

●●●kineo

E-LEARNING
THAT WORKS
EVERYWHERE

E-LEARNING IN A MULTI-DEVICE WORLD

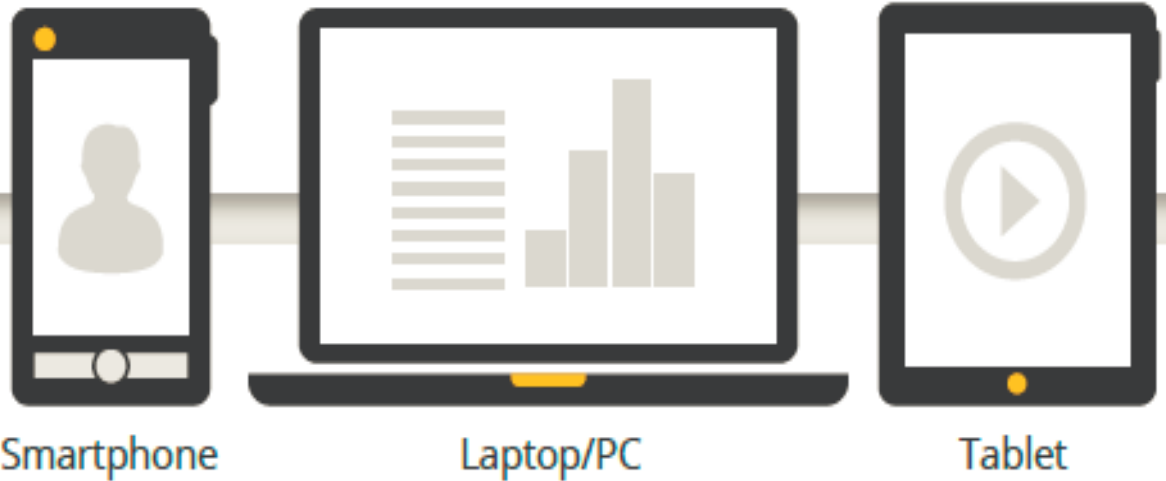
BY STEVE RAYSON





POLL: How many devices do you use in a typical day?

We live in a multi-device world



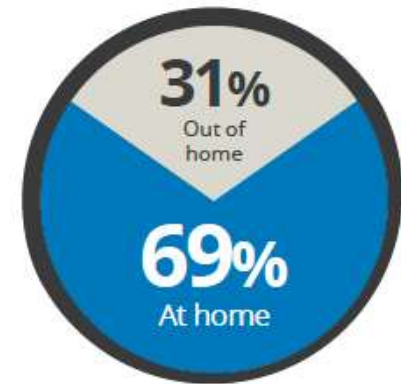
Computers keep us productive and informed

Context:

- Office or home use
- Productive, task-oriented
- Requires lots of time & focus
- Serious, research intensive attitude

24%

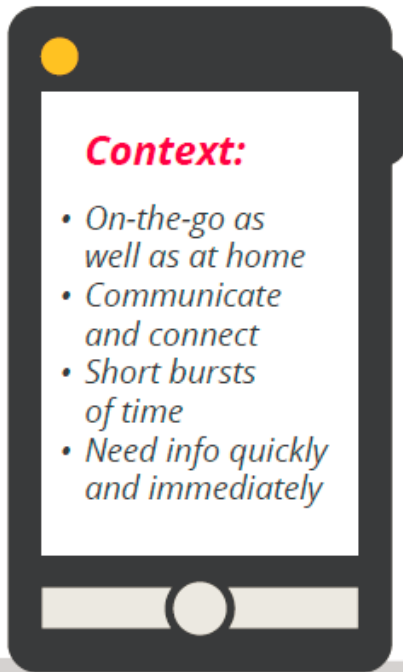
of our daily media interactions occur on a PC



PC use is motivated by:



Smartphones keep us connected



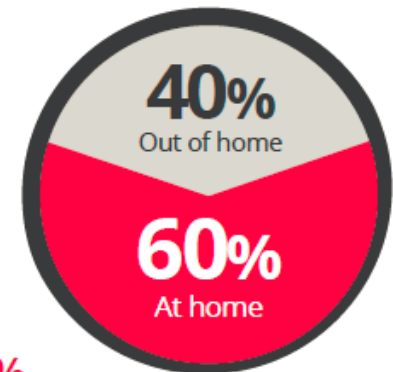
38%

of our daily media interactions occur on a smartphone

Smartphone use is motivated by:

