online and now fits into our smartphones. If you try to keep in step with the trends, you've probably thought of using mobile devices for training purposes in your organization.

With this guide, you'll find a clear path to the successful launch of m-Learning in your organization and be able to navigate all the stages confidently. It will inform you about the tasks that m-Learning can address and provide you with insight into winning employee and management buy-in.

We hope this guide will allow you to get fully prepared to manage your m-Learning projects effectively. And we wish you the best of luck with all your m-Learning endeavors!

*The iSpring Team*

# What Is m-Learning?

Mobile learning, or simply m-Learning, is anywhere-and-anytime learning that is supported by the mobile devices learners use to access the content. Devices that enable mobile learning are the same gadgets we all have in our pockets and backpacks: smartphones and tablets.

# How Is Mobile Learning Different From eLearning?

With m-Learning, students can study assigned lessons, video lectures, and take tests right from their devices. However, eLearning courses can often be taken via mobile devices too, so this fact alone doesn't make these courses "mobile." The use of a mobile device as a platform for content distribution isn't the only characteristic that distinguishes mobile learning from eLearning. What are the other differences?

# 1. Different purpose

The purpose of m-Learning is to increase support and diversification of the learning process. You provide learners with instant access to small and independent chunks of information, and they study it on the go or whenever they have a free minute. m-Learning works great if learners need to brush up on knowledge, do some exercises, or watch a short video at the moment of need.

If you want to provide in-depth fundamental knowledge, eLearning will be fine. But if you need to launch refresher training or systematize acquired knowledge, then mobile learning can be a solid choice.

## 2. Different lengths of a lesson

Traditional online courses are usually taken on a computer or laptop at a desk, many times in an office where there's a good Wi-Fi connection. The average eLearning lesson can vary from 15 to 90 minutes, depending on the learning environment. Now let's imagine that you have to stare at the screen of your smartphone for 90 consecutive minutes. Won't your eyes get tired?

For that reason, content developed for mobile devices should be broken down into smaller units – lasting 3 to 5 minutes – that are easier for learners to access on a smartphone. This way, the length of a unit will allow the learners to study while waiting in line or between work tasks.

## 3. Different output method

While eLearning doesn't require special software to run a course and can work right in a browser, m-Learning needs an app in at least two versions: one for iOS and another for Android devices.

Since native mobile apps are designed for mobile devices, they have access to operating system resources and features that web applications don't. Mobile apps make the user experience generally smoother, with access to the camera, audio inputs, barcode scanners, and other built-in sensors. m-Learning apps can also include features like the ability to take courses offline, save the progress that's been made, and run processes in the background.

In a nutshell, m-Learning isn't a smaller portable version of eLearning; it's a completely different learning medium that affects what the training content will be. Below, you can see a table that summarizes the key differences between the two training delivery methods.

	eLearning	m-Learning
<b>Purpose</b>	To provide a full-fledged alternative to classroom sessions	To provide support and diversification in a learning process
<b>Length of a lesson</b>	15-90 minutes	3-5 minutes
<b>Output method</b>	Works in a browser	Needs a mobile app



# Benefits of m-Learning

There are multiple benefits to implementing m-Learning in your organization. Because it's easier to access, it has massive potential for increased engagement and motivation. Here's what can be gained from employing the mobile learning approach:

## It's flexible

Since the outset of the Covid-19 pandemic, working from home has become the norm for millions of workers in the US and so many other countries worldwide. Plus, there are a lot of employees who work in the field or take business trips. Mobile learning allows learners like these to study anytime and anywhere.

## It's affordable

Face-to-face training can be an option if all your employees work in the same office, or at least in the same city. For an extended enterprise with branches in different

states, classroom sessions can consume significant amounts of time and money. With m-Learning, you don't need to gather all the employees in one place – everyone can learn on their smartphone.

## **It's a time-saver**

Not all employees can stay in the office after working hours to study or go to another city for a training event. However, most of them can probably find time to take a short course at lunch or listen to a podcast during a morning walk.

## **It meets the needs of younger employees**

Millennials are expected to comprise 75% of the global workforce by 2025. Unlike previous generations, they are almost glued to their gadgets and feel much more comfortable studying online than in a classroom. That's why m-Learning seems to be an ideal solution for millennials and younger generations.

## **It's accessible**

Most adults usually have access to multiple devices, including desktops, laptops, smartphones, and tablets. Mobile learning designs support all devices and allows for courses to run seamlessly across all platforms. This gives users the ability to learn on any device: using a computer at the office, from a laptop at home, or anywhere using a smartphone.

## **It drives learner engagement**

Many people consider traditional training to be tiresome and complicated. They got this idea in high school, so it's difficult to motivate them to train. However, with gamified mobile courses, employees come to realize that learning can be an engaging experience. They can enjoy amassing points, ascending levels, and acquiring other bonuses for completed tasks.





# Dealing With the What Ifs of m-Learning

Like anything new, your m-Learning initiative may raise questions and generate mistrust on the part of management. You may face not only resistance to training itself, which is quite common, but a lack of support for using mobile devices for training purposes. For example, some may consider m-Learning distracting, while others think it's doomed to failure in their company because the staff is not so tech-savvy.

This is a list of the most common objections to introducing m-Learning and their responses to help you get approval from higher management.

## What if we don't need all this?

We've been training staff in the classroom for years, and it's a cumbersome, costly process.

People tire of it quickly and it takes up too much time that they would have spent on work tasks instead.

If we're really serious about improving employee productivity and optimizing training processes, we need to give m-Learning a shot.

### **What if nobody will use smartphones for training?**

Most people have smartphones nowadays and are used to shopping apps, video streaming apps, social media, etc. Why wouldn't they watch a short training video on the learning app?

### **What if the staff plays mobile games instead of training?**

We're all adults here, and we trust that our employees will use their smartphones for training, as expected.

But actually, we can link training to a game because it can boost engagement drastically. For example, we can use game mechanics, like leaderboards and badges, in the learning app.

The element of friendly competition will only help our staff to be more engaged and committed to training.

### **What if our IT infrastructure isn't strong enough?**

It's the vendor who will deal with server load, backups, and security. We only need an LMS that is cloud based and has a user-friendly interface, so anyone can master it.

Plus, some vendors offer robust tech support for both LMS admins and end users.

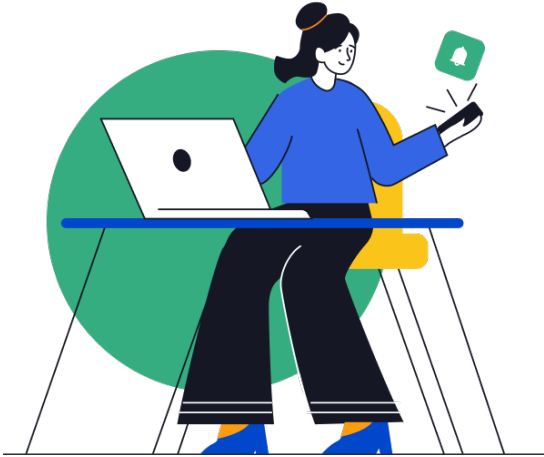
### What if we lack expertise in content development?

We can record short videos or create learning modules from existing PowerPoint slides. There are tools that enable fast and easy course creation without any IT background, like iSpring Suite.

When it comes to m-Learning, the expected benefit outweighs the doubt. To feel better prepared and double-check, you can test yourself using the checklist below. These are the circumstances that might indicate a need for m-Learning in your organization:

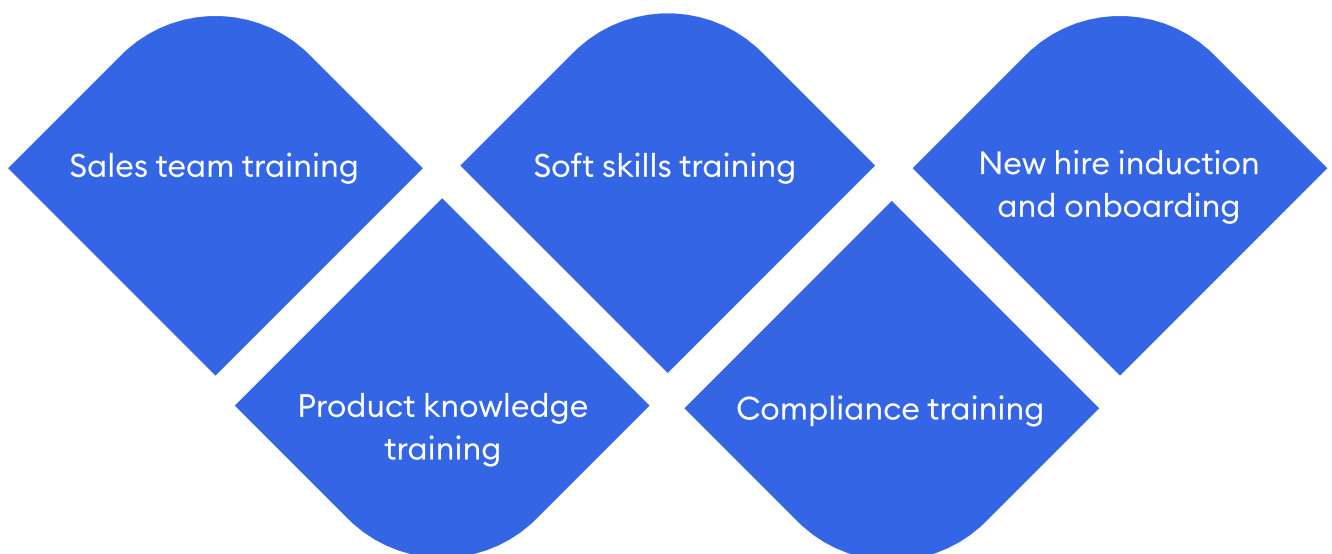
- Your company operates in the retail, service, or hospitality industries
- The company is a franchise/franchisee
- You're looking for ways to streamline frontline employee training
- The company has a high turnover rate, including premature turnover
- You have a geographically distributed team with remote workers
- The staff works in shifts, and gathering them together is a challenge
- The company has many project-based or itinerant employees
- Your staff can't access PCs in the workplace
- The staff isn't used to lengthy corporate training programs
- The training content can be delivered in small portions

