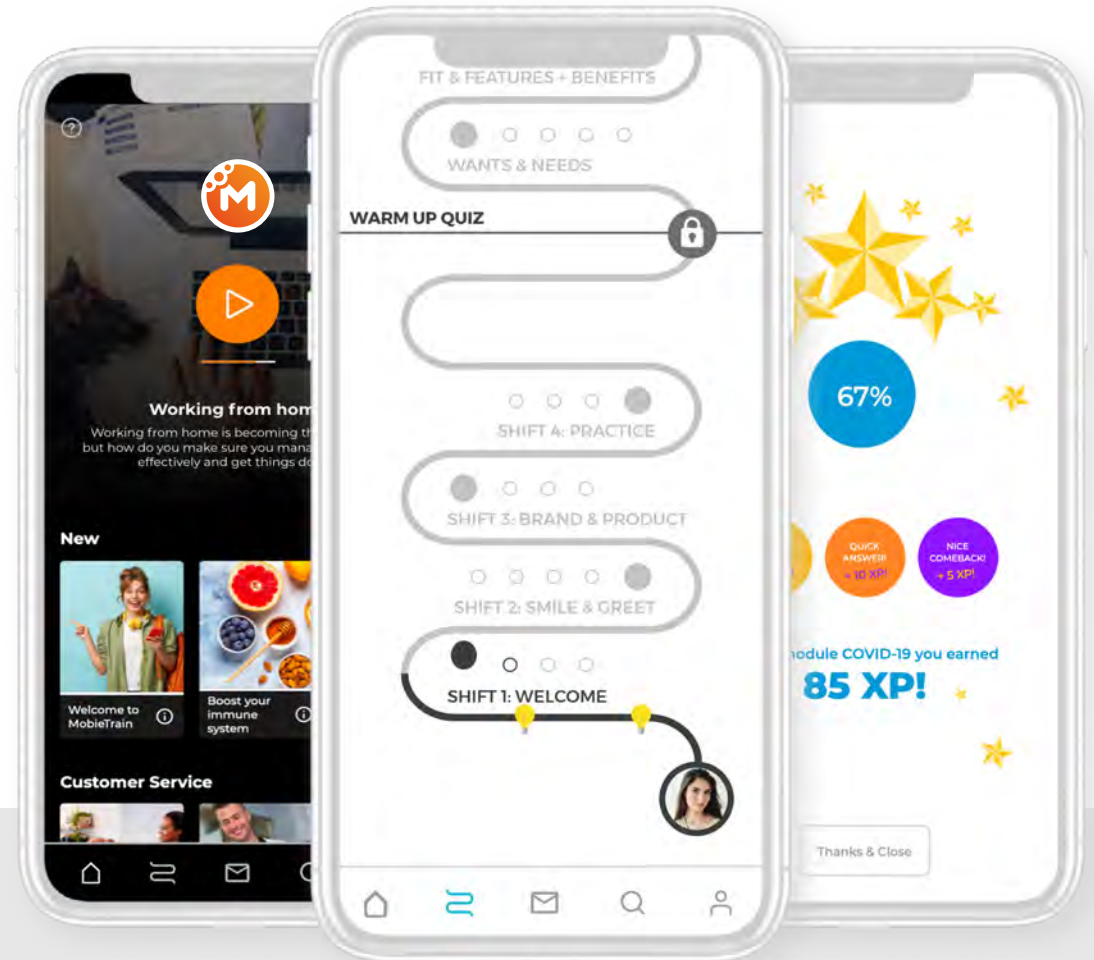




MobieTrain

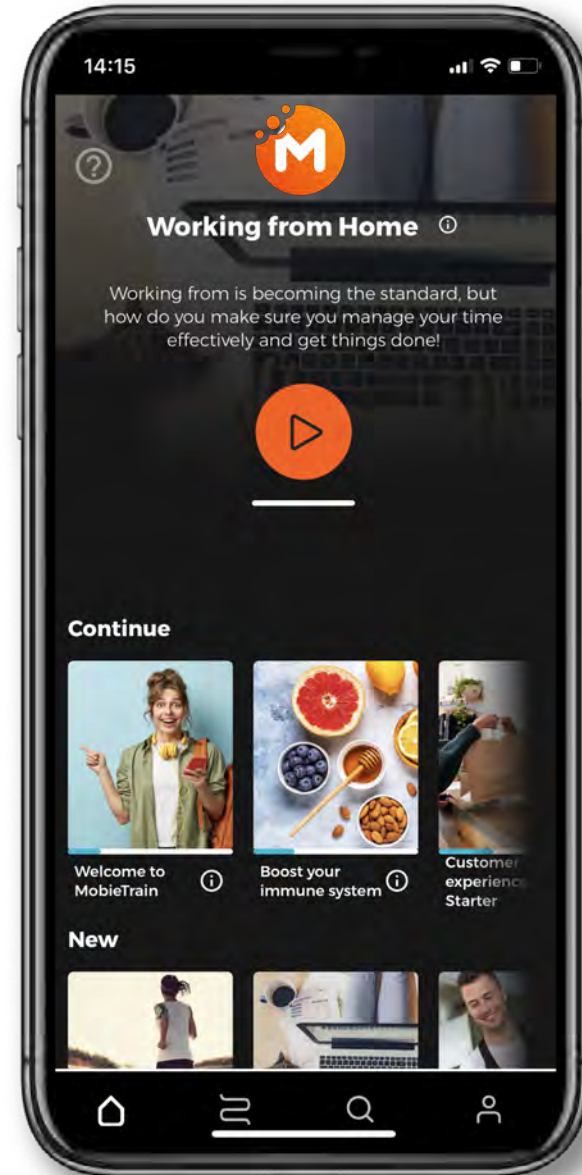
Change Behaviour. Boost Performance.

Onboarding session 1



Agenda

- 3 pillars
- 4 sessions
- 2 sides of the coin
- creating impact
- Let's get to know you
- design process
- Best practices for writing microlearning content
- Content transformation process
- Support material
- a learning moment with different question formats
- Branding and extra features
- Next steps



1

CMS for administrator

Clients input the training material into our easy-to-use Content Management System.



3

Dashboard for management

Clients access KPI's about engagement, performance and knowledge gaps in order to optimise trainings.



2

App for employee

Employees learn for 5-7 minutes a day on any device at any time.



4 onboarding sessions

1

Be prepared

- Get to know each other.
- Learn more about microlearning and MobieTrain.
- Learn about the different question formats and how a learning moment is built up.
- Share support material.
- Start your first exercise.

2

Get ready

- Receive feedback on the structure that has been built.
- Receive feedback on the written learning moment from our experts.
- Explore CMS together.
- Input your first learning moment in the CMS.
- Get access to both the CMS and APP.

3

Get set

- How will we invite users?
- Define launch strategy.
- How will we communicate to the users?
- Cover Whitelisting and IT requirements.

4

GO!

- Deliver and review communication strategy.
- Delivery support material for launch.
- Show invitation process.
- Discuss the actual launch date and timing.



The road to **success** has two sides



How to create impact

By developing the right attitude



Theory of Fogg

Behaviour = MAT

Motivation

- Gamified elements
- FUN
- Bite-sized
- See Progress
- Storytelling
- usergroups to make training targetted
- Continuous feedback

Ability

- Search function
- Mobile
- Simplicity
- Bite-sized
- Available 24/7

Trigger

- Newsfeed
- Poll Functionality
- Trigger emails
- Trigger text messages
- Target engagement groups
- Profile page
- Dashboard

Creating a learning culture matters



- Supported throughout the organisation
- It's about the people
- Creating a learning culture takes time and doesn't happen overnight
- Continuous reinforcement
- Leadership
- Inclusion
- Create and work with ambassadors

**Let's get to
know **you!****



The current situation

- What is the current way of learning?
- Which methods, content and technologies are being used?
- How much learning time do the learners get to follow trainings? When do you expect the learners will learn?

The stakeholders and the Team

- Who will be working on this project?
- What will be the different departments involved and what do we need to consider.

The target audience

- What is the expected number of learners?
- Is the Mobile learning mandatory or voluntary?
- How many languages needed?
- For which functions or positions?
- Tone of voice?

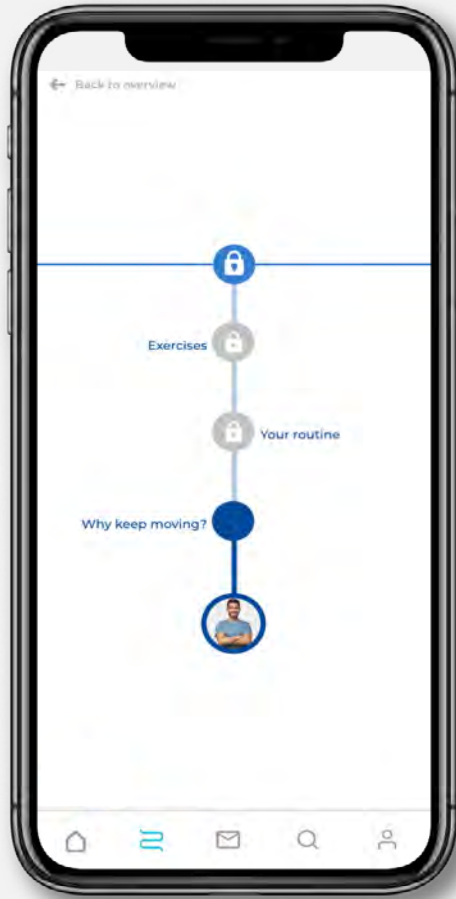
The content

- What material do you have currently available:
- Powerpoint presentations
- manuals (PDF. DOC.)
- Video material
- Branding guides and image bank

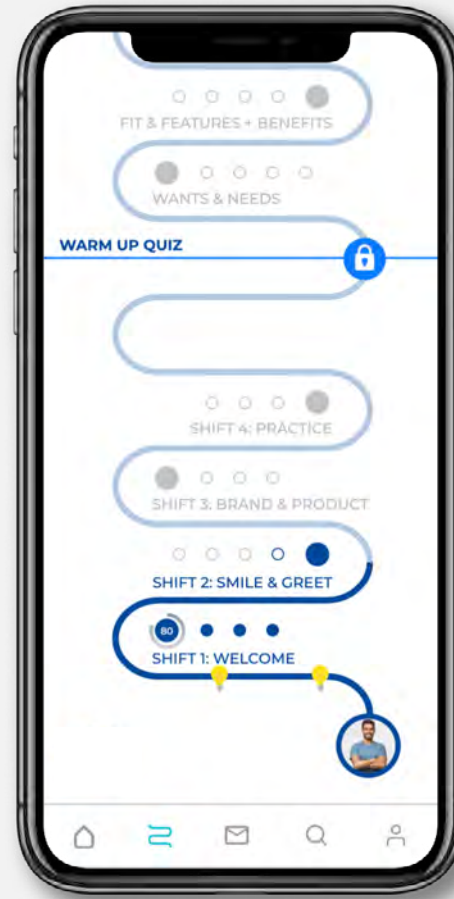
The goal

- What are the key learning subjects you want to target?
- Which subject has the first training priority
- What need to be the key take-aways?

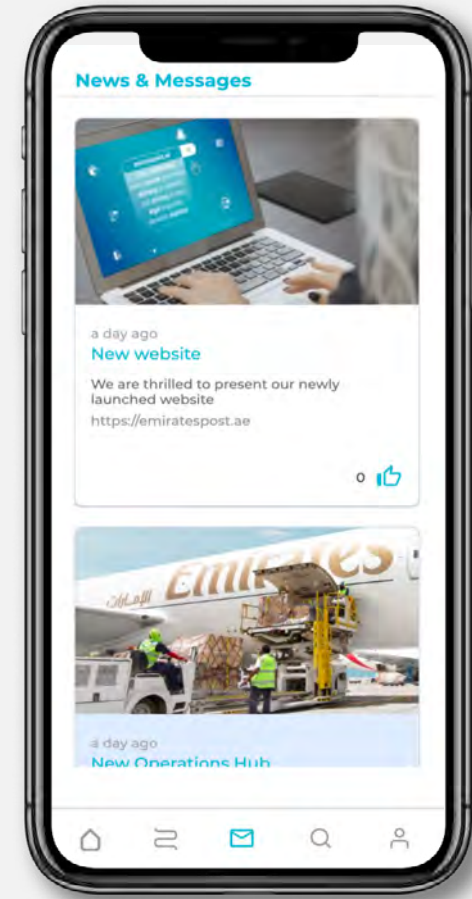
Different learning formats



Crash course



Learning path



Newsfeed & poll

MOBIETRAIN MOBILE LEARNING DESIGN PROCESS

01

BUSINESS GOAL

- What is your main business goal?
- Who can effect this goal?