Communication  54%

Entertainment  33%



Tablets keep us entertained

Tablet use is motivated by:

Entertainment  63%

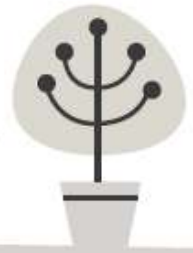
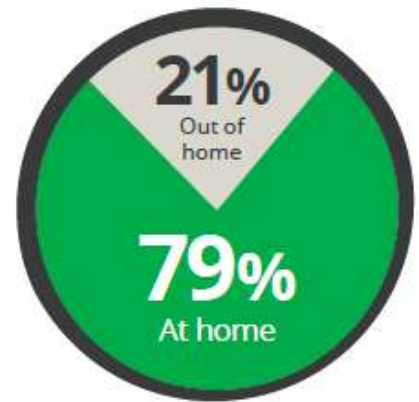
Communication  32%

Context:

- *Primarily used at home*
- *Entertainment and browsing*
- *Unbounded sense of time*
- *Relaxed and leisurely approach*

9%

of our daily media interactions occur on tablets



HTML



iOS



MLearning Solutions – Vendor Hype

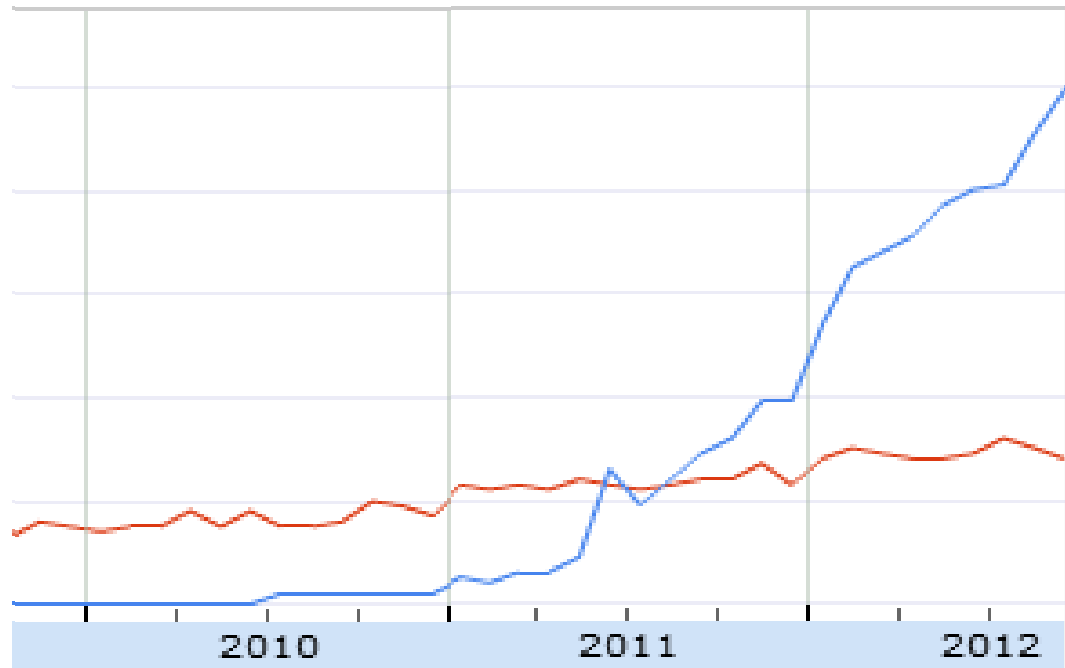
**Reality is not desktop v mobile but
multi-device delivery**