If you tick at least 2 of the boxes above, congratulations! m-Learning can do the trick for your corporate training.



# Use Cases of Mobile Learning in the Workplace

Let's look at several ways you can apply m-Learning in your company.



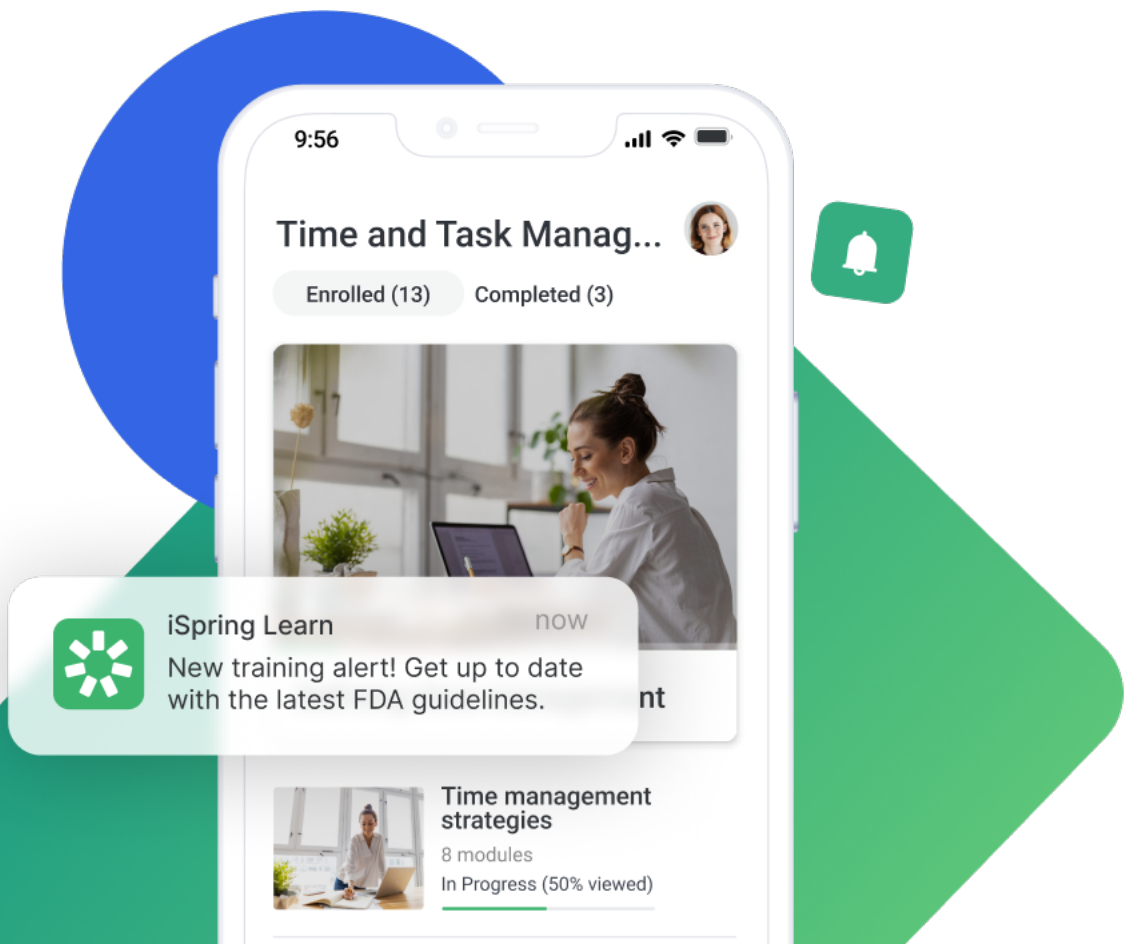
**Sales team training.** Thanks to m-Learning, salespeople can navigate product specifications, explore needed sales data, or find the answer to a client’s question in a matter of seconds. They can access a knowledge base in the app or study short courses between meetings and calls with customers.

**Product knowledge training.** With mobile learning, you can inform the entire staff of all novelties in a snap so they can access this information on their smartphones and remain completely up to date. No matter where your offices are, remote employees will be well-trained on your company’s products and their features, updates, etc.

**Soft skills training.** If you invite your learners to take courses after working hours, m-Learning is the right fit. Short mobile courses don’t burden people and won’t cause cognitive overload at the end of the workday. Courses on communication skills and problem-solving techniques can be easily delivered in mobile format – and can thus become a natural part of an employee’s pastime.

**Compliance training.** m-Learning is great when you need to provide learners with continuously accessible memos or instructions for specific situations. Many employees will find it helpful to have an IT security or fire safety memo at hand for quick reference.

**New hire induction and onboarding.** m-Learning can be an option for orientation programs. Candidates and new hires can study all of the necessary info on smartphones before they come to work, and you’ll save time on induction and briefings.





# Successful Cases of Mobile Learning in Corporate Training

Here are some of the companies that have adopted mobile learning. They use m-Learning apps and technologies to train their customers, partners, and employees, and spread knowledge broadly. Read their stories to see that m-Learning can be used as one of the scenarios and complement your training initiative greatly.

## CASTLE

Castle is a US-based construction services provider that develops and manages mainline pipelines in North America. Onboarding and compliance training for project-based workers resulted in many hours of downtime. Castle had to look for a solution that would help them speed up the training process without sacrificing quality.

They implemented iSpring Learn LMS with a mobile app in which workers could complete training before even setting foot on a job site. This not only helped Castle accelerate training but also saved thousands of dollars in the costs associated with downtime.

Castle's success story can set a good example for construction, manufacturing, or transportation companies that might be facing similar challenges.

## Johnson & Johnson

Johnson & Johnson has established an online university for health care providers all over the world. The Johnson & Johnson Institute is an online platform through which learners can access both general and personalized educational content and take part in telementoring sessions.

This implies that healthcare providers can request real-time video help in using the company's products. They can collaborate with colleagues, get intraoperative guidance, and view video feeds on their mobile devices and laptops.

Johnson & Johnson is also known for its podcasts on innovation and development. These recordings aim to deliver up-to-date knowledge on public welfare and healthcare in convenient portions. People can listen to them on the go and become more aware of current trends.

## Honeywell

The Honeywell corporation innovates in the spheres of aerospace, construction, chemical manufacturing, safety and security solutions, and commercial warehouses. The company provides on-demand mobile training for customers to improve their product expertise and help them conform to compliance requirements. For instance, Honeywell creates simulator apps to train customers on equipment inspection in augmented reality.

Honeywell employees and dealers can also harness the opportunities of mobile learning in sales training and take short online courses on their smartphones.

## oticon

Oticon is a global hearing aid company that uses mobile learning to train account managers throughout the country and overseas. Account managers and other field-based employees need to be highly trained on the products provided by Oticon. However, they have pretty tight schedules and work in different time zones.

Oticon utilizes the iSpring Learn App for consistent and flexible training in the field. The app allows learners to download courses for offline access and study even during business flights. They stay aware of the latest updates and product features and can deliver truly meaningful customer service. Thanks to iSpring Learn reports, the team can see the training progress of each employee and assess their performance.

FYMCA  
Medical  
Ltd



FYMCA Medical is a company that works in the charitable sector and provides consulting services on healthcare in low-income countries. In order to deliver training to healthcare professionals in African countries and around the globe, FYMCA has created a one-year training program comprising 30 online courses.

Doctors from remote and poor locations can't afford training and participation in medical conferences that take place overseas, but they can access the iSpring Learn App and study the training program wherever they are. Mobile learning helps FYMCA to prepare well-trained and committed healthcare professionals who are ready to fight rare diseases and enhance the lives of their communities.