03

TIMEFRAME

- How much info do you need to share?
- How much time is available to complete the training?
- How intense will the training be?

05

KEY LEARNING TOPICS

- What is the minimum that your employees need to know?
- What is the minimum that your employees need to do?

07

MICRO LEARNING PLAN

- What should each learning moment contain?
- Keep it short & concise.



02

PERFORMANCE

- What do your employees need to know to impact your business goal?
- What do your employees need to do to impact your business goal?
- How do you measure success?

04

KNOWLEDGE & SKILLS

- Which topics need to be reinforced to meet the goal?
- Create an overview: use key-words

06

MICRO MOMENTS

- Start building your topics by deciding which learning bits they should contain?
- Create 2 to 5 learning moments per topic.
- Maintain a logical 'flow' in your training.

08

CONTENT CREATION

- Start the content creation process, based on your plan.
- Use plenty of visual ads.
- Keep it short and fun.

**Let's get
practical...**





Best practices for writing engaging microlearning content

Read the full [story...](#)



ake a planning


one of voice

ut of the box

etention

ite-sized

udience

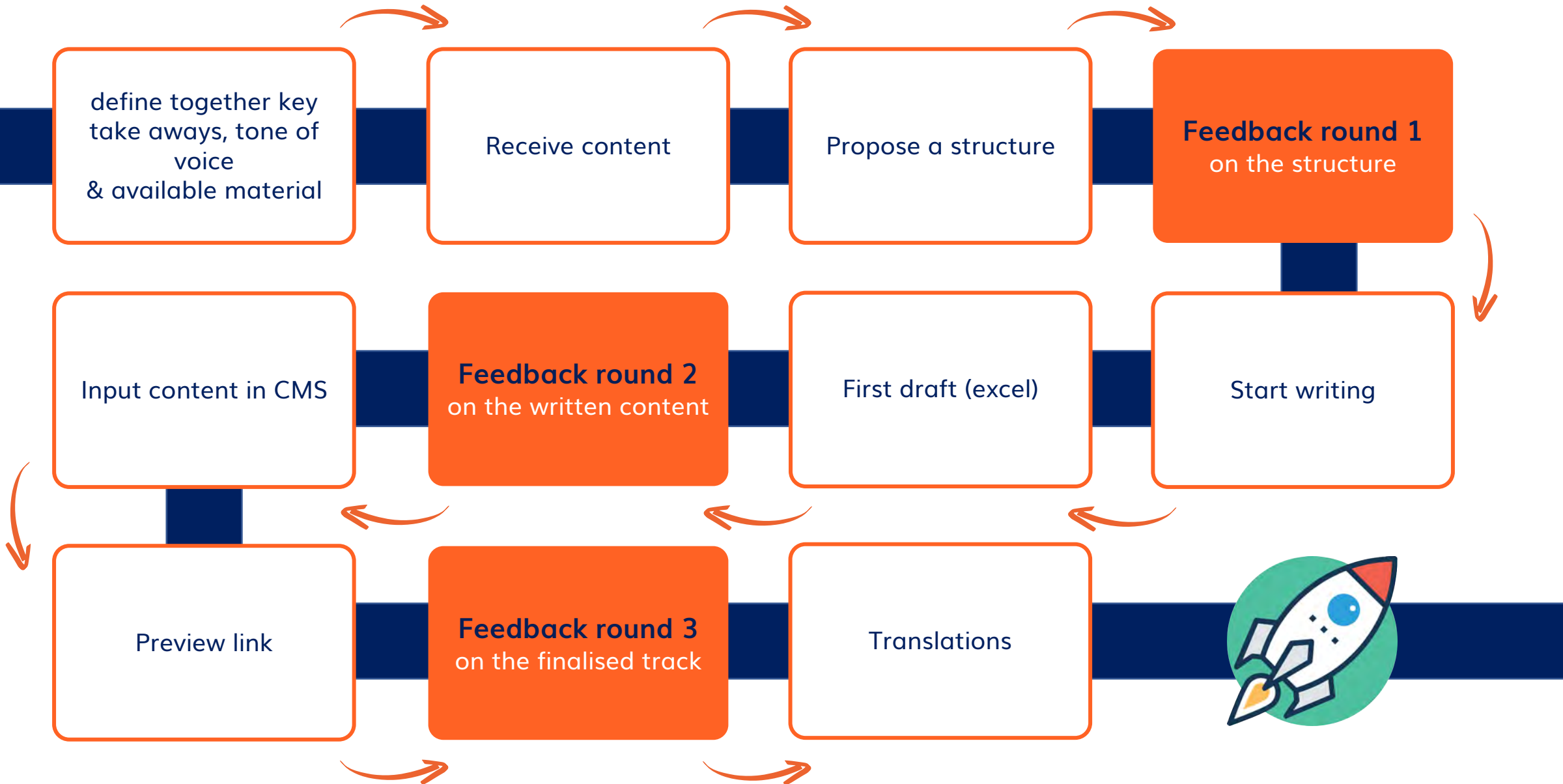
mages stick

ntrinsic motivation

ngaging

ew approach

Content transformation process



Start your creative journey

Level 1: Name					
Topic	Topic Name	DESCRIPTION	Learning moments (min 2 - max 5)	Learning goals	Med
Topic 1			1 2 3 4 5		
Topic 2			1 2 3 4 5		
Topic 3			1 2 3 4 5		
Topic 4			1 2 3 4 5		
Topic 5			1 2 3 4 5		



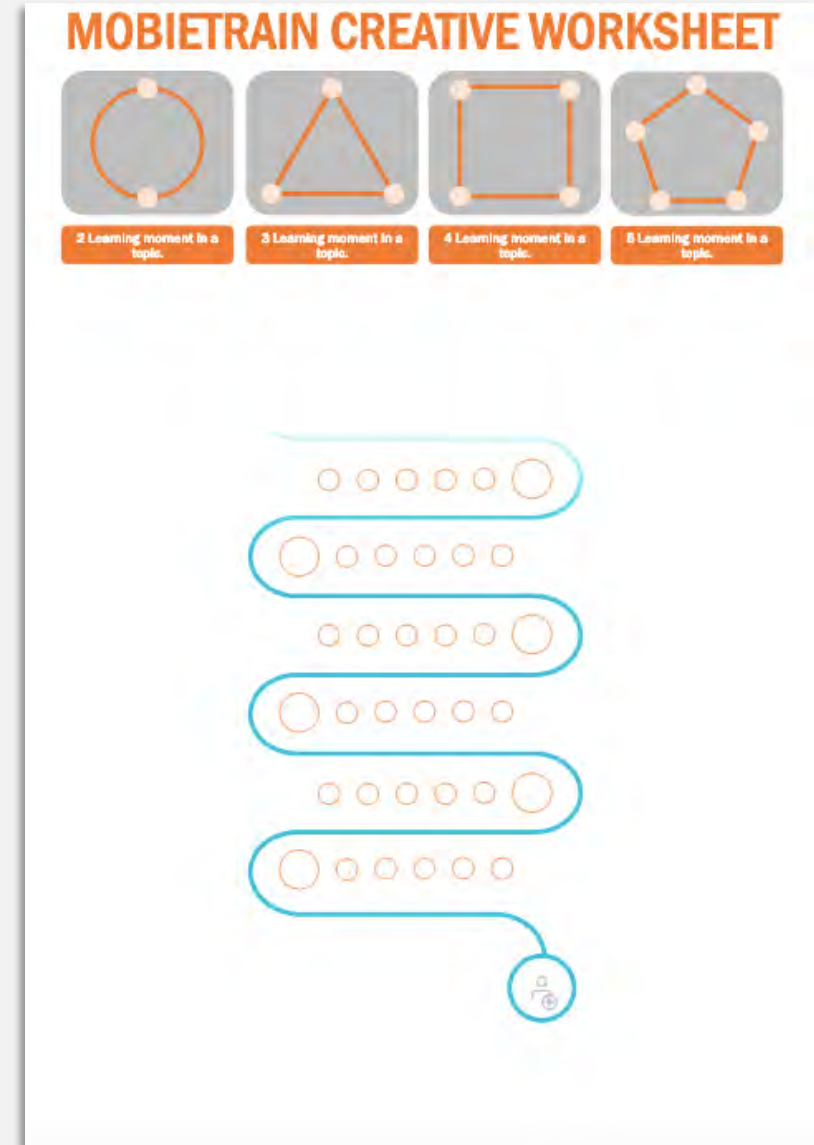
Crash course format

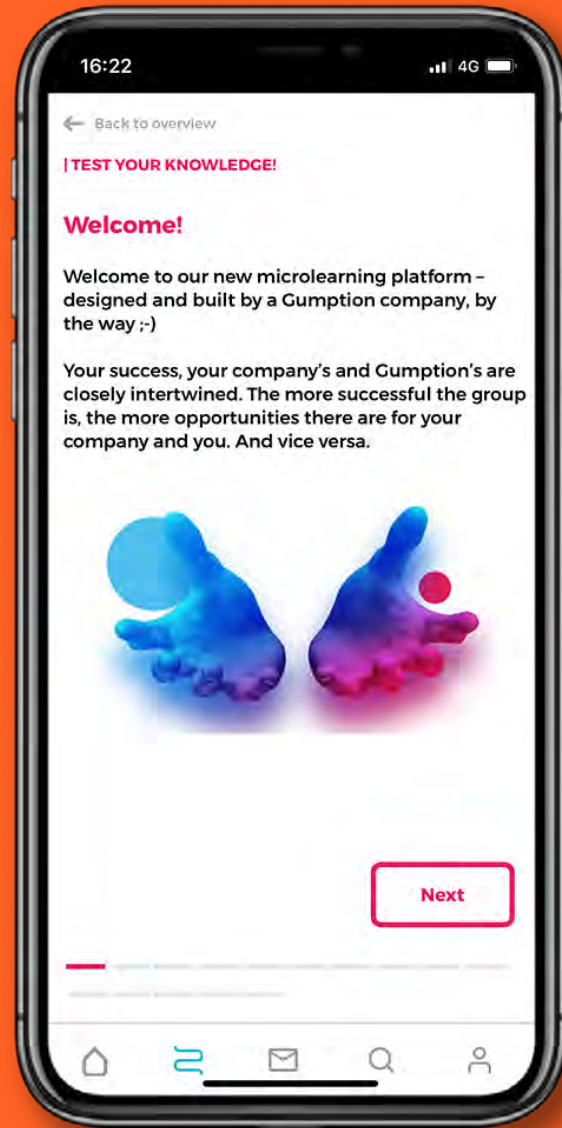
Crash course name				
	MODULE (min 3 - max 5)		Source	Support
	1			
	2			
	3			
	4			
	5			
	6			
	7			
	8			
	9			
	10			



