

docebo

A network diagram with glowing nodes and lines on a dark red background. The nodes are represented by small circles, some of which are larger and more prominent. The lines connect these nodes, forming a complex web of relationships. The overall aesthetic is futuristic and data-driven.

**10 Mobile Learning Trends You Need
to Know Before 2019**

INTRODUCTION

Like it or not, the future belongs to mobile learning, so it's in your best interest to get used to it – and brush up on the nuances needed to deploy it effectively in your L&D activities.

In fact, mobile learning is likely your ticket to better engagement and knowledge retention among your learners. Mobile devices aren't simply a part of a new reality, they've taken over in the way people consume content and are a must-have if you're going to connect with not only the fresh-faced workers of the future, but also those wily veterans ripe full of knowledge that you should be leveraging as knowledge capital to share across your organization.

“GLOBAL MOBILE DATA TRAFFIC WILL GROW THREE TIMES FASTER THAN DESKTOP FROM 2014 TO 2019...”

Cisco

Indeed, the appetite for mobile learning has grown into a consistent growth over the past eight or so years, now reaching a point where it's no longer a nice-to-have, but instead a must have. The benefits of mobile learning (m-learning) are well-known for organizations both big and small, especially as it relates to improved knowledge retention and increased employee engagement. Already, mobile learning is being used by nearly **47% of organizations worldwide**, clearly reflecting the increased acceptability of the modality and why it is viewed as the future of learning.

NEED PROOF MOBILE LEARNING WILL BE CORE TO GUIDING YOUR LEARNING ACTIVITIES OF THE FUTURE?



64% of learners find accessing their training content from a mobile device essential
[TOWARDS MATURITY]



43% of learners see improved productivity levels compared to non-mobile users
[TOWARDS MATURITY]



89% of smartphone users download apps, 50% of which are used for learning
[TOWARDS MATURITY]



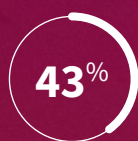
46% of learners use mobile learning before they go to sleep at night
[LEARNER EVENTS]



The number of mobile-only users (**27%**) has grown, now surpassing desktop-only users (**14%**)
[GOOGLE]



Mobile device users will own three to four personal devices by the end of 2018
[GLOBAL MOBILE MARKET]



71% of Millennials say they connect more with mobile learning than L&D activities delivered via desktop or formal methods.
[GALLUP]



2,600

The average person spends **2 hours and 51 minutes** on their smartphone each day, looking at it roughly **221** times and touching its screen more than **2,600** times.
[DSCOUT]



65% of all digital media is viewed on smartphones
[MARKETING LAND]



Smartphone learners complete course material **45%** faster than those using a computer.
[LYNDA]

These factors are even more important when you consider the fact that workforces around the world are at a crossroads, on which Baby Boomers and Gen-Xers are retiring (or preparing to), and are making way for the mobile-first Millennial and Gen-Z cohorts.

Indeed, Millennials made the need for mobile learning clear, Gen-Z will be the generation that forces organizations to perfect it.

The future of mobile learning might look a little different than you'd expect and is still evolving, but it will live up to the hype and likely exceed it. Docebo has outlined 10 mobile learning trends guaranteed to influence the design and delivery of your L&D programs in 2019.

1. IT'S ALL ABOUT BYOD

With the proliferation of mobile devices in the learning space, it's only logical that the bring-your-own-device movement will continue to expand, as learners expect the kind of flexibility and consistency learning on their own devices provides them. While some organizations have been hesitant to allow employees the freedom that comes with using personal devices and the associated risks, many are finding the balance between freedom and control for work-related duties, including learning.

Benefits of BYOD for mobile learning include:

Positive work environment: By allowing employees to use their own devices for work and training, you're automatically appeasing their enthusiasm for using those devices and the apps they spend time on in their personal lives, while freeing them from the laptop or cell phone the organization may have chosen for them that they will always relate back to...work. Doing so creates an experience that's almost as enjoyable as those on social networks, where they have the freedom to consume and share whatever content they choose. This organically boosts engagement with specific learning content to deliver a boost in knowledge retention and an improvement in overall performance, while satisfying the learners desire for on-the-job development opportunities.

Increased productivity: Eliminating the need to learn on an unfamiliar device gives learners a way to immediately put all of their focus into job-specific training, and access support materials 24/7, giving them the flexibility to choose when it's most convenient for them to complete their training.