*Feel inspired and want advice on how to launch m-Learning in your company? Prior to jumping into implementation, it's useful to think about several aspects and collect information that will help shape the development process.*

# 20 Questions to Consider When Launching m-Learning

Any serious initiative, even if it starts as an experiment in one department, requires you to look at the big picture and take a lot of different factors into account. These questions will help you make informed decisions and never miss a trick.

It's a good idea to discuss them with the other stakeholders and have a shared understanding of your m-Learning project.

## Learners and their schedules

1. Where are your learners located? Do they study/work from home?
2. Will they study during their breaks or have a scheduled time for learning on mobile devices?

3. Are they active internet users?
4. Are they good at using devices?
5. Do any of them have disabilities?

### Organizational policies

6. What are the IT security regulations in your organization?
7. Who will be in charge of the technical side and user support?
8. Is there any need to create a help desk for users?
9. What organizational standards should be applied to the project?
10. What team managers or department heads should be involved in the process?

### Access to materials

11. Will you allow learners to use their own devices for learning or will you provide them with new dedicated ones for training purposes?
12. Do these devices all have the same or different operating systems?
13. How do your learners access the materials – via a browser link, cloud storage, or a learning app?

### Learning content creation

14. Do you have existing learning materials?
15. What materials do you need to author from scratch?
16. Will you opt for in-house content production, find a team of developers, or purchase courses externally?
17. How do you need to revise your content to make it suitable for faster consumption?

- 
18. How do you make your learning materials mobile-ready (convert them to HTML5, make them responsive)?
  19. Given that m-Learning content is manipulated with a finger, how do you adjust the interface elements?
  20. How do you resize the content to fit the screen?



# How to Launch m-Learning in 5 Steps

After you gather information on the 20 points above, you'll be readier to implement your mobile learning strategy step by step.

## **Step 1.** Define your business strategy

Rushing into m-Learning for its own sake is not necessarily a good idea. First of all, it's important to work out a business strategy and establish learning goals. Ask the team, "What business problem does the training need to solve?" This will help you understand exactly why you need m-Learning and how it will solve that business problem.

Evaluate the situation in your company and analyze your challenges – describe what problems you have, which ones training can improve, and how they affect the company's results. You can use the table below as a reference for articulating business problems in your case.

Challenges	Business Problem	Primary Causes of the Problem	Results Achieved with iSpring
<ul style="list-style-type: none"> <li>✘ Too much effort spent on recurring IT tickets</li> <li>✘ Customers lack basic product knowledge and request help with common issues</li> <li>✘ Haphazard product onboarding for their support team</li> </ul>	<ul style="list-style-type: none"> <li>! Overburdened tech support team</li> <li>! Extra costs associated with excessive tech support</li> </ul>	<ul style="list-style-type: none"> <li>☹ Absence of structured customer training that would cover most common issues and significantly reduce recurring requests</li> <li>☹ Limitations of paid classroom training that would not be efficient at scale</li> </ul>	<ul style="list-style-type: none"> <li>★ 15 courses created by a two-person team</li> <li>★ Technicians from 400 companies can access courses</li> <li>★ 2,000 course completions</li> <li>★ 60 support requests redirected to customer training content every month</li> <li>★ Happy customers</li> </ul>

## Step 2. Set up a team

To achieve good results, you need to build an effective team. Here is a comprehensive list of people who can help you implement and develop mobile learning in your company. You don't necessarily need to have them all; it depends on your actual requirements. Regard the table below as your m-Learning project bingo card and fill the boxes that suit your situation.

### Project manager

Develops the mobile learning strategy and oversees the full life cycle of the project.

### Stakeholders

These are people who want to help you initiate this project. They might be from within the organization or outside the company (e.g., partners, consultants, suppliers).

### Business unit managers

The people who propose the problems that m-Learning can solve. They can also be the champions that remove roadblocks to your project, as they are typically the beneficiaries of the work. You can usually find them among HR leaders or heads of other departments. Business unit managers can be helpful when setting the goals for mobile learning and creating the measurement systems that will define success.

### IT group

Before implementing m-Learning, you need to consult with IT specialists on all the technical questions. Which devices are going to be used: company-owned or BYOD? What is the security policy in your company, and how can it influence your mobile learning strategy? What kind of software do you need to buy? Who is going to deploy it?

### Course developer

This is someone who creates courses using an authoring tool. You will need one if you're going to build learning content in-house.

### LMS administrator

This is someone who manages the system – adds new users, uploads the content, assigns it to the learners, tracks users' results, and helps them with any technical issues.

### Coach/SME

This is an individual responsible for providing training and guidance. Often, they also act as subject matter experts (SMEs) who know what needs to be included in an eLearning course and what can be left out. Coaches offer useful learning material to employees and instruct course developers (if there are any) on the content.

## Step 3. Decide on the learning content

You've determined your mobile learning goals, found an appropriate solution, and even built the team. Now, it's time to solve all the issues concerning the content.

### In-house vs. off-the-shelf

Remember that content is your top priority. If you want to include learning courses in your training program, you need to decide whether you'll build them in-house or purchase off-the-shelf content.

You will definitely have to create courses in-house if:

- You want to incorporate different elements in the course that reflect your

company field, e.g., characters, locations, and images actually used in your organization.

- You're going to create organization-specific content. For example, your company is launching a new clothing line. The courses will include specific information about the products, price lists, target markets, etc.
- Your audience is very large. Most off-the-shelf eLearning vendors license courses "per user." If you need to train a large workforce, your licensing costs might outweigh the cost of building courses yourself. In addition, you need to purchase courses regularly, whereas you invest in an authoring tool only once.
- You're going to update courses frequently. In such a situation, it will be much easier and cheaper for you to build courses in-house.

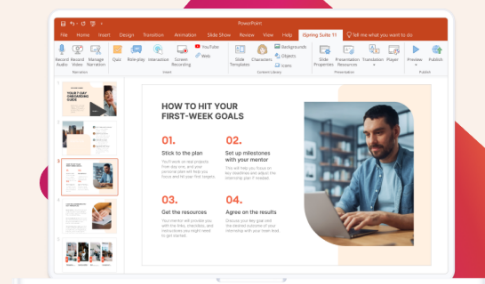
If you are not going to outsource content creation, you will need a robust, user-friendly tool that your team can master right away and create mobile-friendly content with ease. A safe option would be iSpring Suite. The simplicity of the tool allows for a smooth entry into the eLearning and m-Learning fields.

Plus, you can use iSpring Suite to create a wide range of mobile-ready courses, quizzes, e-books, video tutorials, role-plays, and interactions that will fit different screen sizes and orientations. You can test-drive the tool and convert your courses to HTML5 for free within a 14-day trial that's available.



Create mobile training content  
in record time

Try for free



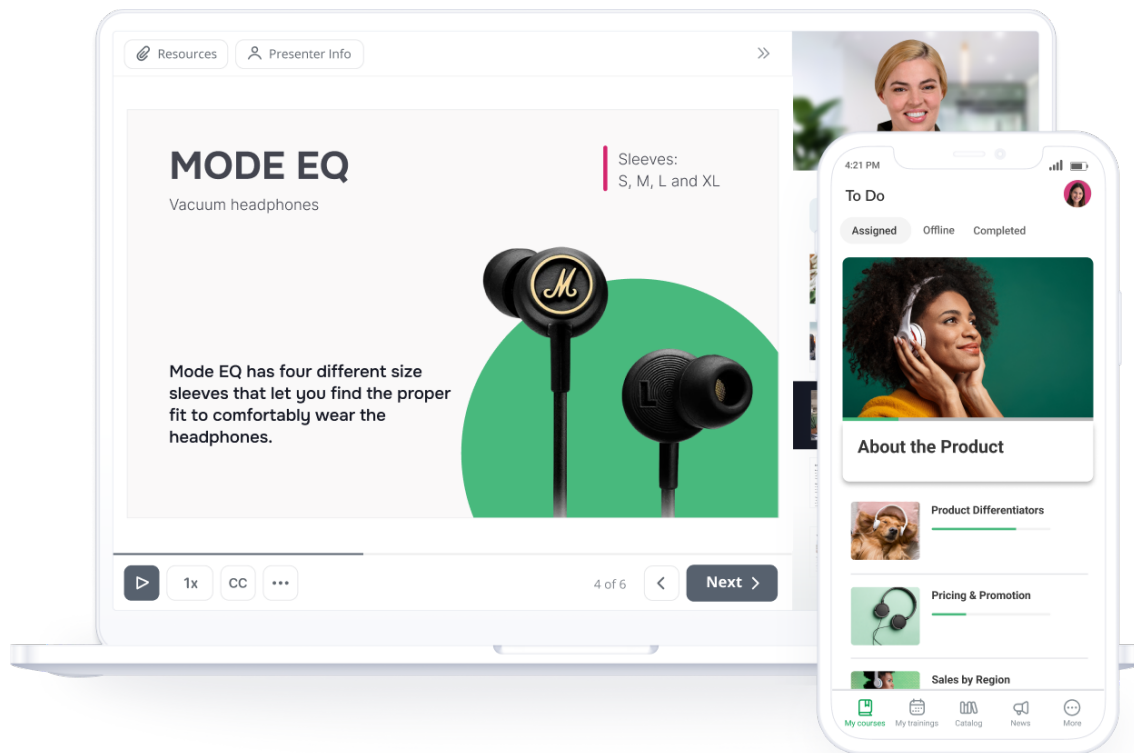
After you gather information on the 20 points above, you'll be readier to implement your mobile learning strategy step by step.