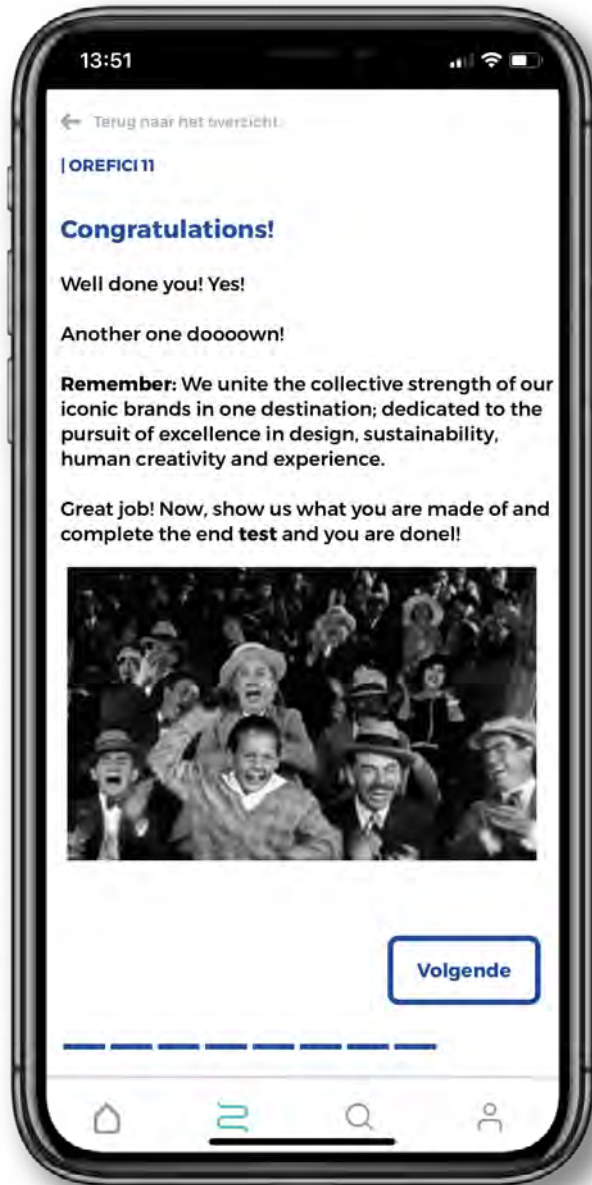
A3 worksheet!

Some of us prefer to start from working on paper, just to draw to initial overall idea. The attached sheet can help you to shape the first structure of a learning path.





**How a learning
moment is built up
and the different
question formats**



In a nutshell

Introduce



Share knowledge

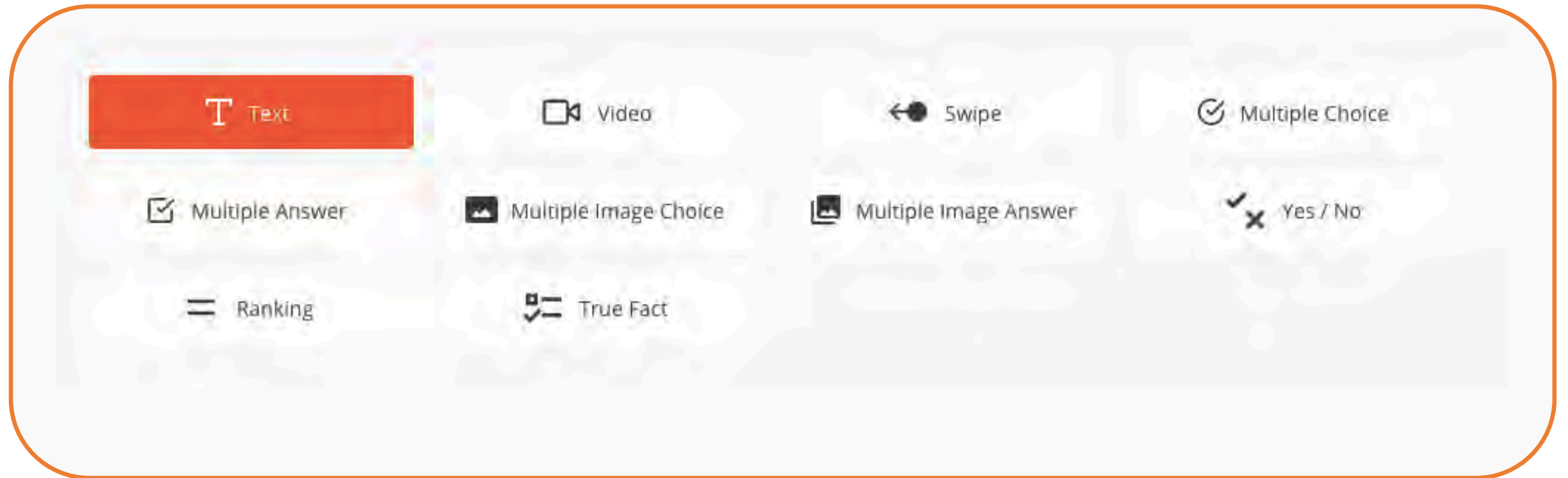


Ask questions



Wrap it up

Different question formats



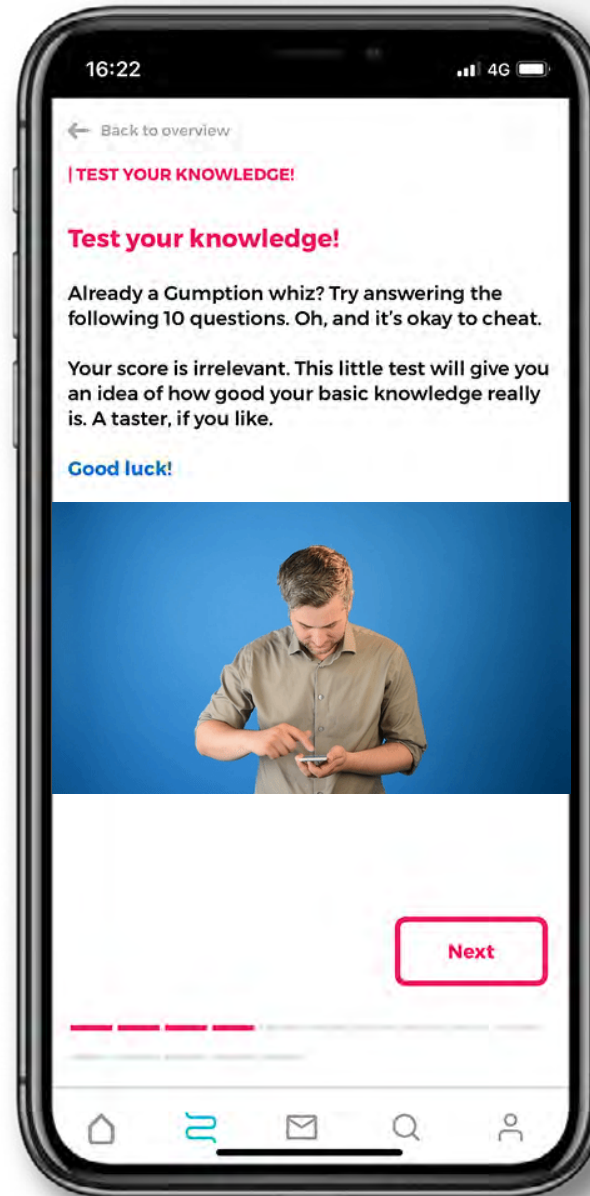
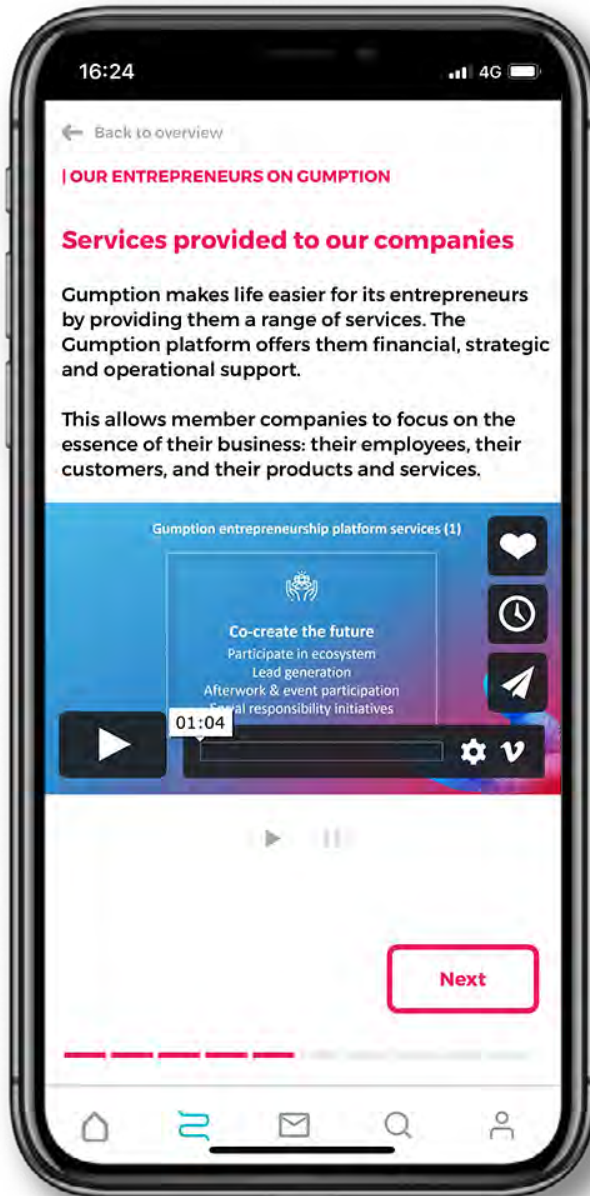


Introduce by using the **text format**

Introduce your learning moment. Start with a text slide to describe what the user can expect from this learning moment.

T Text

- The text format can be used as an introduction, information or summary slide. We advise to always add and images, GIFS or videos with every text format.
- Text editor: Pimp the lay-out of your text with the text editor!
- You can use bullet points to make a sum up, highlight words in colour, underline etc.



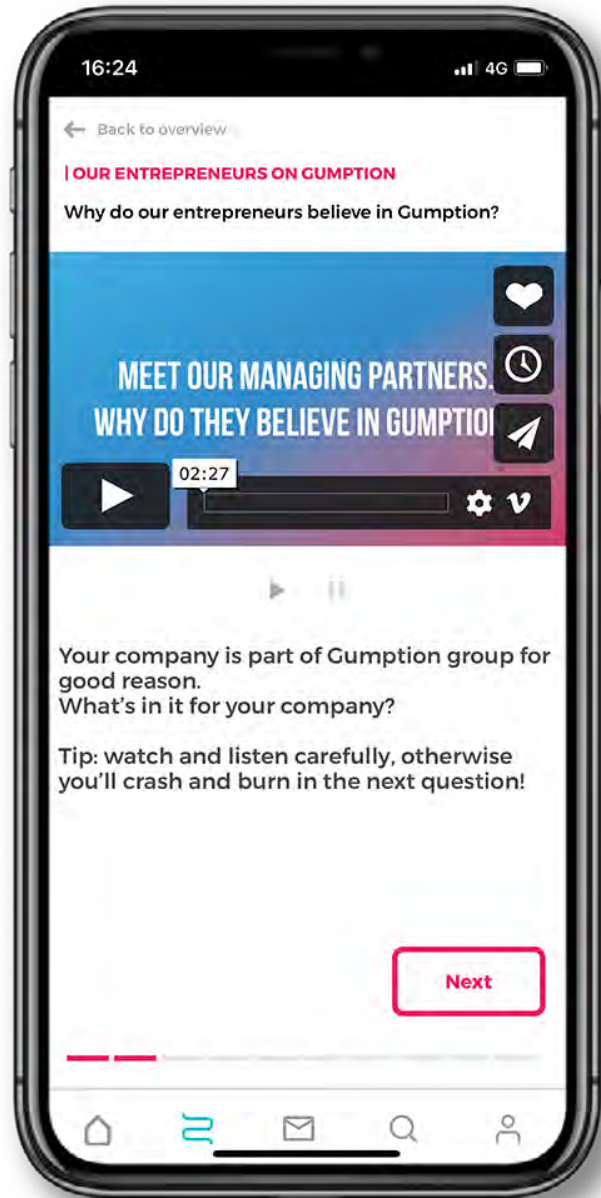
Share knowledge by using **text,** **video and images**

After the introduction we will switch to the informations screens. A combination of text, video, images and GIF's.

