



Why mobile is the essential way to reach your learners

Today's learners are no longer confined to an office life of 9-5. They're on the go, working remotely and using mobile devices in their day-to-day work.

Mobile devices are the go-to device for accessing news, checking email, watching videos, listening to music, taking photos, finding directions and all round entertainment. They're now the natural access point for information and just-in-time learning in everyday life. YouTube, Google and Wikipedia are readily turned to when wanting to find out how to do something or a simple fact.

Why shouldn't mobile learning be the de facto way to learn at work too?

By 2020, MarketsandMarkets predicts the mobile learning market will be worth \$37.60 Billion. Mobile learning is growing faster than ever as organisations recognise the power it holds to speed up learning, and increase learning access and flexibility.

Growth is being fuelled by the ubiquity of smartphones. People have bought into the cost-benefits of mobile learning. Smartphones arguably provide the lowest cost solution for accessing the greatest quantity of knowledge.

Then there is the very important fact that well designed mobile learning places a lower demand on time - a big plus as people face more distractions

than ever and no longer have large amounts of time to devote exclusively to learning.

Mobile devices enable organisations to reach learners wherever they are in today's increasingly flexible and mobile workplace. It also enables learners to accommodate learning into their busy schedules.

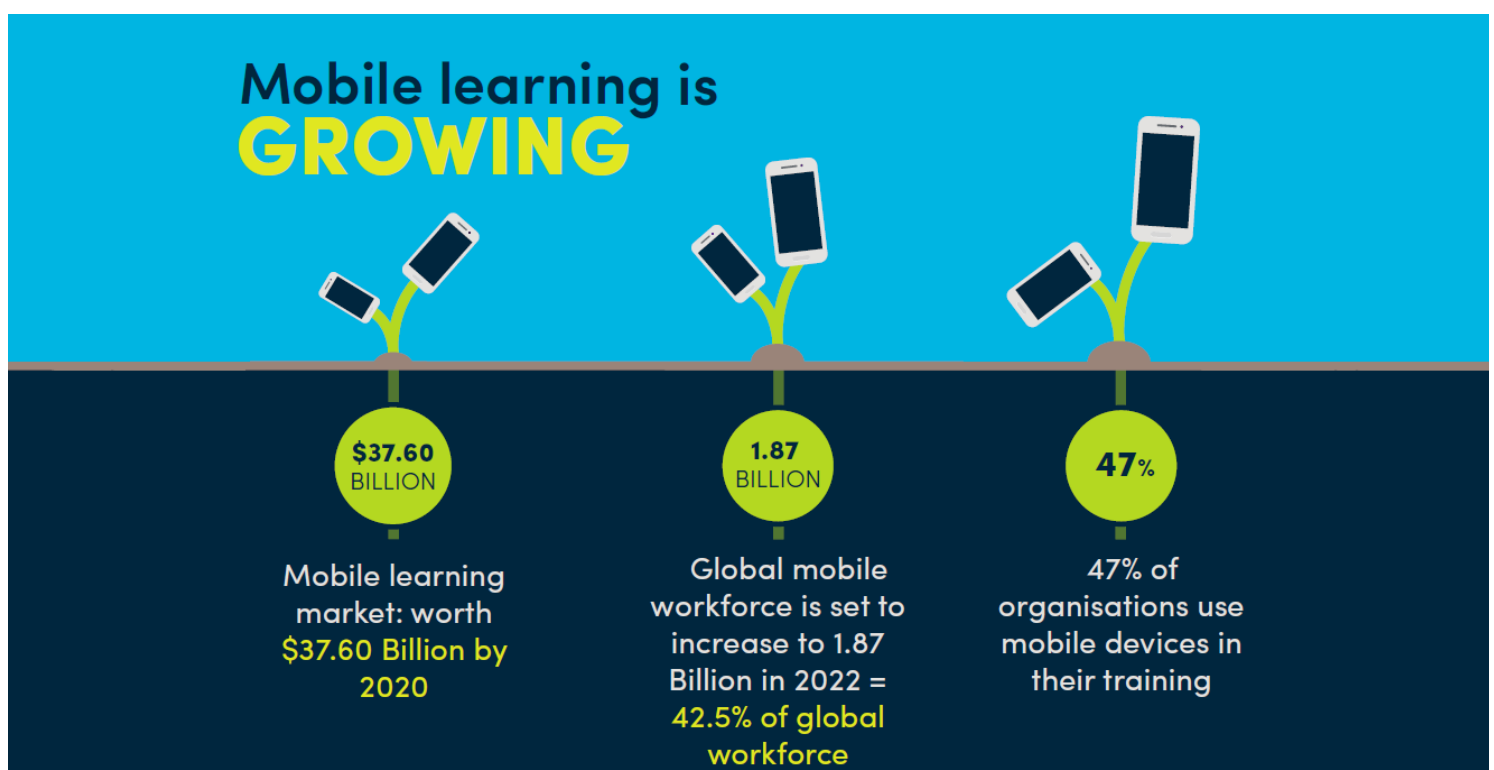
Agylia's Learning Technology Research Project indicated that people aren't sat at their desks doing online learning. The study of over 300 learners found that 76% completed modules away from their regular place of work and 66% completed modules at home.