## 1 Online courses

With the help of online learning courses, you can provide training on a wide range of key subjects. If you practice blended learning, you can use a short mobile course either as pre-work or post-training content.

### How iSpring can help

iSpring Suite enables you to create polished slide-based courses from pre-made templates and design assets. There are templates, backgrounds, and characters that match different training scenarios and industries. Your mobile courses will communicate your brand and deliver seamless user experiences on all devices.



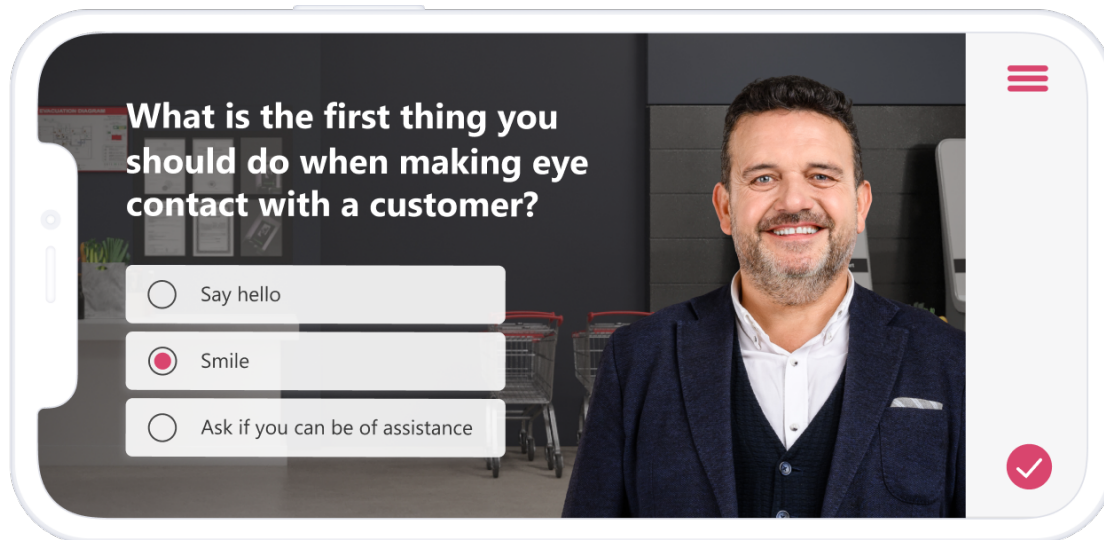
## 2 Mobile quizzes

Quizzes can help you check employee knowledge prior to, during, and after the training. They can include multimedia, provide feedback, and be time-limited to help your learners be more committed to training.



## How iSpring can help

iSpring Suite enables you to launch mobile assessments quickly, from pre-made templates. You can use 14 types of quiz questions and even build drag-and-drop activities with no IT skills required. This way, you will prompt learners to apply what they know in interactive exercises in a way that's more engaging.

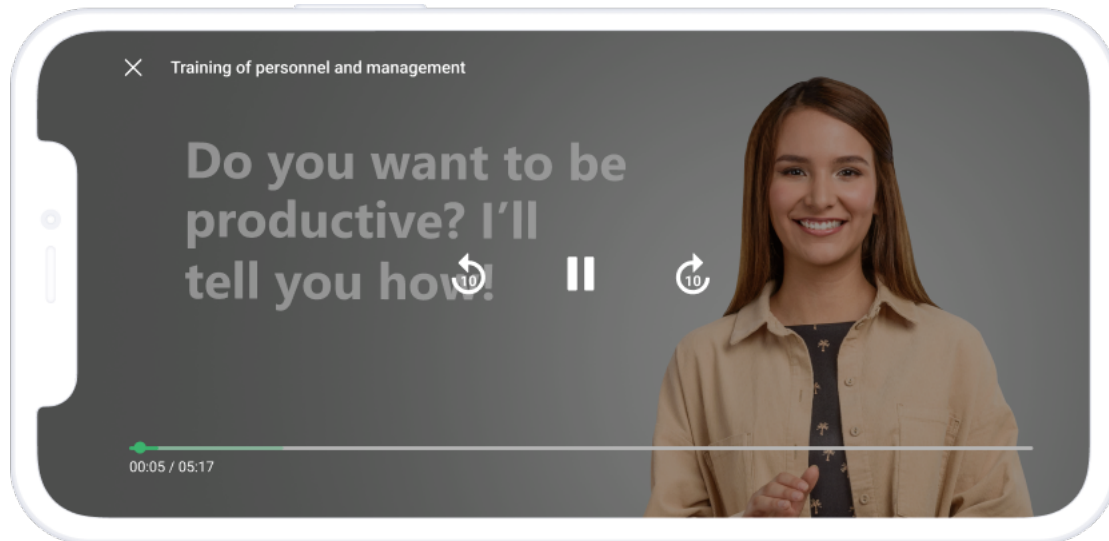


## 3 Video

95% of companies use some kind of video to educate employees. For m-Learning, it is the most popular content type for two reasons. One is that people are more comfortable consuming content through videos than reading or listening to it. The other is that videos pack a large amount of information into a compact time frame, which shortens the time spent on training.

## How iSpring can help

The iSpring authoring tool allows you to record engaging video lectures, screencasts, and entire video courses that learners can view on their devices. It has all the features needed to make professional-looking videos with a lightweight video editor. For example, you can add titles and captions, insert images and infographics, or create transition effects.



## 4 Podcasts

Audio content is a very useful format for m-Learning. Although it lacks visual elements, there are many situations in which a visual component either isn't much help (e.g., interviews with subject matter experts) or can be distracting (e.g., while driving). In such cases, podcasts can be a simple and effective m-Learning solution.

### How iSpring can help

iSpring has a built-in editor to record, fine-tune, and trim audio narrations that can complement your courses and videos greatly. What is more, you can create professional sounding voice-overs with the AI-powered text-to-speech mode. It supports 53 languages and offers a wide array of voice customization opportunities. You can adjust pronunciation by changing the narration's speed and intonation, and adding pauses. Thanks to the built-in SSML editor, iSpring Suite converts abbreviations, fractions, dates, and phone numbers correctly.

## Step 4. Choose an LMS for m-Learning

You may have a training course ready for viewing, but without an LMS, it won't be easy for you to share the content, and almost impossible to track learners' progress.

You might purchase an [LMS](#) with gamification, talent management, or even eCommerce functionalities. It all depends on your business needs and learning objectives. However, don't forget that your employees will view the content from their smartphones and tablets, so it's important to look for software that comes with a mobile app. This makes training content more accessible and minimizes the risk of glitches.

*Generally speaking, before purchasing a platform, you need to make sure that it:*

- 1. Supports fully responsive content that can adapt to the screen size and orientation of any device;*
- 2. Has a robust mobile app that's available in the stores.*

Some vendors offer custom development services and can customize the look of the app according to a company's brand book, which is great in the long run.

For the sake of brevity, here is a chart that covers pretty much every important functionality of a decent LMS. We highlighted the points that are key to look for when it comes to mobile learning. This will help you stay focused when weighing different options.

### Essentials

- The vendor's reputation and credibility
- Pricing plans
- Cloud system
- Customization options or Multi-Portal Mode
- **Mobile app**
- Support of popular browsers

### Quality and Service

- Frequency of updates
- Feature requests and custom development
- Terms and cost of custom development
- System integrations with third-party tools and HR software
- **Tech support for end users**

### User management

- Maximum number of users
- Maximum number of simultaneous connections
- User roles
- Notifications (push, email, etc.)
- Training event management and **blended learning support**
- Training automation (automated enrolments, assignments, etc.)

### Bells and whistles

- **White-label platform**
- Social learning elements (direct messaging, discussion boards, reactions, etc.)
- **Gamification**
- Custom reports
- Integrations with webinar platforms
- **SCORM compliance**
- Automatic certification

### A Chart for Choosing an LMS

**Pro tip:** We've mentioned that both the content and the learning platform must work well on small screens. However, not all LMSs and authoring tools are perfectly compatible. For example, you might have problems uploading courses to the platform or tracking your employees' results.