T Text

Supported streaming services:

- Youtube (recommended)
- Vimeo
- Dailymotion



Share knowledge by using text, video and images

In the video format that video takes the priority over the text.

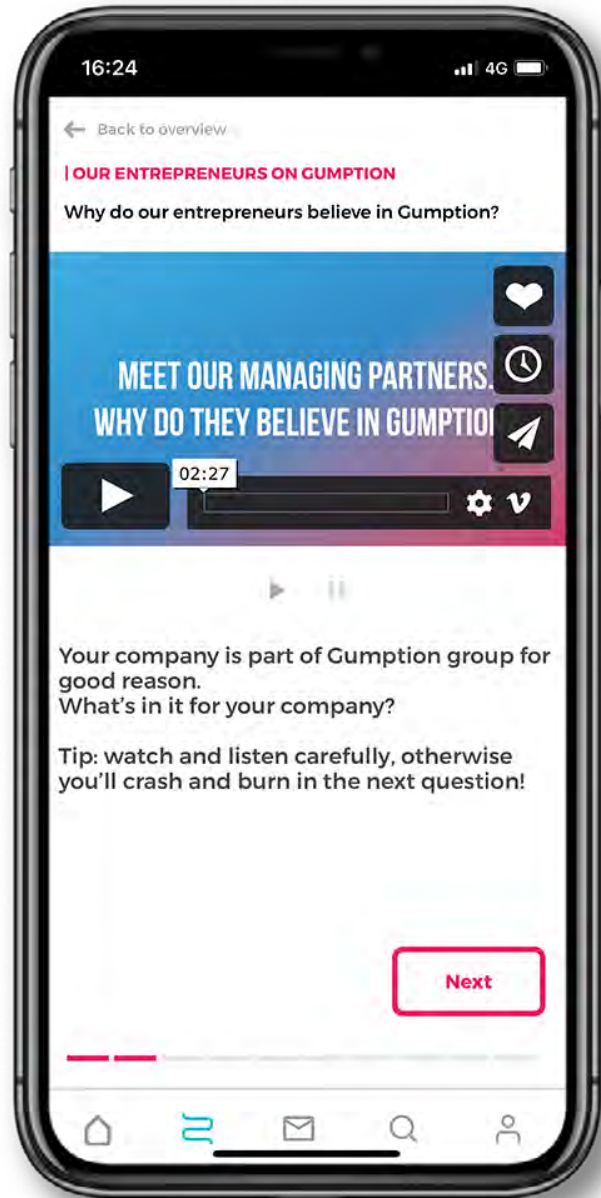


Focus points

- Short videos are ideal (under 1 min.)
- Keep your intro short and to the point.

Supported streaming services:

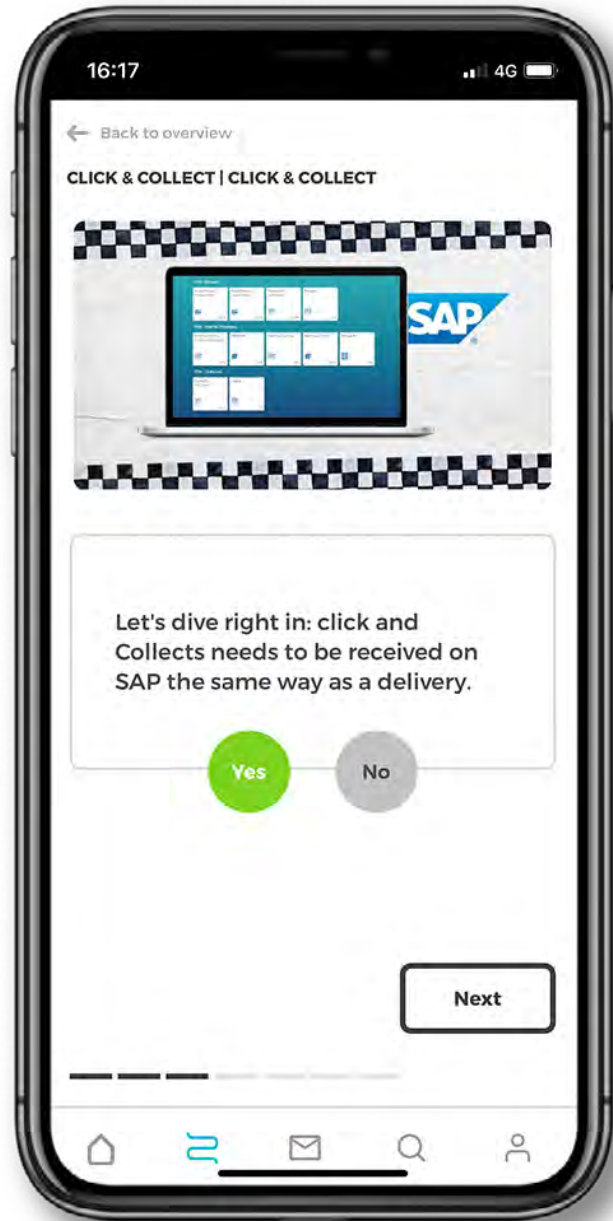
- Youtube (recommended)
- Vimeo
- Dailymotion



After sharing information it's time to **anchor** **knowledge**

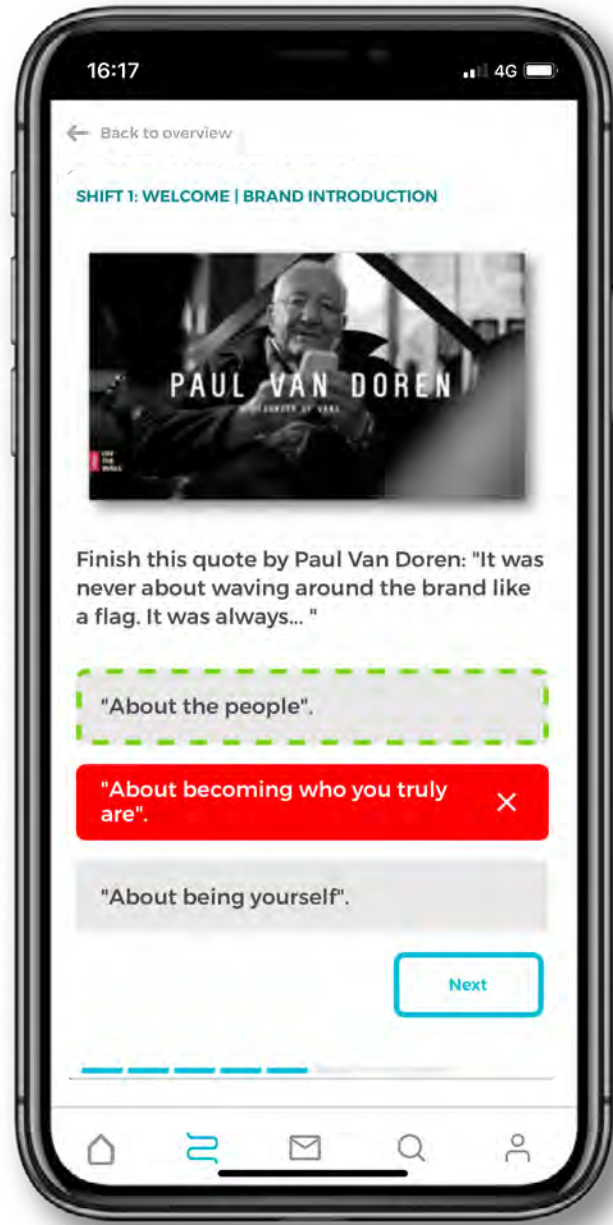
After sharing all necessary information with the user it's time to ask a series of questions. The order of the questions is totally up to you.

Every learning moment needs to have at least 1 question. We recommend to have 3 to 5 questions in each learning moment.



Yes/No question

This question can only have two possible answers, Yes or No. You will see a statement, the user will have to decide whether or not it is true.



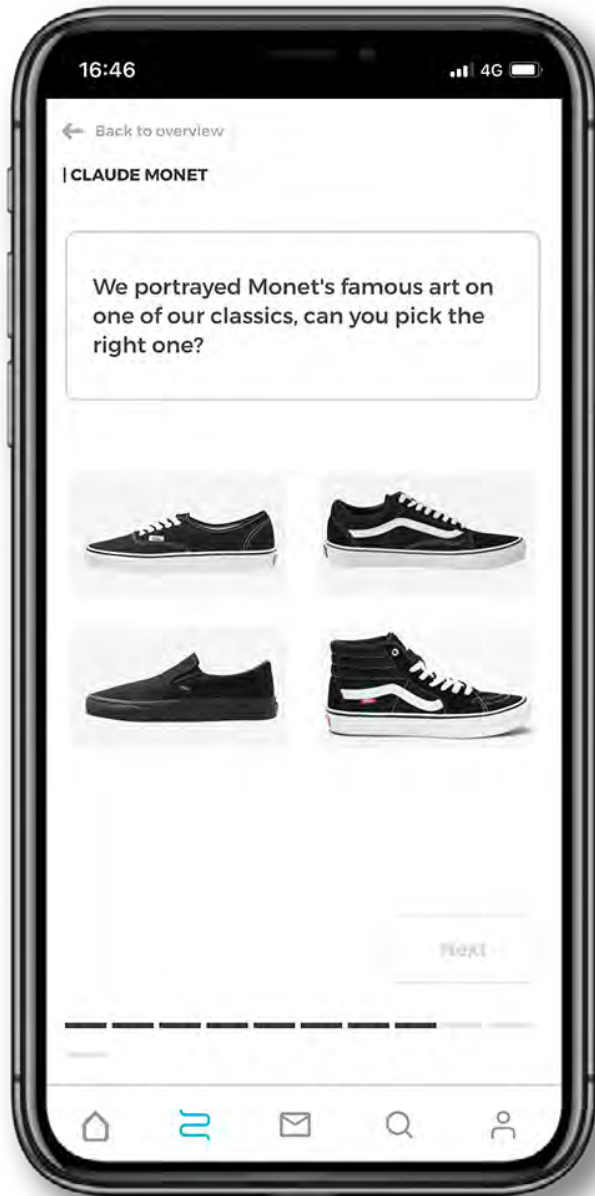
Multiple choice/answer question

 Multiple Choice

With these type of questions, the user can choose between 3 or 4 possible answers. Only 1 is correct.

 Multiple Answer

With these type of questions, the user can choose between 3 or 4 possible answers. Multiple answers are correct.



Multiple image choice/answer question



Multiple Image Choice

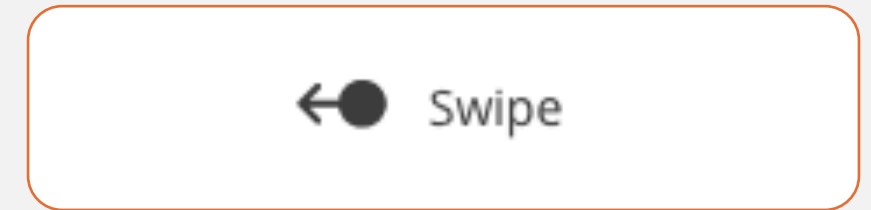


Multiple Image Answer

This question works in exactly the same way as the multiple choice question but instead of written answers you can upload pictures to choose from. You can also select the Multiple Image Answer if multiple images are correct.