When learning is easy to access, useful and enjoyable, people are willing to learn outside of the office and even outside of normal working hours.

Mobile learning has become the perfect solution for delivering short bursts of information for on-demand training and performance support.

The impact of microlearning

It's arguable whether the trend for microlearning is fuelling mobile learning or vice versa. Whichever way round it is, the trend is clear. A recent Association for Talent Development (ATD) study found that 92% of learning professionals using microlearning expect their organisation's use of it to increase this year.



How can you make mobile learning work for your organisation?

Mobile delivery wins every time when it comes to matching the speed and style of how people consume and digest information in the digital age and how people like to interact with data.

The large touchscreens of tablets lend themselves to gesture and game-based interaction, helping to engage the senses and win hearts and minds.

The portability of mobile devices means that pretty much everyone can access training and support on their own devices at any time.

But how do we really leverage the power of mobile learning and microlearning? The first step is to make sure your learning content is designed for mobile. Given today's stats, mobile first should be the norm.

Secondly, recognise the benefits of a 'bring-your-own-device' (BYOD) policy. If your organisation doesn't have one, persuade them to bring one in. However, the most important step is to start running your learning on a dedicated mobile learning App. Apps really matter to mobile users, even more so when learning is involved. Here's why:

- Mobile users are quickly discouraged if they need to use a generic browser. They know the delivery of the information won't be as good. It takes them longer to find it – even if they have a URL.
- An App says to the user "here is the information you need". A browser says "here is a place where you have to hunt around for

something relevant" – the last thing people want for learning.

- An App will treat your learning information more consistently. Different browsers on different devices are still apt to display things differently. An App removes a level of uncertainty.
- You can deliver other messages and maintain a common destination for everything with a single tap.
- With an App learners can access materials even when offline.
- An App enables the ability to add push notifications. Multiple sources say that promotional email messages receive about a 5% read rate, while push notifications are read by 97% of people. 90% are read within 3 minutes of receipt.

Conclusion

Modern learners want the convenience and flexibility of mobile learning, and Apps are the smarter way to learn. While mobile learning will never completely replace the formal learning that takes place in the workplace, the reality is mobile is now the de facto solution for much of what we learn, and that is only going to increase.

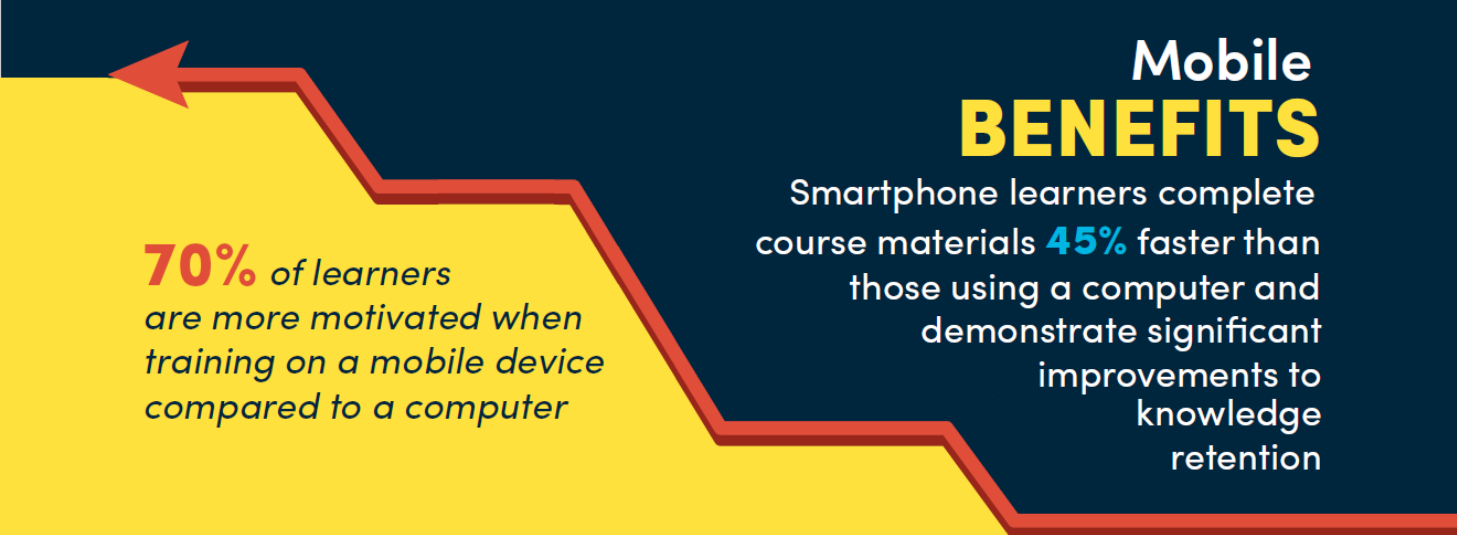
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For our sources we thank: ATD, eLearning Industry, Lynda, MarketsandMarkets, Strategy Analytics and Towards Maturity.



70% of learners are more motivated when training on a mobile device compared to a computer

Mobile BENEFITS

Smartphone learners complete course materials **45%** faster than those using a computer and demonstrate significant improvements to knowledge retention