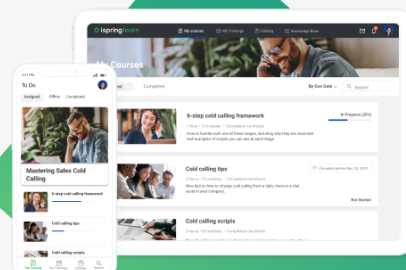
To avoid compatibility problems, test the LMS and the authoring tool as a bundle. Make sure a course can be uploaded and maintained easily using your learning platform, or purchase an LMS with a bundled authoring tool.

For example, the iSpring Learn LMS is seamlessly integrated with iSpring Suite. This integration allows you to enjoy advanced reporting capabilities, excellent content playback, and instant one-click publishing.



Improve training and performance with mobile learning

Learn more



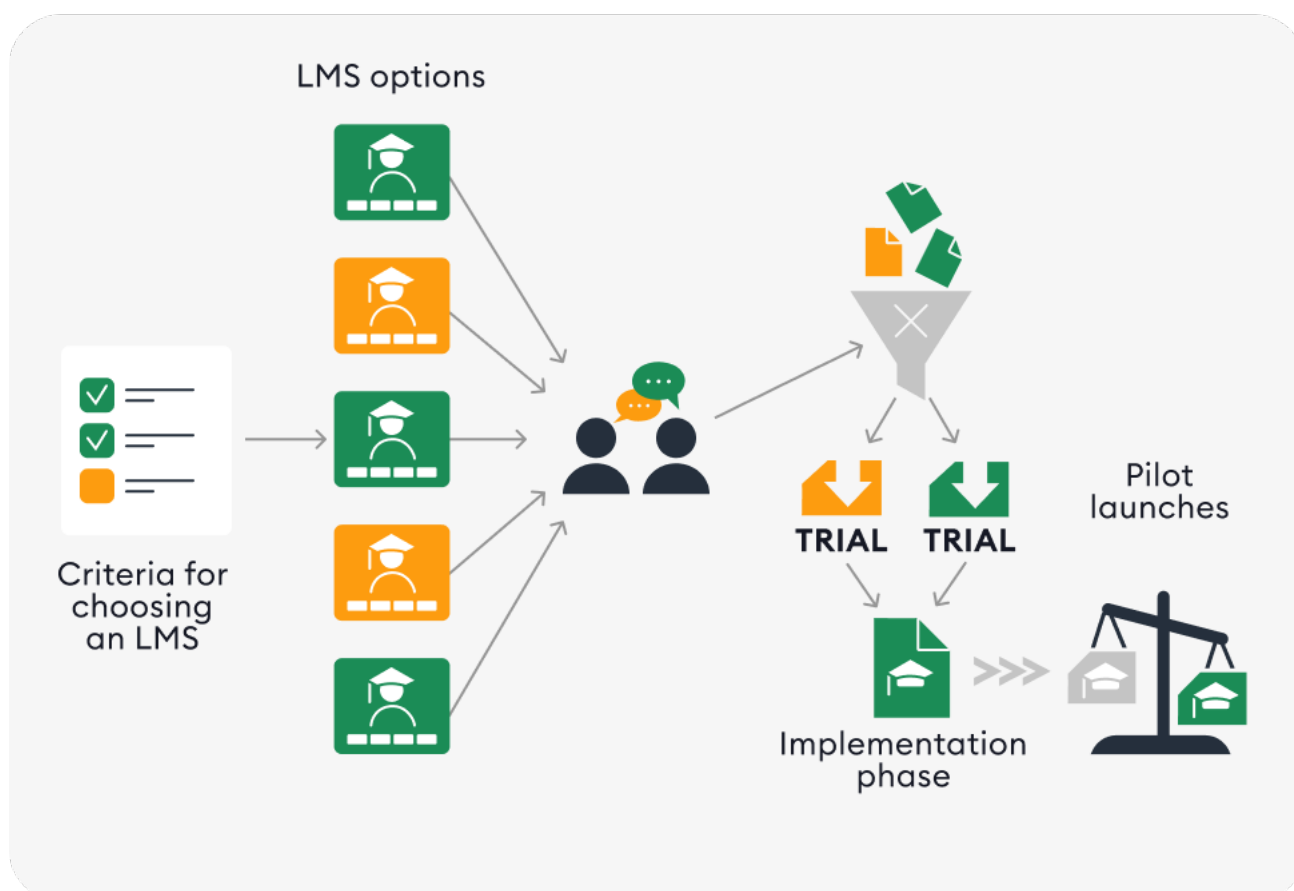
Together with iSpring Suite, the iSpring Learn LMS can streamline workflow and make it so much easier to roll out your mobile learning initiative. It also has a free mobile app for learners that is easy to use and always at hand. The app allows learners to take courses offline and resorts the progress once the connection is reestablished. You also have an opportunity to customize the look of the app and its interface upon request.

## Step 5. Make a detailed implementation plan

After you've defined your mobile learning strategy and signed up for trials of several LMS solutions, it's time to draw up an implementation plan. This should include major milestones, deadlines, and the people involved in each activity.

**Include a pilot project in the plan.** The pilot will help you measure results and get feedback from learners with regard to whether they feel comfortable with m-Learning. If necessary, you can make some corrections and improvements.

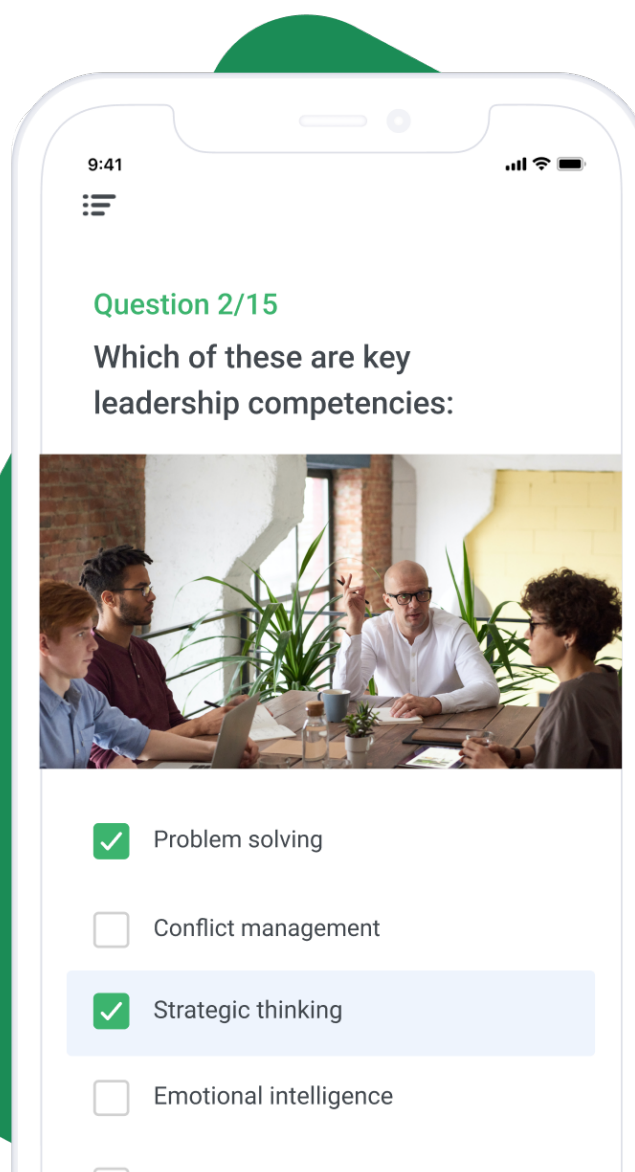
To pilot your project, create a training course, upload it to the LMS, and ask a small group of employees to take it.

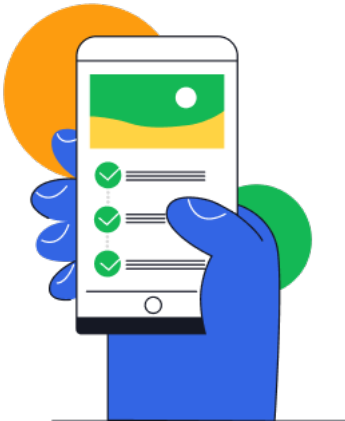


**There's no need to rush into mobile learning.** It's much more effective to take small steps and see what happens. You might want to start with blended learning and combine classroom-based and self-paced mobile learning approaches. For example, test how well employees retain knowledge with a short mobile quiz, or put a few training manuals online. That will allow you to test the waters.

**It's also important to inform team supervisors about the initiative.** Provide them with a quick guide on how to set up the app, sign in to the system, and how the LMS works, so they can share it with employees. It's a good idea to assign a mentor to any specific team, who will assist the team members in the process and facilitate a smooth induction to mobile learning.

**There might be some resistance to this novelty, and that's normal.** Remain open about your mobile learning project. Remember that any feedback is better than indifference. Take interviews and run surveys to collect people's opinions. It's critical to let everyone know that this project exists, and that your company is currently implementing mobile learning. This way, you also increase the chances of finding 'volunteers' who will be curious about the project and want to take part in it.