- Use the same size for every image
- Horizontal images work best
- Best result with 2 or 4 images

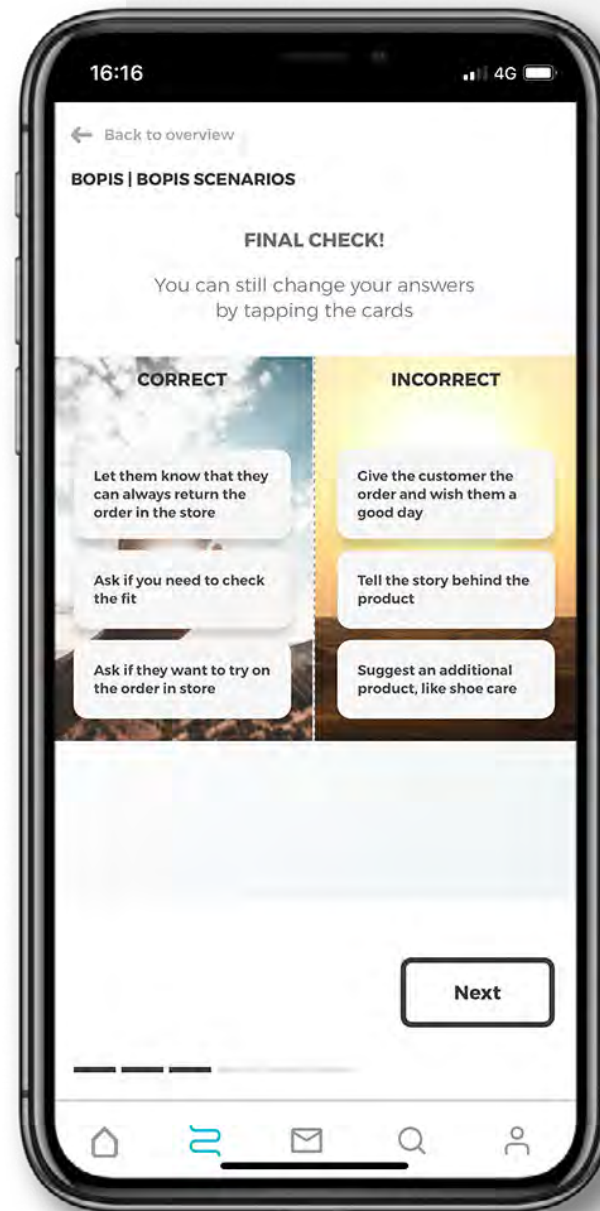
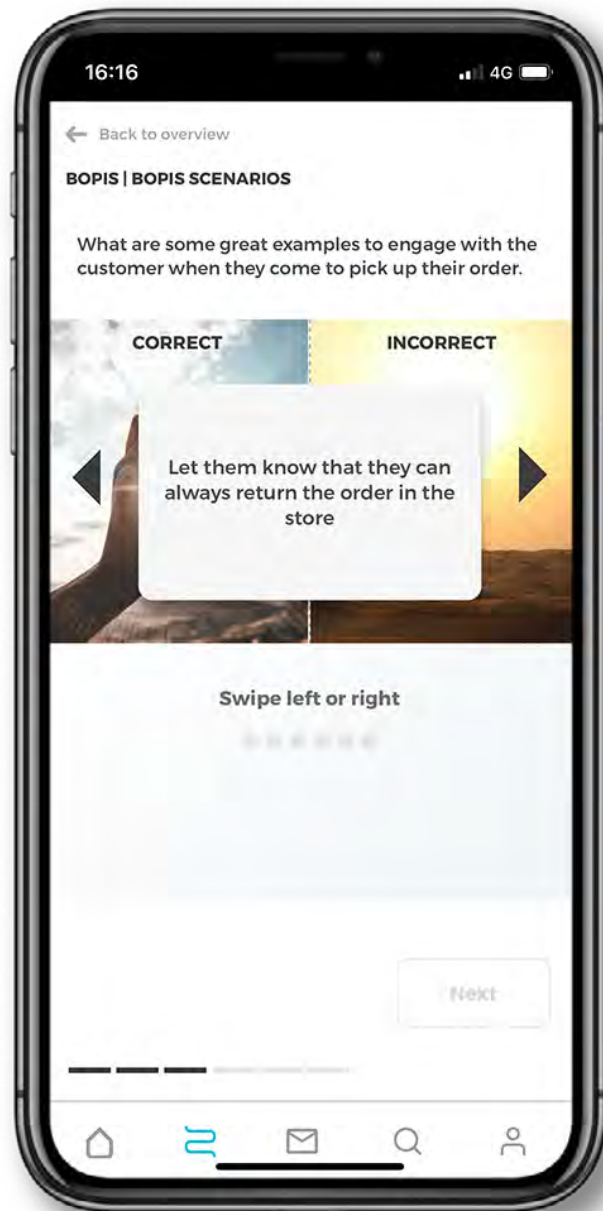
Swipe question



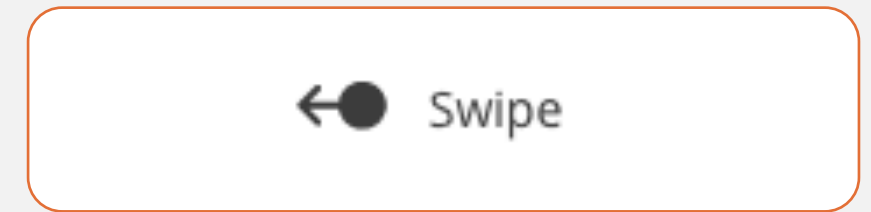
The user will see 2 categories, with a list of words or short sentences. The idea is to swipe the words/sentences into their correct category.

Background images or colors be uploaded to your needs.

You can add maximum 10 answers.

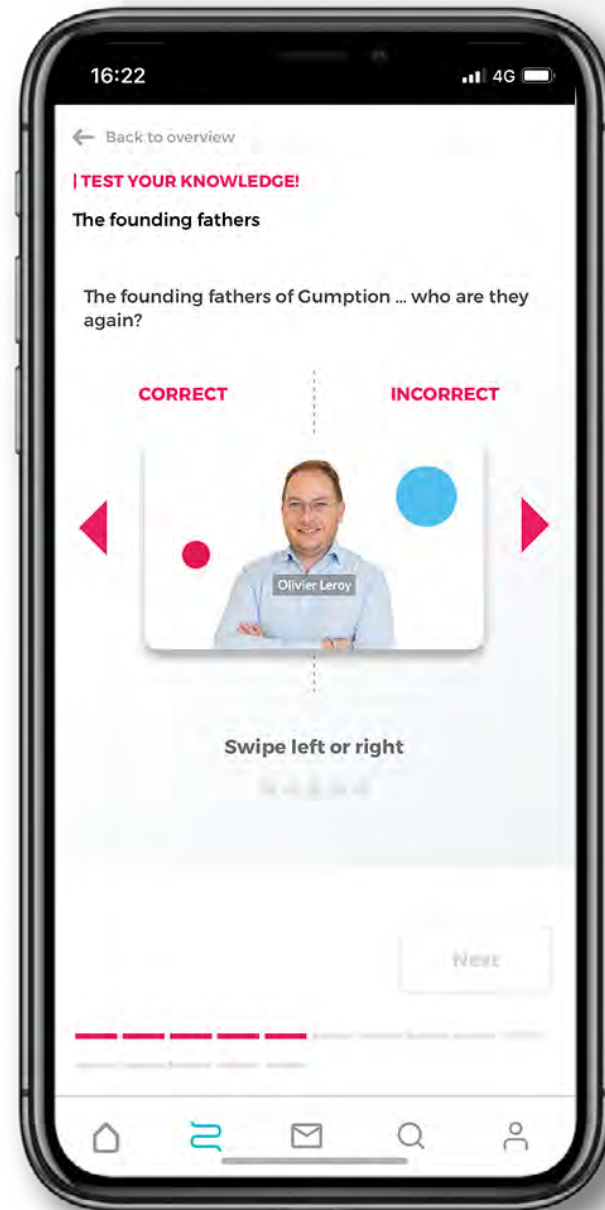
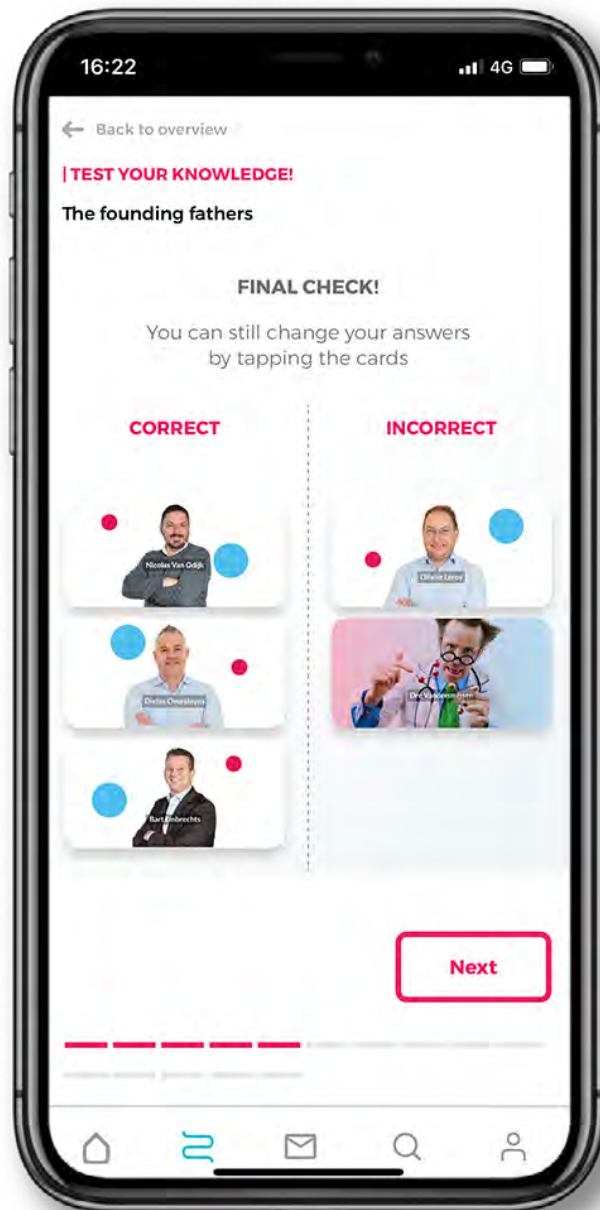


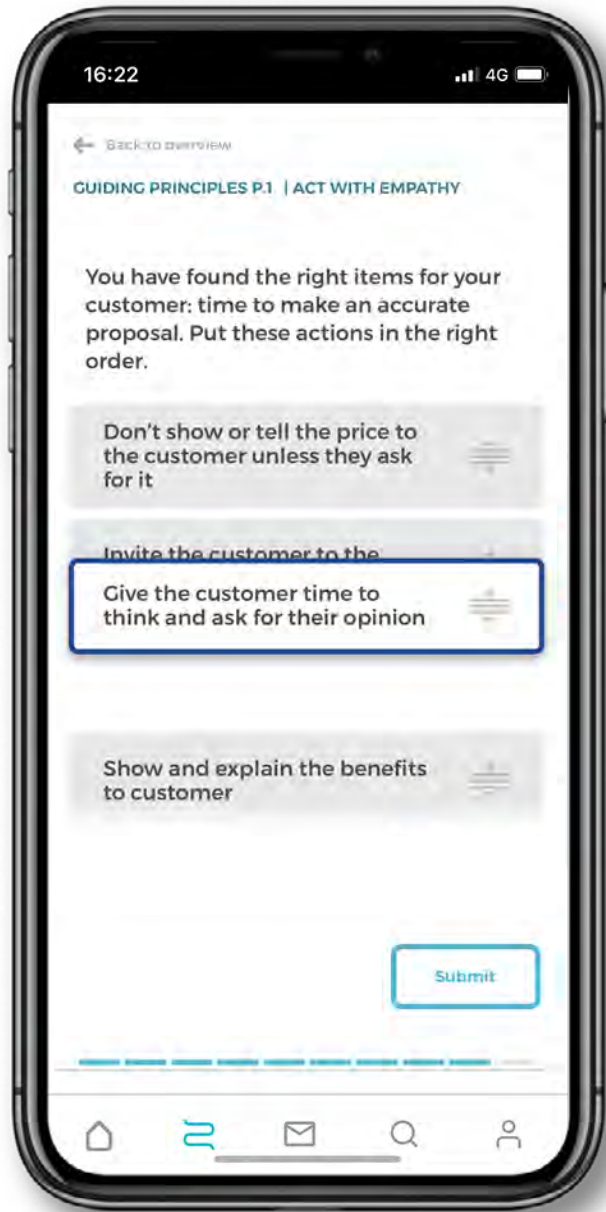
Swipe question with images



The user will see 2 categories, with a list of images. The idea is to swipe the images into their correct category.

