

Where you learn makes all the difference!



Increase course consumption 4 times among almost 62% of your learners whose number one request is to make learning go mobile.

Mobile learning is not just about adapting your courseware for a different delivery medium. The content is different – smaller in size. It is not just for delivery through a browser but now also through specialized apps. **Learning is more contextual and heuristic.** And all this because your learners are on the move.

Why would anyone learn on the move? The answer to this is not as much about the mobility of the medium as it is about the convenience of content delivery. People learn on the mobile not only because they can learn on the move but also because they can learn when and where they want to – might sound the same as being mobile but it is actually very different. **It is learning without the hassles of the 'preamble' to start learning.**

It is estimated that around **62% of the workforce is using mobile devices** to perform one or more official task through these devices. Mobile devices provide a level of flexibility not seen or felt before and hence, learners are more than ready to embrace mobile as the learning delivery device. What is more astonishing is the fact that, the **number one request from learners is to make learning possible through mobile** also.

Going mobile is not a strategy based on costs or

delivery mediums. It is driven by a higher order of learning objectives like increasing course consumption or making learning ubiquitous. Also we need to understand the difference between the 'medium' itself and developing content for the medium. Like technology everywhere, the hardware, middleware and software aspects of mobile learning are so challenging and mind boggling that they deter organizations from even thinking about it. That, however should not be the case. **The hardware side of this is getting addressed by learners themselves.** Almost two-thirds of the learners are already mobile and many more will be so very soon. The demand and use of mobile devices like smart phones and tablets is increasing in leaps and bounds because of their utility value and the natural evolution of technology.

The middleware scenario is getting consolidated in terms of the platforms. Whether Android has an edge over IOS or Blackberry is only a question of time and demand. But the one thing that is clear in all this is that, they are being developed with the consumer in mind and hence guaranteed to cause minimal issues when it comes to delivering content. Any type of content, like gaming, apps and yes, even learning. So all that is now left is the software part of learning.

Organizations, big and small, are yet to make that full leap into mobile learning because they wish to ensure that:

- The pedagogy does not change due to the delivery medium
- They create a visually rich learning program to reduce learner fatigue
- They develop a mix of app-based strategy for long term learning content and web-based strategy for short term learning content
- The training results are captured back into the LMS
- There is compliance to company and learning industry standards like SCORM and AICC
- There is compliance across devices that would be used by the learners

Origin Learning has been first choice as Mobile Content Developer for Fortune 100 organizations across different verticals.

Through custom content wrapper development methodologies Origin develops the optimal content strategy and reuse for delivery across various mediums including mobile. Origin can help you in the following ways:

- Determine the right 'way' to go mobile – design and develop your mobile learning strategy that will enable you to leverage existing content courseware and adapt it to this medium
- 'Early Mover' strategy – design a content strategy that incorporates blended

learning as the foundation for your learning delivery thus planning for the long term on including mobile as an important component of your delivery

- mix
- 'Right Here Right Now' – develop byte sized mobile content and frameworks to get you started
- Mobile **Content Development**

Origin Learning enabled the world's leading transportation solution company to go mobile and increase its course consumption among its employees and customers.

The challenges for any organizational learning initiatives are the acceptance and usage of the learning initiatives developed for its learners. Amidst the battle for increased mindshare and increasing focus on productivity, learning initiatives are taking a back seat. The standard challenge of allocating time to complete the training over regular work related activities also means that training or learning is not the priority for the organization.

Origin's client, one of the world's largest engineering companies too faced a similar challenge:

- Learners were complaining of **not having enough time to go through the training**
- Training needed time scheduling which affected regular work related activities
- Learners wanted **training schedules to be**



"It is not just about anywhere, anytime learning. It is about more of our employees learning and applying that learning on the job, that is creating a difference for us. Mobile learning increases learning consumption not just in terms of quantity but also quality!"

**Training Manager
Large Manufacturing MNC**

Origin's mobile learning solution enabled the organization have the following benefits:

- **Learning accessible anywhere anytime** – thereby ensuring learners could undertake the training at their own schedules
- **Industry standard compliance** to ensure that the training and assessments could be integrated as a parameter in the talent management metrics
- Custom developed **mobile learning frame work** that was **extendable and upgradable**
- **Increased training consumption by 40%** from traditional training methods
- **Reduced need of class room based training by 25%**
- **Reduced travel costs** related to training by 40%