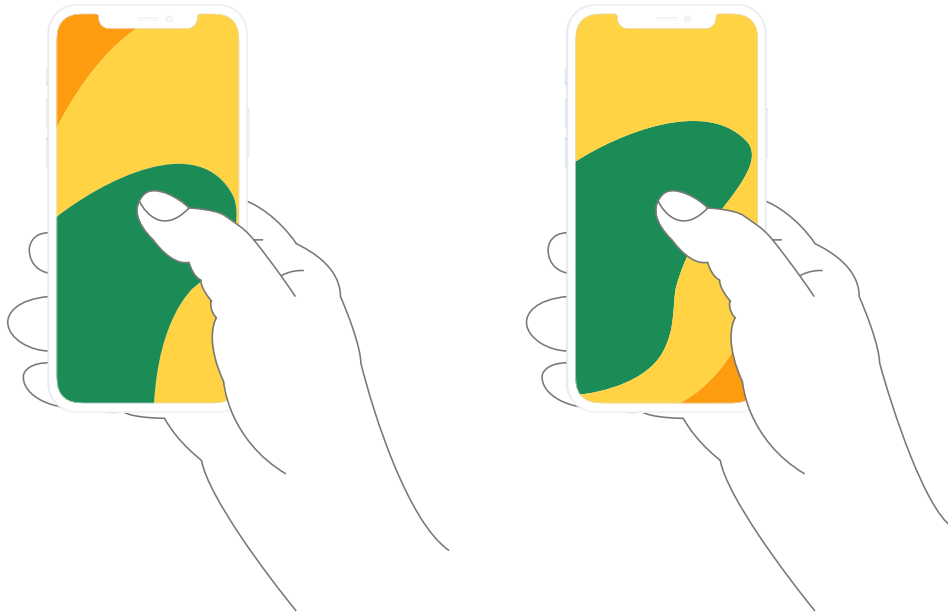
# 7 Tips to Create User-Friendly Mobile Courses

Here are a few more important details to consider when launching a mobile learning project.

## 1 Find out how users hold their devices

People hold their phones differently depending on the model, situation, and particular task, as proven in a study by Steven Hooper. He made 1,333 observations of people using mobile devices on the street, in airports, in cafes, and other places. The study showed:

**49% of users hold and use a mobile phone with one hand.** They usually simply scroll through the screen while doing something else: carrying bags, holding babies, opening doors, and so on.



Green indicates the area a user can reach easily. Source: [uxmatters.com](https://uxmatters.com)

With this touch map, you can understand which areas aren't good for menus and other navigation elements.

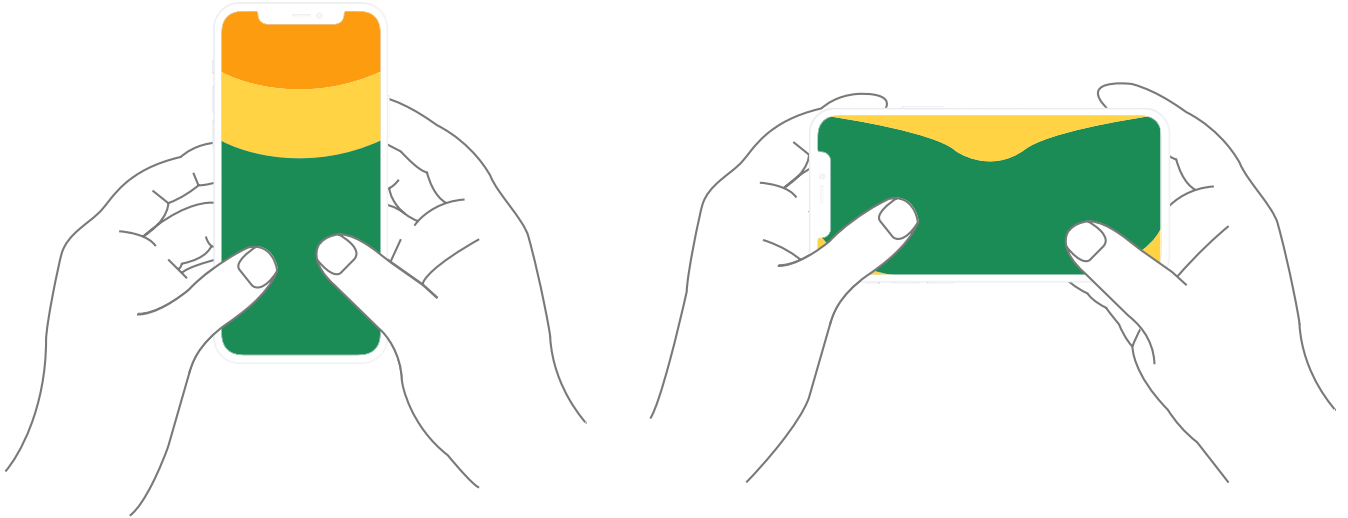
**36% of users use two hands to hold a mobile phone but use only one hand to touch the screen or buttons.** According to Hooper, people use this position to select an object on the screen or tap a link.



This method allows users to interact with the entire screen, e.g., selecting objects and tapping links.



*15% of users prefer two-handed use. This position is convenient for typing.*



*In this position, users type with both thumbs.*

It's a good idea to define which actions you expect from learners and match it with the content type you're about to offer them:

**Scrolling:** For articles and longreads;

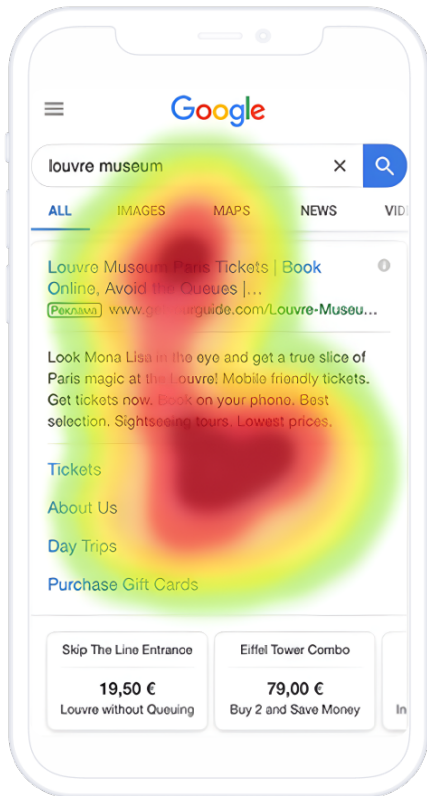
**Tapping objects on a screen:** For slide-based courses;

**Scrolling, tapping, and typing:** For courses with tests and conversation simulations.

The way you expect learners to interact with the content determines the choice of orientation, i.e., portrait or landscape.

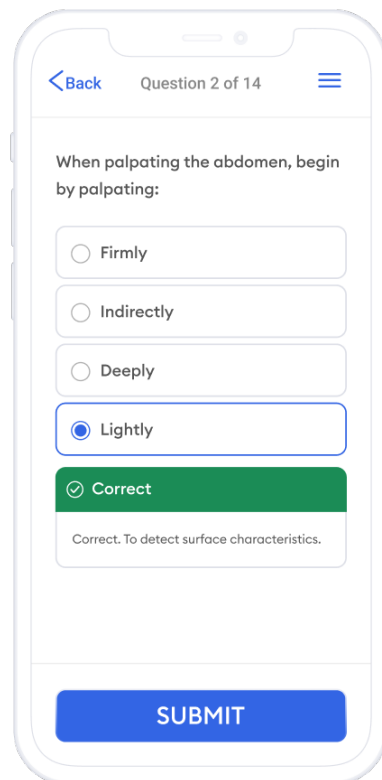
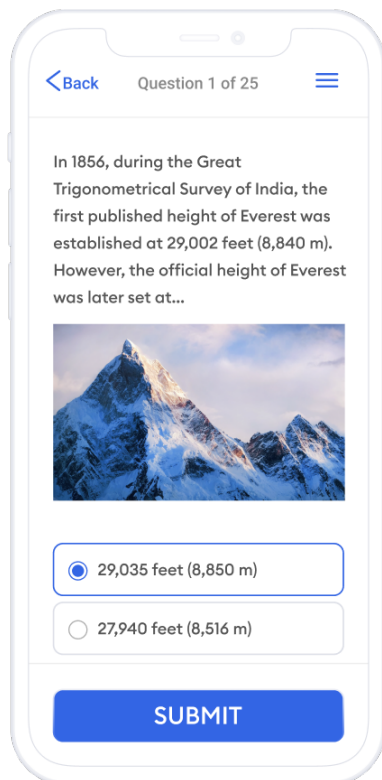
## 2 Put important things in the center

When people read on mobile devices, their attention is focused on the center of the screen. Take a look at these heatmaps:



*This is a heatmap of Google’s search results page. Users click on the center of the page.*