You can also upload background colors or images to create contrast.





Ranking question

= Ranking

The user will see a series of answers, and he or she will have to put them in the right order.

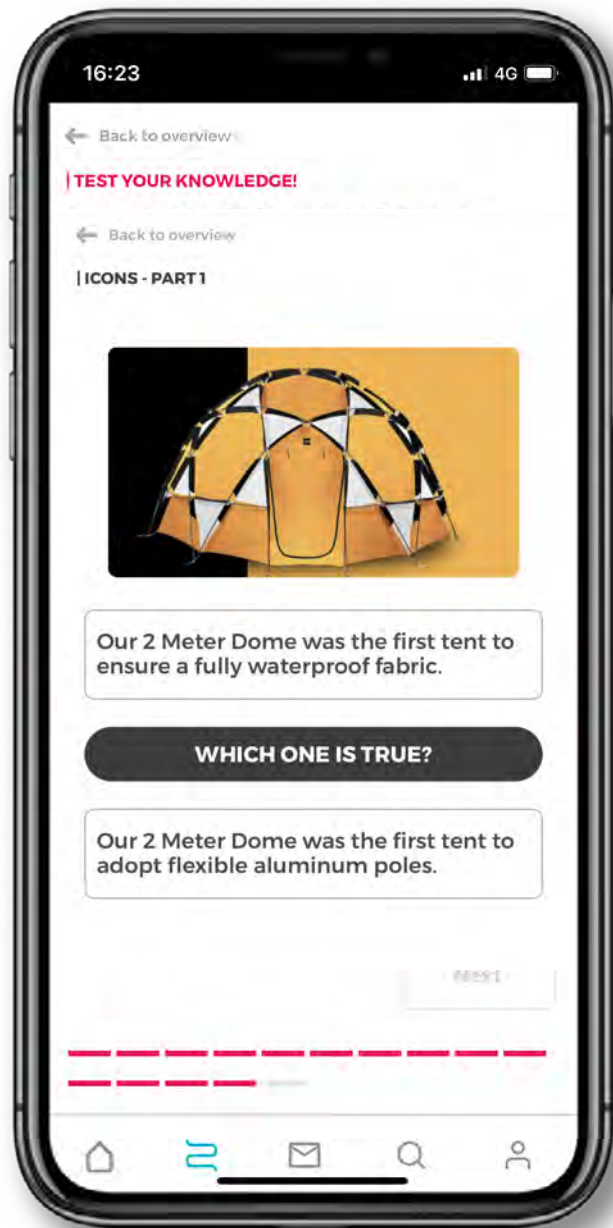
This question format is ideal for procedures and steps to follow.

True fact question

True Fact

This question is very similar to the Multiple Choice Format, only here you must choose between 2 options.

With this question type it looks best when you also use an image together with the question.



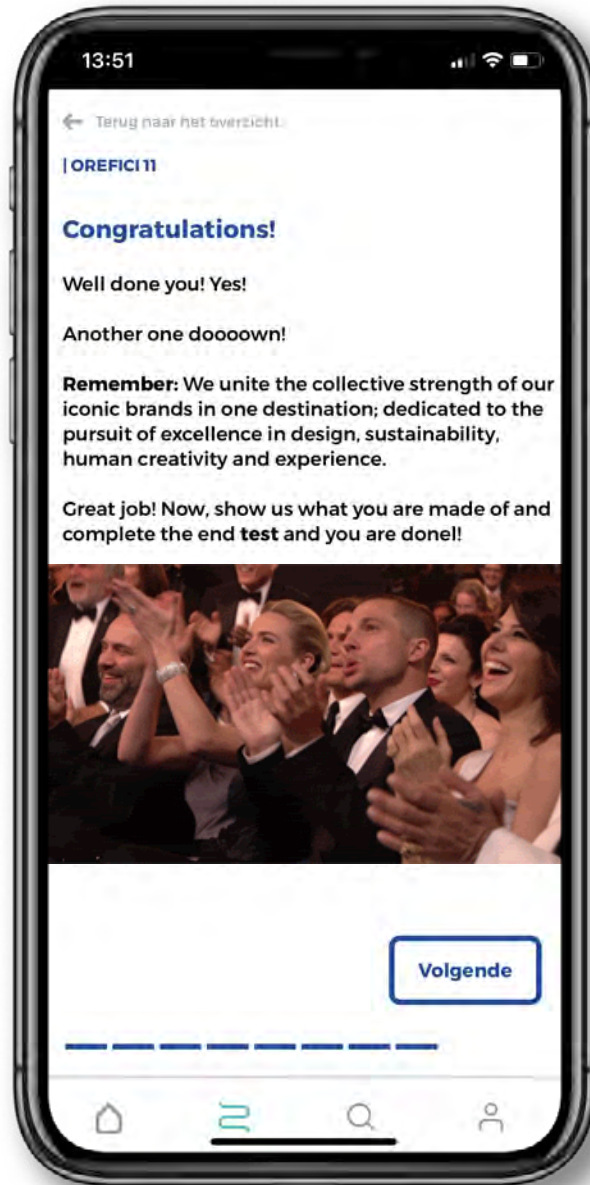


Feedback after every question!

After every question you will get a feedback screen: the text on the feedback screen is customizable.

Ideally you should use a word as a **title**. In the example you can see **GREAT!** try to create variety in the words that you use to keep the feedback fresh and engaging.

For the feedback text below it's best to make sure the feedback is relevant to the question that you just asked.



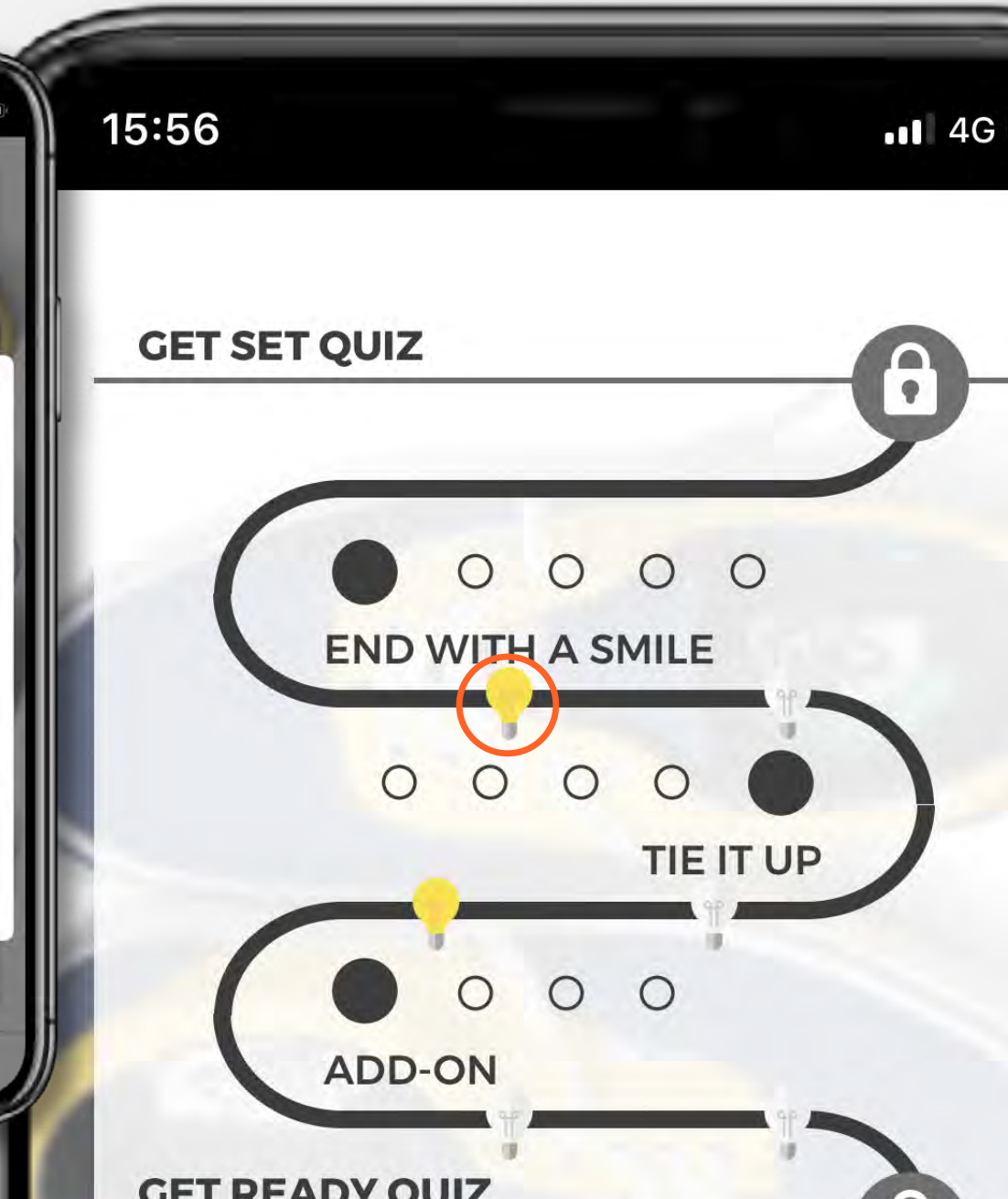
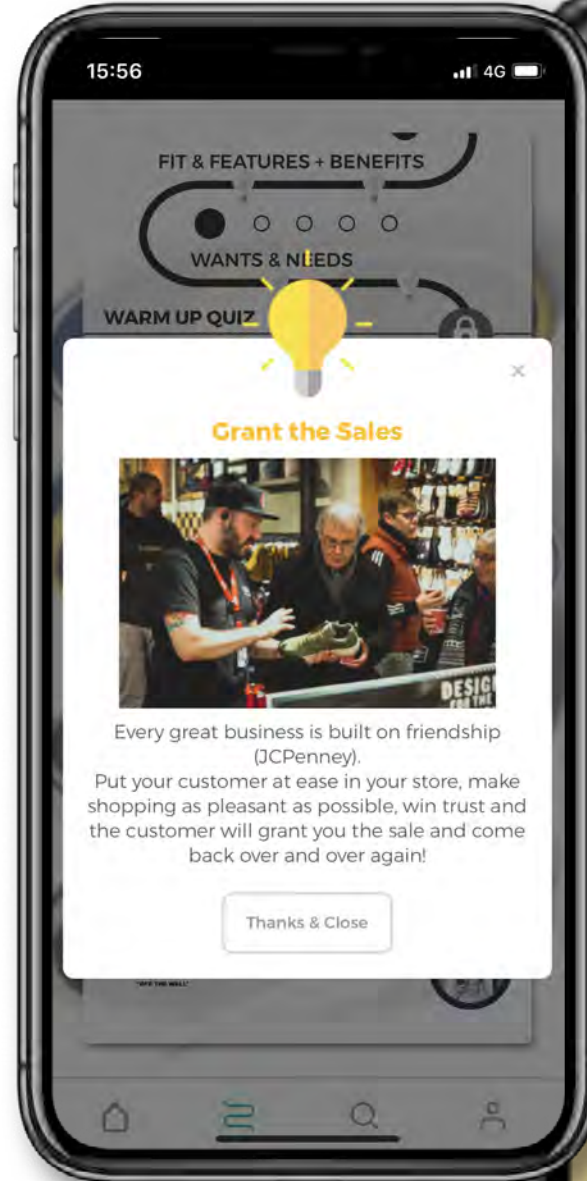
Wrap up the learning moment

After asking a set of questions wrap up the learning moment by sharing the key take aways and/or introduce the next learning moments, to get the people excited.