Web moving from mobile design to responsive multi-device design

Volume of Google searches

Mobile web design

Responsive web design



From multiple versions to a single responsive version

<http://www.google.com/culturalinstitute/>



From multiple versions to a single responsive version

www.shell.com



From multiple versions to a single responsive version

www.bostonglobe.com



New Scrolling Navigation

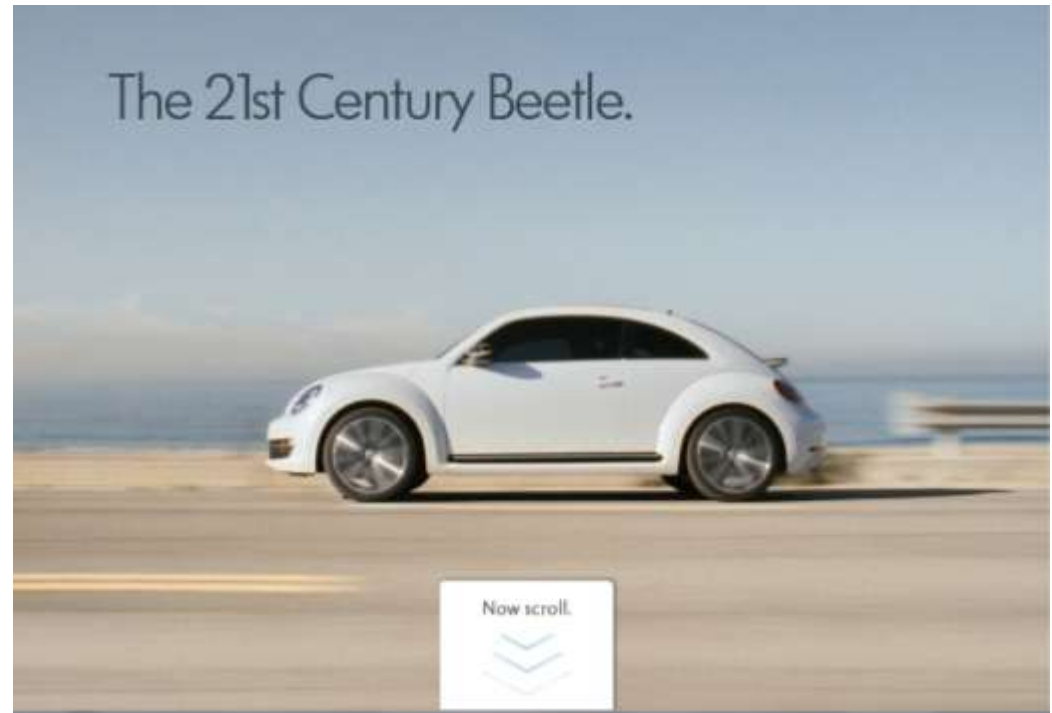
**Driven by
scrolling on
phones and
tablets**

More elegant

More exploratory

No navigation

**Becoming a web
norm**



Scrolling Designs



<http://www.dangersoffracking.com/>



<http://titanic.q-music.be/>

Scrolling Advocates

Amazon. Each product has a single page. The Kindle, the product page was 17,244 pixels long. Amazon clearly does not have a problem with using long pages to sell its best selling product.

Amaze redesigned Volvo site using long single section pages. Whilst not all people scroll all the way down, 46% of users see the majority of the content. In the past, the typical user only saw 18% of the content of the relevant car chapter.

HTML 5



The image shows a browser window displaying the HTML5 logo page. The page features a large orange shield-shaped logo with a white 'S' inside, and the word 'HTML' in bold black letters above it. To the left is a blue navigation menu with a star icon at the top and bottom, and a red highlight on the 'An HTML5 Logo' item. Below the logo is the W3C logo with the tagline 'One Web for All'. To the right is a large orange heading 'AN HTML5 LOGO' followed by a paragraph of text and a sub-heading 'We present an HTML5 logo.' At the bottom are three buttons: 'USE THE LOGO' (with a URL), 'SHOW SOME LOVE', and 'HTML5 IN THE WILD'.

★
An HTML5 Logo
The Technology
The Movement
Downloads
Stuff!
FAQ
Back Up Top
★

HTML



One Web **W3C** for All

AN HTML5 LOGO

It stands strong and true, resilient and universal as the markup you write. It shines as bright and as bold as the forward-thinking, dedicated web developers you are. It's the standard's standard, a pennant for progress. And it certainly doesn't use tables for layout.

We present an HTML5 logo.

USE THE LOGO
<http://www.w3.org/html/logo/#the-logo>

SHOW SOME LOVE

HTML5 IN THE WILD

HTML5 Interactivity

The image shows a screenshot of an interactive 3D floor plan for a McDonald's restaurant. The interface includes a navigation menu at the top right with the text "NAVIGATION" and a dropdown arrow. The main area features a 3D model of the restaurant layout with a teal-colored drive-thru area. A text box with a location pin icon says "Step your drive-thru up a gear with faster service and happier customers >>". At the bottom, there is a horizontal slider with a white square handle. Above the slider are six categories: "DRIVE-THRU" (teal), "DINING AREA" (blue), "FRONT COUNTER" (light blue), "KITCHEN" (orange), "BACK OFFICE" (purple), and "CREW ROOM" (green). Each category has a location pin icon below it. A text box at the bottom center reads "Drag the slider to access other areas then click on the map to explore them."



Implications for E-Learning



Do you need to deliver e-learning that only works on **one device**?