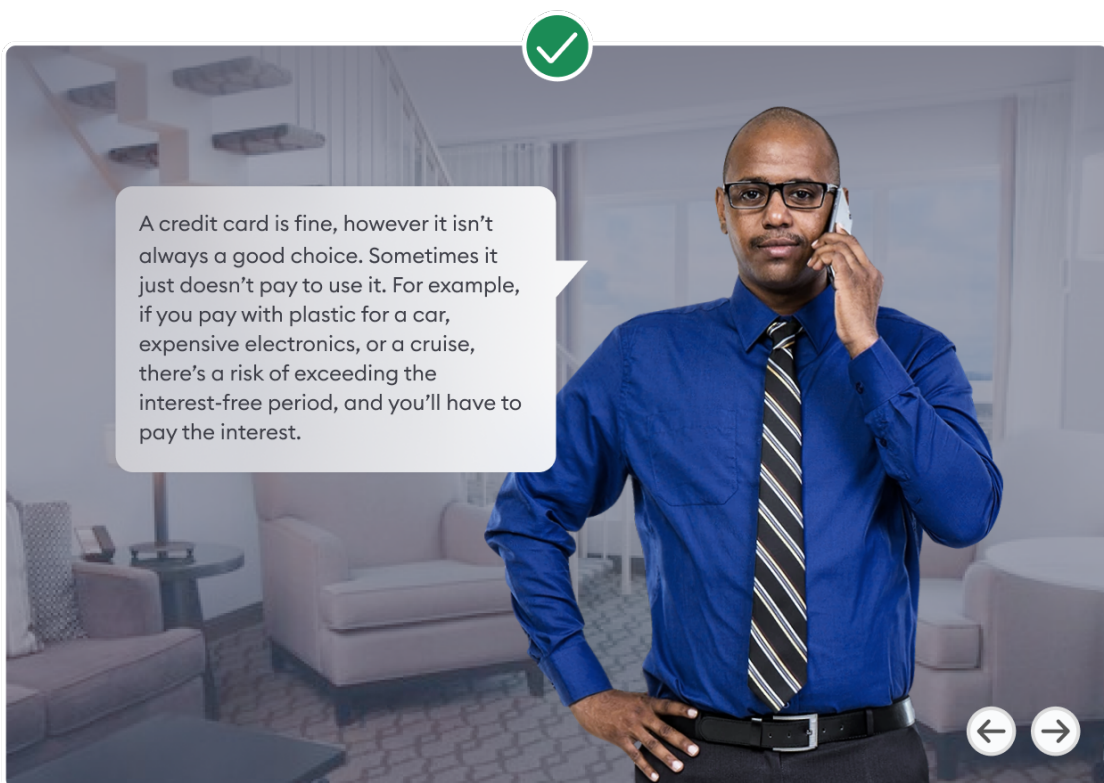
In most cases, people scroll through content to bring the part they’re focused on to the middle of the screen. Place the most important buttons and notifications in the center, so users can immediately see and easily access them.



*The answer choices are located in the middle of the screen.*

### 3 Minimize text on slides

If there's a lot of text on the screen, it will be small and difficult to read on mobile devices. Remove unnecessary words and break long sentences into smaller ones; a line should contain a maximum of 40 characters. Follow this rule: one screen, one idea.



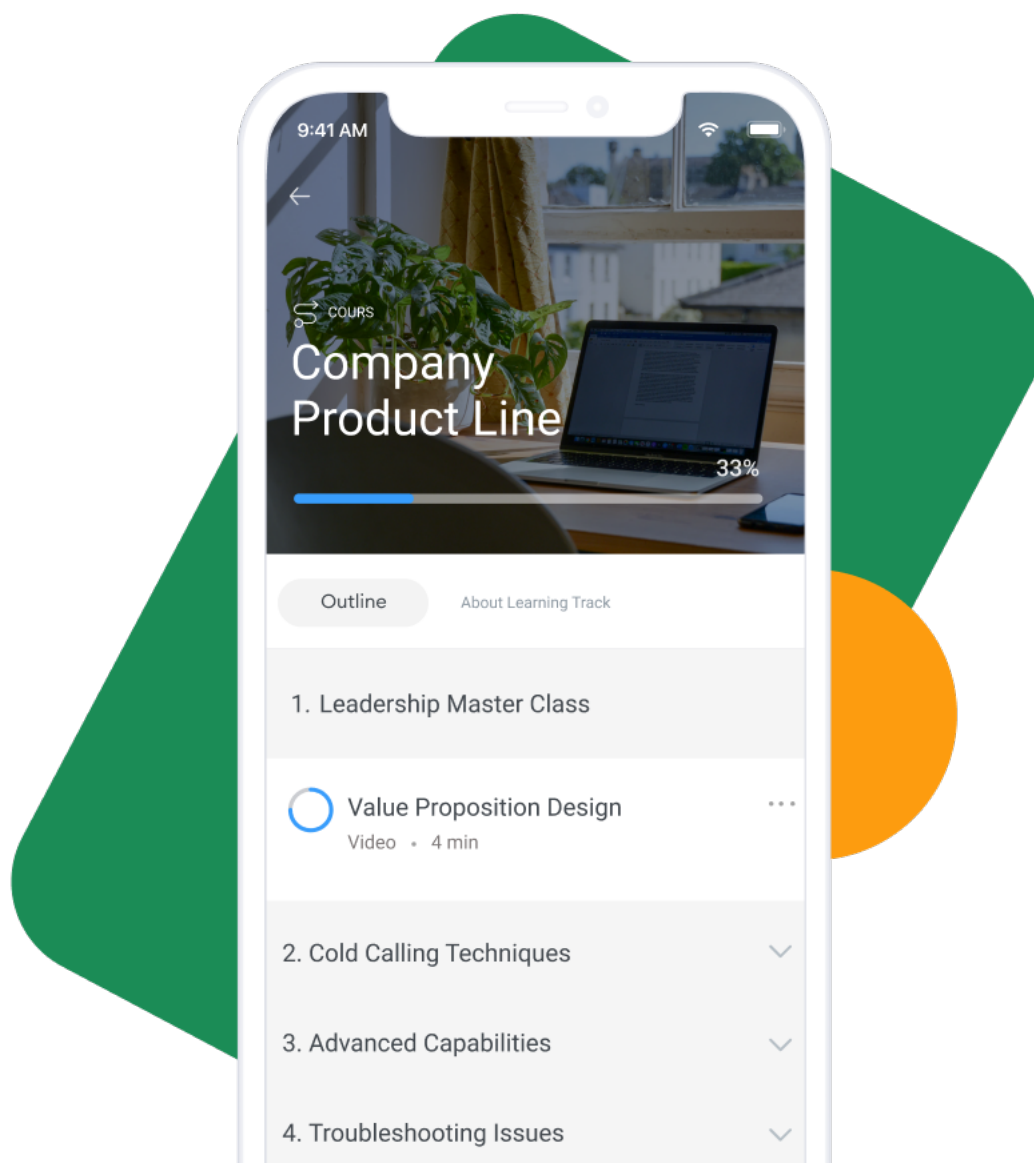
## 4 Use a font size of 16 pixels or more

When reading articles on the web, text can be scaled as necessary. For online courses on mobile devices, that's not always possible, so use fonts at 16px or larger. Also, for mobile courses, it's better to use sans-serif fonts such as Arial, Verdana, or Trebuchet. They are more convenient to read from a phone.

## 5 Add a progress bar to your course

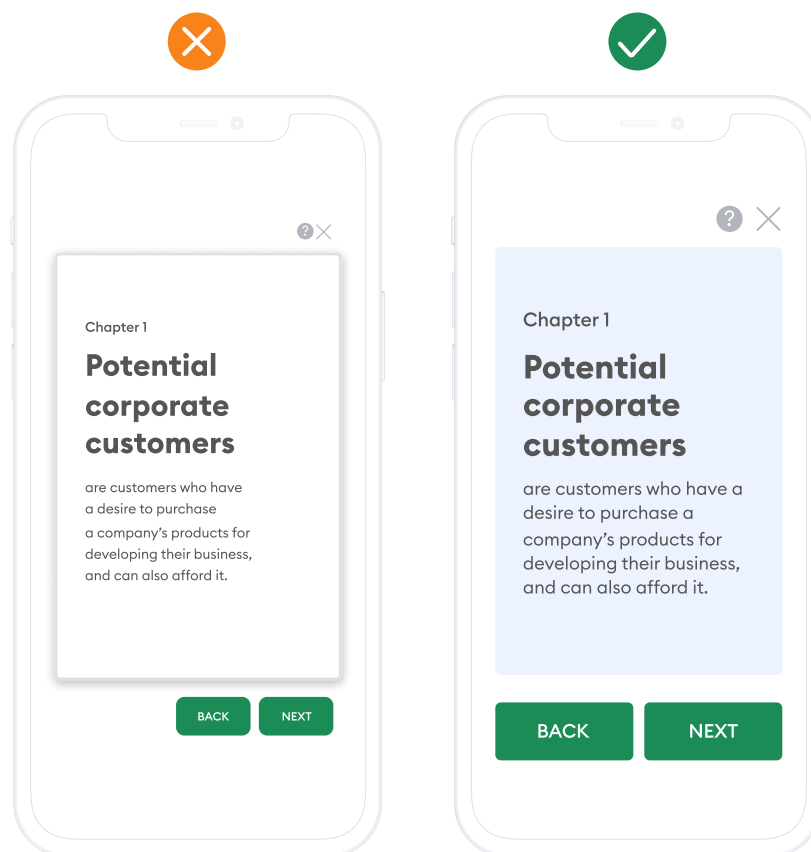
It's easier for a learner to finish what they've started when they can clearly see how much has been accomplished and how much is left. For example, we can see the number of pages in a book. In the same way, a course can have a progress bar.