Tips & tricks

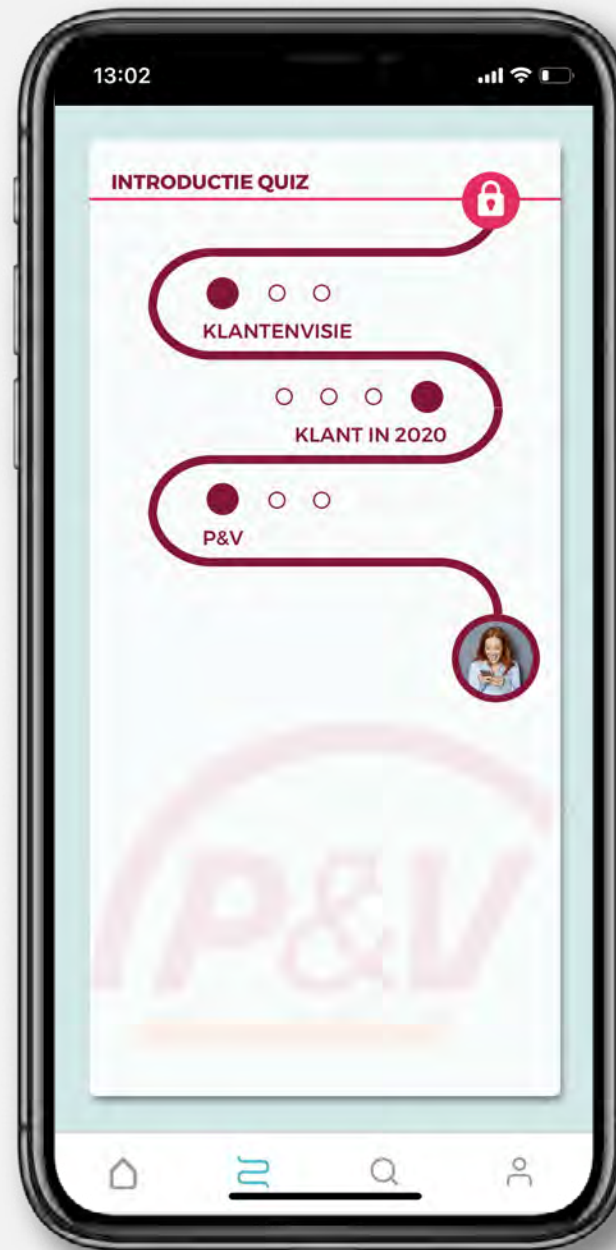
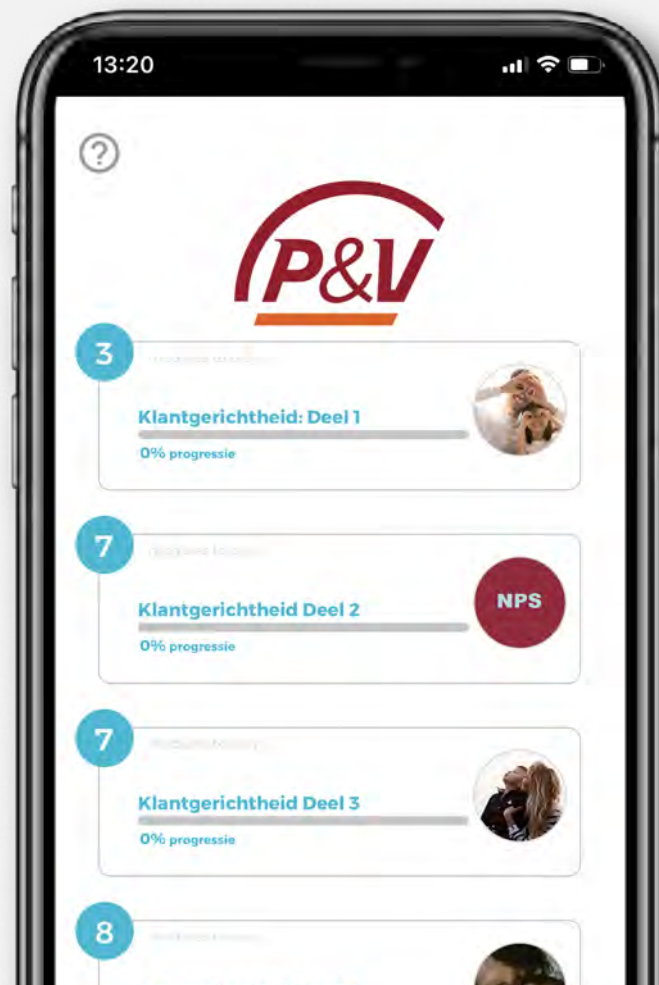
Across the learning path you can add tips & tricks. they appear as lightbulbs on the learning path.

This is information not related to any questions. This will be fun facts to make the journey more engaging for the user. You can add tekst, images and also videos.



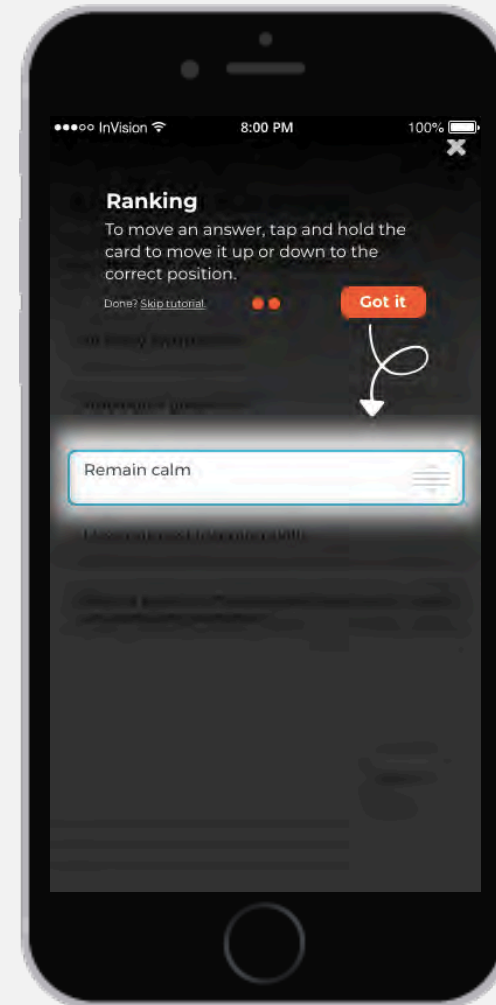
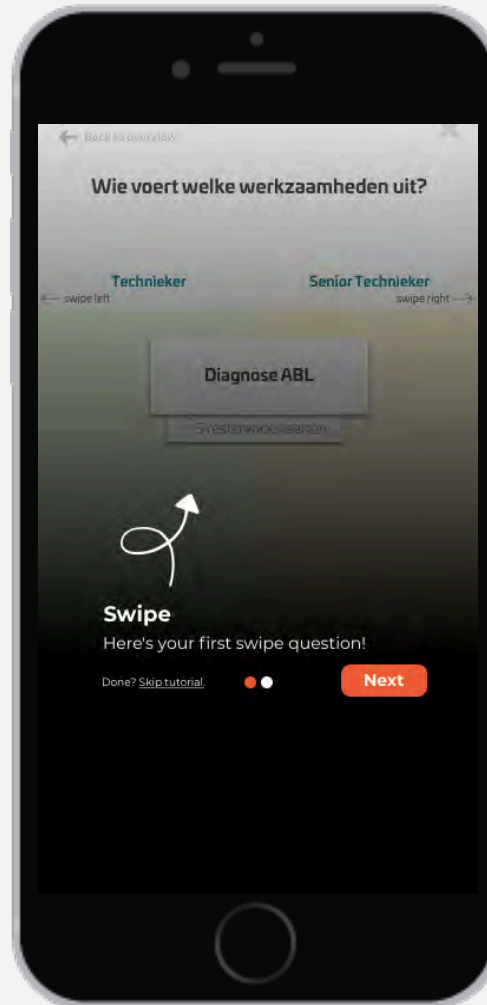
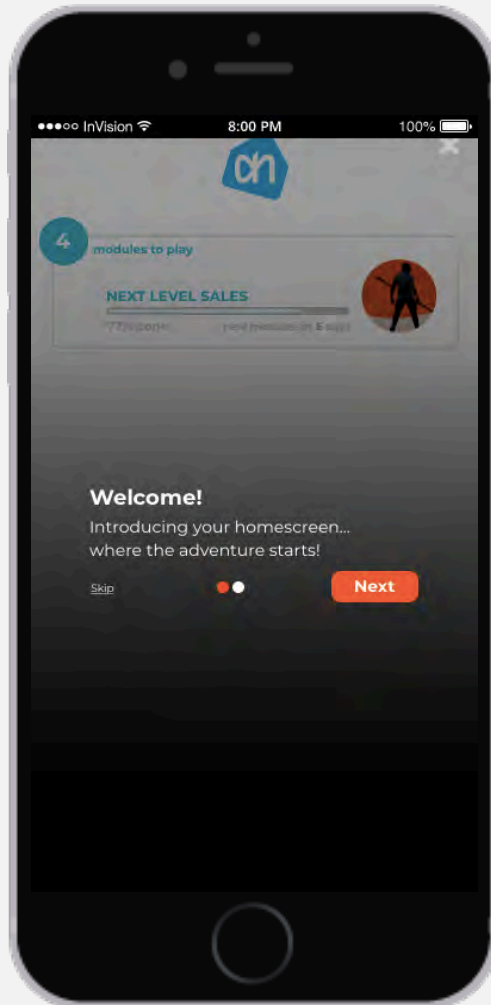
**A couple of things to
make your
MobieTrain personal
and engaging**

Brand your MobieTrain



Onboarding

Interactive onboarding shows the user the information they need, when they need it!



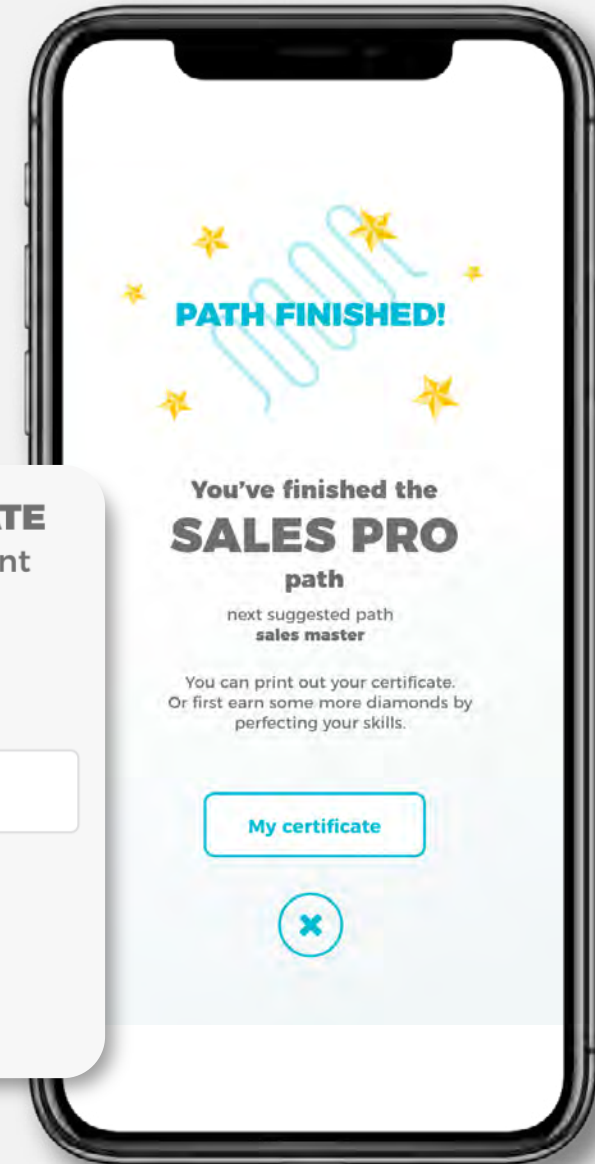
Certificate

A learning path can be certified. When a user has completed a course they can send a certificate to their email adress.