Do you need to deliver e-learning that only works on **one device** or on **multiple devices?**



Old World Delivering to Multiple Devices



Publish to or produce:

- native iPhone app
- native Blackberry app
- native Android app
- Flash version
- HTML version for iPads

Even single source publishing still means different versions to update and track. Can be further complicated with languages.

New world is responsive e-learning design
“One version that works on all devices”



Why publish multiple versions?
Why develop a version that works only on one device?

One version that responds not multiple versions



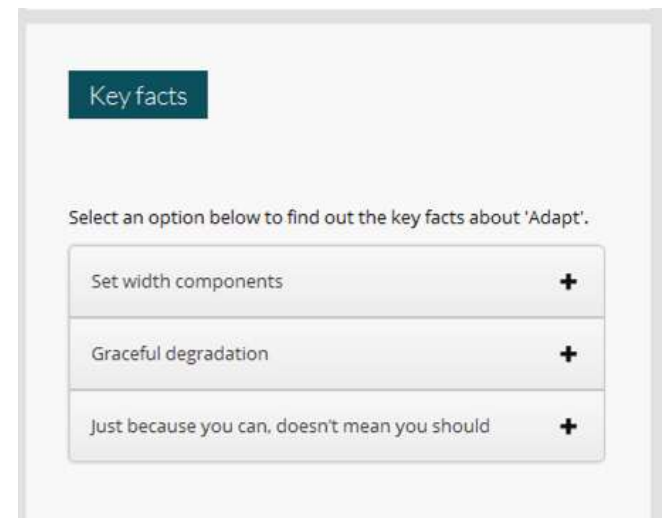
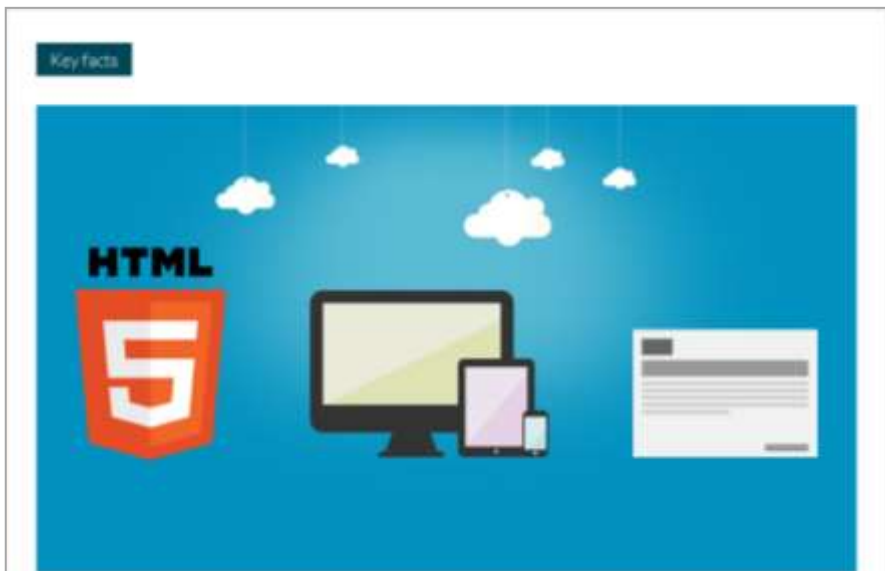
Fluid design, not fixed screen sizes
Is it a dream? Let's see a demo

Kineo's Adapt Framework Intelligent Responsiveness



Level 2 Responsiveness

- Simplifies content for smartphone
- Extra content for phone only
- Changes interaction for smaller screens
- Reduces image size or removes for Smartphone



Kineo's Adapt Framework



Rethinking E-Learning Design

Shorter but deeper learner journeys

Making navigation a meaningful part of the journey

Searchable and reusable content objects

Building content in small blocks

Rethinking the journey on different devices – different content and content types