A progress bar can look like a line on top of the screen that moves from left to right as a learner is scrolling. The bar indicates which part of the course a learner is viewing at the moment and how much is left to complete.



## 6 Make interactive objects fat-finger friendly

Fat-finger syndrome is when interactive objects are too small and users can easily click the wrong element. So, make sure you leave enough space around buttons, and also make sure they're big enough so that users' fingers can tap them easily.



## 7 Make a short tutorial

Opening a course for the first time can feel like being a stranger in a strange land. If you don't want your users to get lost, give them a quick tour: show all the buttons and explain their functions. Tutorials in mobile courses often look like pop-up hints over a shaded background.

Also, you can slip small hints into the flow of the course. New users can be gradually told how to perform each task, and all details can be explained at the necessary moments.

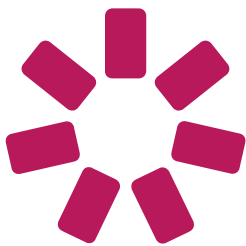


# About iSpring

iSpring is a global leader in creating award-winning eLearning software. For over 20 years, it has developed more than 10 standalone eLearning tools, such as iSpring QuizMaker, iSpring Converter Pro, and iSpring Cam Pro. These tools are extremely popular with eLearning professionals, both separately and together – in iSpring Suite, an all-in-one authoring tool.

The release of iSpring Learn, a cloud-based LMS, in 2014 enabled companies to accomplish their online learning goals entirely with iSpring's solutions. The vendor constantly updates its products to always stay ahead of the curve and introduces new features based on user requests.

iSpring is recognized for its beautifully engineered products and exceptional customer service. More than 59,000 customers in over 170 countries choose iSpring for its high level of performance and reliability. The customer list includes thousands of freelance instructional designers and teachers, almost 200 Fortune 500 companies, government agencies, and educational institutions worldwide, some clients being Microsoft, SAP, Boeing, Dell, Adidas, Procter & Gamble, University of California at Berkeley, Harvard University, and Stanford University.



# About iSpring Suite

[iSpring Suite](#) is a fully packed eLearning authoring solution that allows you to create versatile learning content fast, with no previous experience. Its core tool works as a PowerPoint add-in, which makes for a familiar interface that is easy to use. You can turn existing PPT slides into engaging training modules with interactive quizzes, video lectures, screencasts, role-plays, and interactions.

iSpring Suite Max comes with a content library that allows you to make the creation process even faster. It includes over 89,000 high-quality templates, images of characters, locations, icons, and controls, so you don't have to look for visuals elsewhere.

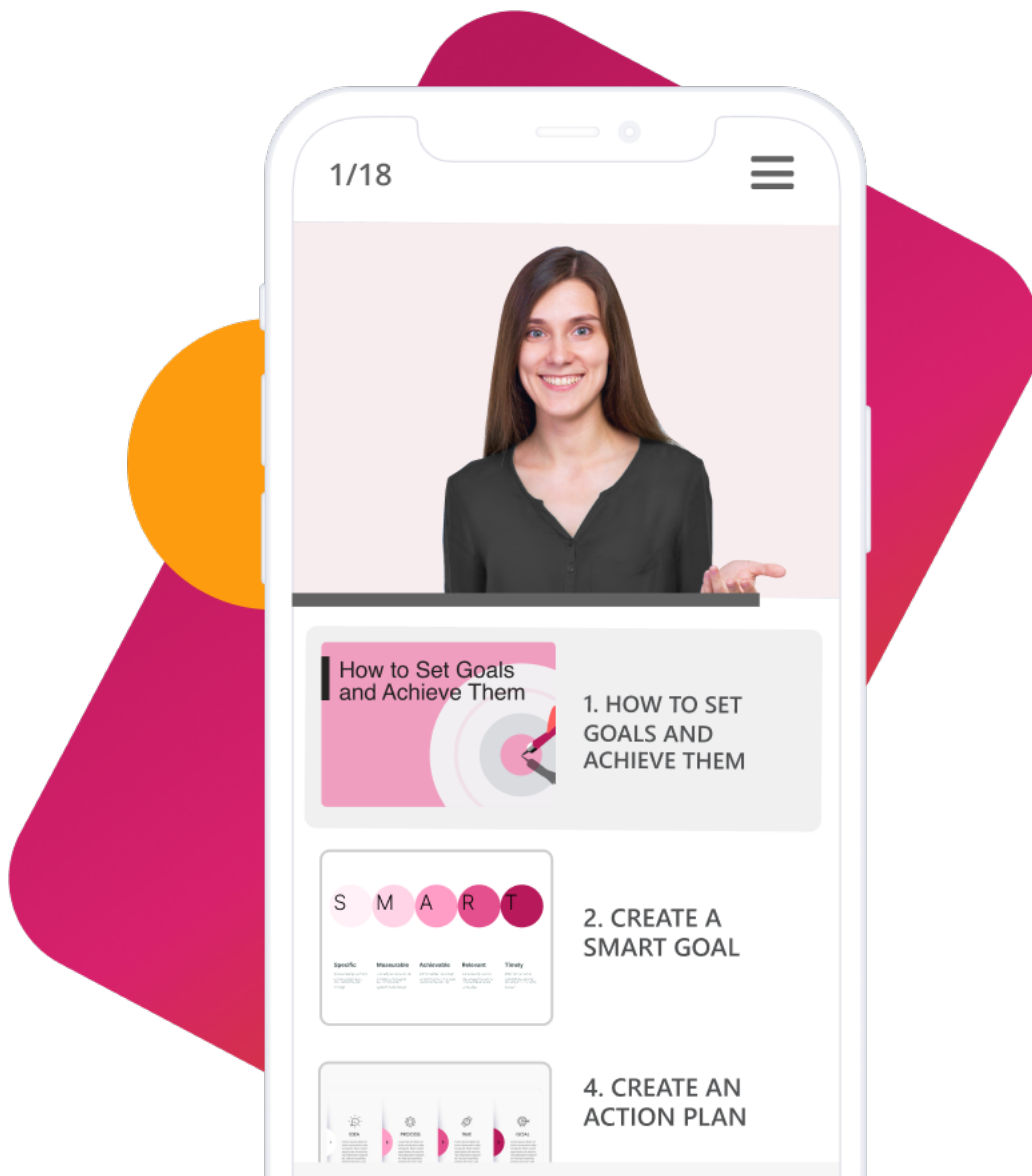
There's also an online service for content sharing and collaboration available for Max users. It's a secure place where users can store training materials and gather stakeholders' feedback on them. The online service also includes a built-in authoring tool for making interactive pages right in a browser.

Other important features of iSpring Suite are:

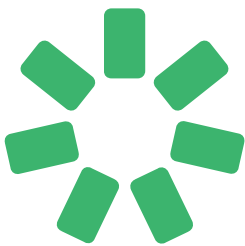
- Mobile-ready content

- SCORM (1.2 and 2004), AICC, xAPI (Tin Can), and cmi5 compliance
- PPT, PDF, and Word to flipbook converter
- Section 508 and WCAG-compliant courses for those with disabilities
- A text-to-speech function
- Guaranteed compatibility with 150+ LMSs

To see iSpring Suite in action, test-drive the authoring toolkit with a [free 14-day trial](#).







# About iSpring Learn

[iSpring Learn](#) is a powerful training platform designed specifically for small and medium-sized businesses. It helps you quickly adapt new hires to the workplace, build an ever-growing knowledge base for your company, improve business metrics by promoting best practices, and scale your success by training teams, clients, and partners more effectively.

iSpring Learn powers the entire cycle of effective corporate training, from creating engaging training content to streamlining delivery and collecting insightful reports. Even those who are using an LMS for the first time master iSpring Learn in the very first days hassle free and achieve astounding results in an extremely short time.

With iSpring Learn, you can:

- Create engaging courses and quizzes online
- Involve internal experts in creating training content right on the platform
- Save time and effort by automating repetitive training tasks
- Identify skill and knowledge gaps with comprehensive reports

- Identify the competencies and qualifications of your team with precision
- Measure training ROI better with accurate data



## iSpring Learn LMS

Automate corporate training and improve employee performance.

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