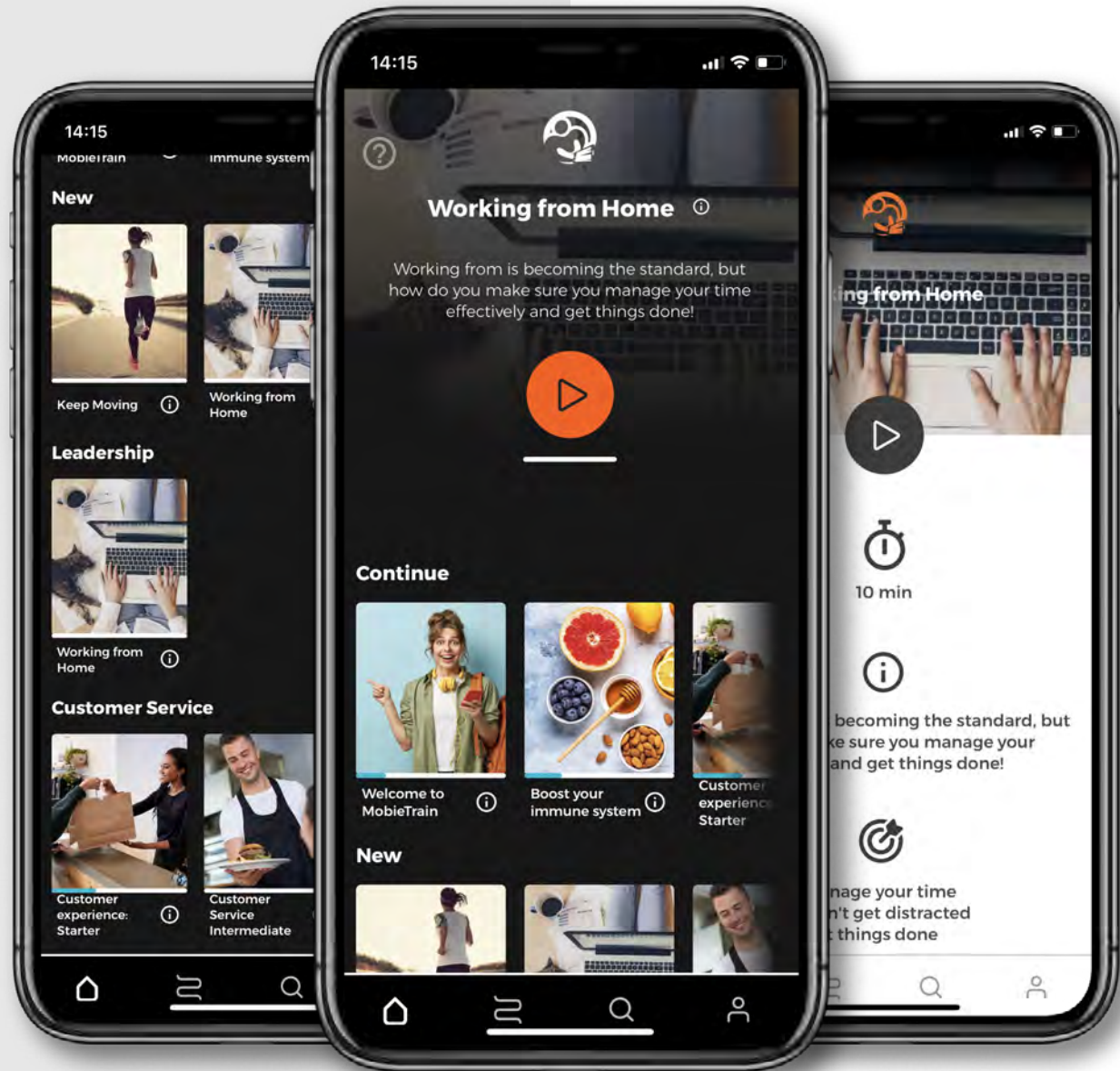
GET PRINTABLE CERTIFICATE
Enter the email address you want us to send the certificate to.

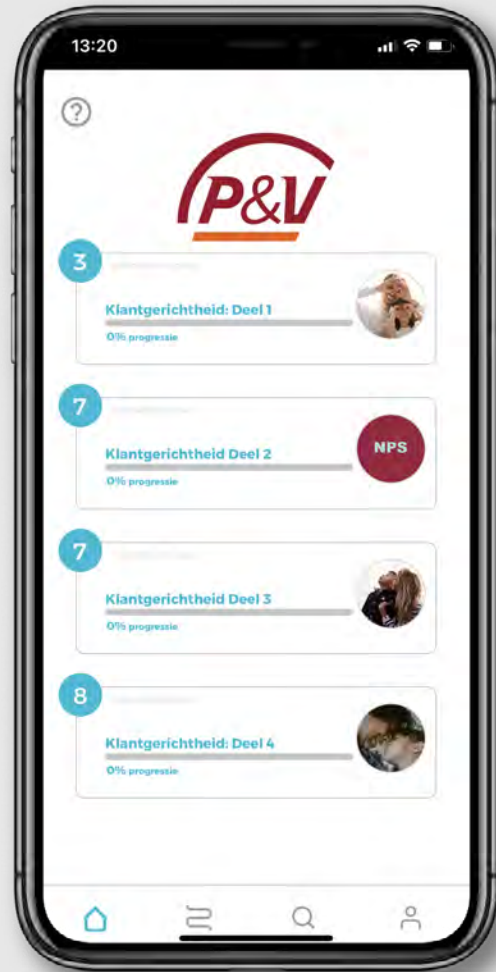
Your Email

Send it

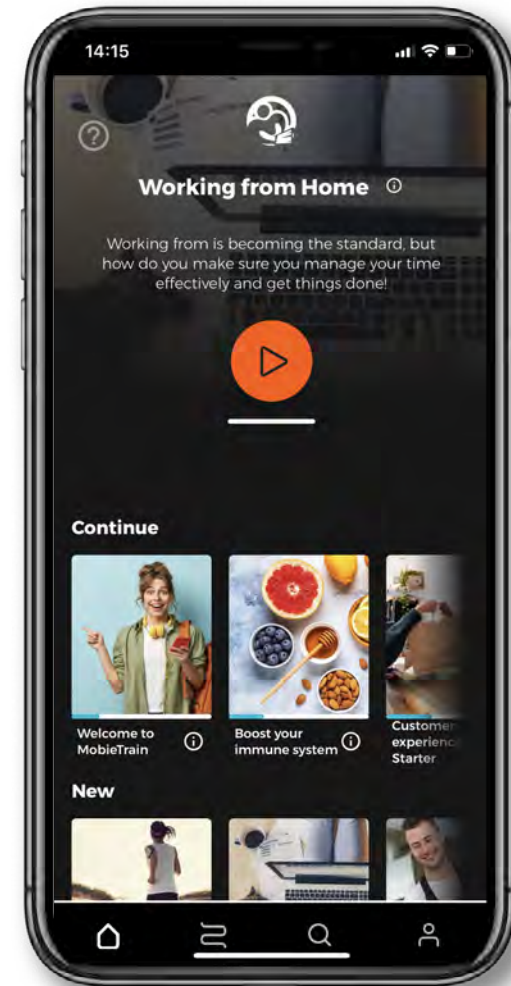


Skillflix Homescreen

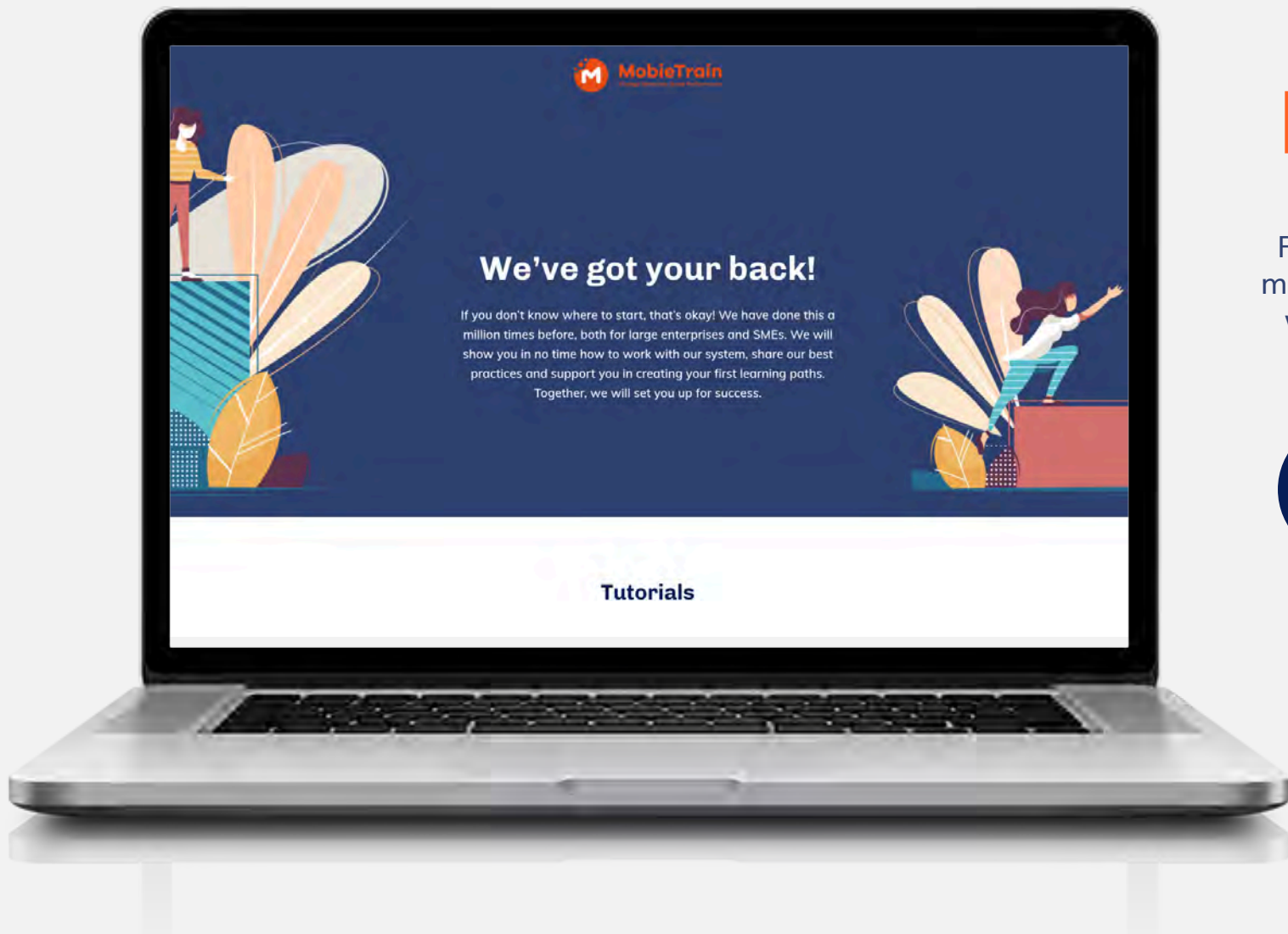




Classic homescreen



Skillflix homescreen



Need support?

From tutorials to articles, to updates, to pretty much anything you can think of - it's all here. We will be updating this page with new materials frequently.

[click here to get access](#)

password: **iamamobietrainclient**

**Let's get to
work!**



Next steps

- Use the content development sheets to build the first structure and try to write to the first learning moments.
- Prior to next session please send us the structure and written learning moments.
- Prepare overall planning:
 - what have you decided to create.
 - when would you like to have this ready?
 - When would you like to launch?