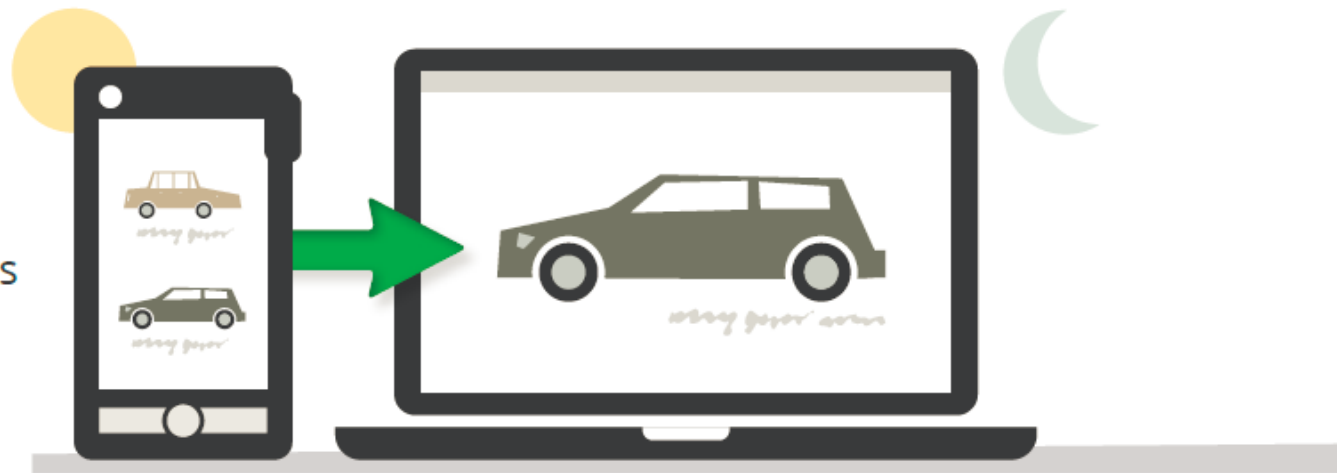
Benefits of Responsive E-Learning

- One version works on all devices
- One version to track and maintain
- Distribute from a single LMS
- Accessible content
- Searchable content
- More cost effective
- Allows sequential screening

Sequential screening is common & mostly completed within a day

90%

Use multiple screens **sequentially** to accomplish a task over time



98% move between devices that same day

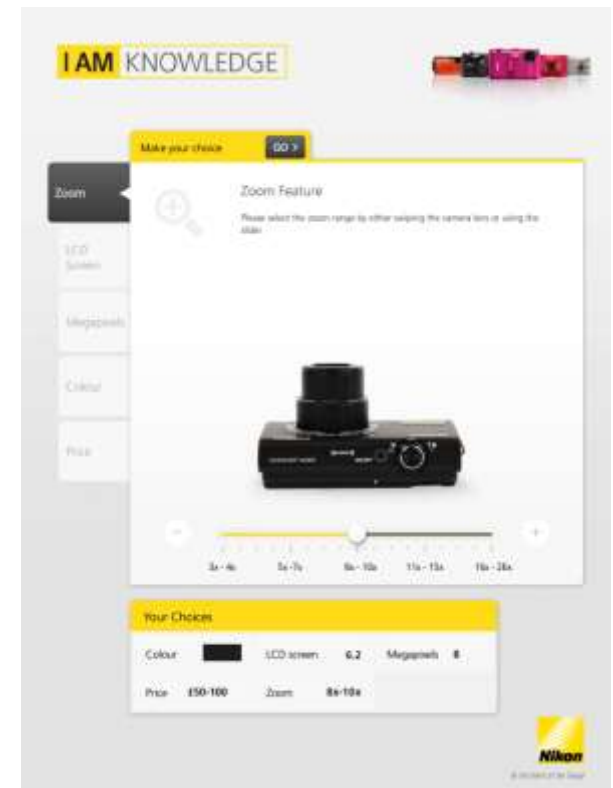
Common Questions

Offline version – yes

IE6 – needs fallback html
version

Access to phone functions –
more limited

Role of native apps –
performance support, less
tracking, updating



The Future?

Old World

- **Mobile authoring & Flash authoring**
- **Multiple versions**

New World

- **Responsive authoring**
- **Single version**

The Future's Bright

The Future's RED

Responsive E-Learning Design



Thank You

**Contact us for a demo
or to find out more**

Steve Rayson
www.kineo.com

Links

http://services.google.com/fh/files/misc/multiscreenworld_final.pdf

http://www.amazon.com/Kindle-Paperwhite-Resolution-Display-Built-/dp/B007OZNZG0/ref=sr_tr_sr_1?ie=UTF8&qid=1347890370&sr=8-1&keywords=kindle

www.bostonglobe.com

<http://www.google.com/culturalinstitute/>

www.shell.com

www.beetle.com

<http://www.dangersoffracking.com/>

<http://titanic.q-music.be/>

How many devices do you use in a typical day?

(Desktop/laptop, smartphones, tablets)

- 1) One**
- 2) Two**
- 3) Three**
- 4) More than 3**