Reduced costs: The organization benefits from reduced overhead and IT costs with a BYOD policy. Additionally, as employees upgrade to the latest devices more frequently than any organization is able, you're giving learners a way to enjoy your learning content on the latest and greatest technologies – which also provides the organization the flexibility to more deeply leverage advancing technological content changes

2. MOBILE-FIRST DESIGN PLAYS A MORE IMPORTANT ROLE IN LEARNING CONTENT DELIVERY

The ways of mobile-first design are well known in the web development space, particularly as it relates to responsively designed websites. These are websites that are rendered to appear the same whether you're viewing them on a desktop or mobile device. In the age of mobile-learning, mobile-first design will play an important role in content delivery because we must consider how learners consume content in their everyday lives. Consider how we read the news today – it's mostly through a mobile phone, via Twitter, a dedicated news app or instant articles, which has been designed to display the content in a way that's satisfying to the reader using a small device. The same must happen in the world of e-learning. Technology has evolved to enable it, and learners expect the kind of flexibility mobile-friendly delivery gives them, so developing a strategy that optimizes content for mobile devices is key to connecting with your employees, both new and old.

“53% OF LEARNERS SAY LOCATION OR IT IS A BARRIER TO ONLINE LEARNING – SO THEY TURN TO MOBILE, WITH 64% CONCLUDING THAT LEARNING ON A MOBILE DEVICE IS ESSENTIAL OR VERY USEFUL...”

Towards Maturity

3. MORE COMPANIES USE MOBILE TO DELIVER FORMAL LEARNING

Learning technology has enabled the delivery of formal learning via mobile devices, just not in a way that you might expect. While we'd generally associate formal, traditional learning with hour-long classroom instructional sessions, mobile delivery will enable L&D administrators to deliver those courses virtually, in bite-sized content nuggets. A robust learning platform enabled with content tagging capabilities makes them searchable and more effective, especially on the go. Meanwhile, this kind of approach also assists in generating individual learning paths with actionable and effective learning content designed to meet the needs of individual learners.

4. [VIDEO] CONTENT IS KING

“VIDEO WILL BE RESPONSIBLE FOR 80% OF THE WORLD’S INTERNET TRAFFIC BY 2019.”

Mobile learning will increase the use of video-based training exponentially thanks mainly to its ability to deliver higher rates of engagement and improved learning experiences in both formal and informal formats.

Consider quickly how you might currently go about learning a particular skill or needed piece of knowledge in your personal life. If you’re like many people, YouTube tutorial is a first, and likely a one-stop location for information. If you consider YouTube as a benchmark for how people consume content on mobile, more than half of the 1 billion hours of YouTube video viewed daily happens on a mobile device, averaging 1,000,000 mobile video views daily. Additionally, “how-to” searches have increased consistent 70% year-over-year, directly contributing to the discovery of over 100 million hours of “how-to” content uploaded to the platform in the same year.

5. MEANWHILE, MORE CONTENT FORMATS WILL BECOME OPTIMIZED FOR MOBILE LEARNERS

MOBILE LEARNING FORMATS GUARANTEED TO BOOST LEARNER PERFORMANCE:



Videos

(Conceptual, Expert speak
or Explainer)



Interactive videos



Interactive pdfs



eBooks and Flipbooks



Infographics



Interactive Infographics



Podcasts



Decision-making scenarios
(simulations)



Gamified Quizzes

6. WIDER ADOPTION OF GAMIFICATION

Why gamification and mobile learning go hand-in-hand:

It gives employees control (and motivates them to complete their training): While mobile learning gives learners the flexibility and convenience to learn anywhere, anytime, gamification elevates it further by producing learner-centric experiences that incorporate exploration and decision-making activities.

Increased engagement (and extend it to other learners with a social media-like feel): Games may include a way for learners to post their scores to a social network-style platform, tapping into their inherent competitive nature, while encouraging them to start discussions with other learners based on the results to extend the learning experience.

Establish a positive relationship with learning: Gamification has an organic way of providing enjoyment for learners, producing a shift in attitude for learners that encourage them to view learning positively. Couple that with a BYOD policy and you're giving yourself a way to overcome a negative learning culture and increase self-empowerment by giving learners even more control over their experiences.

Maximize ROI: Indeed, gamification and mobile learning, especially when powered by a robust learning platform, can extend the shelf life of your learning assets, combining them provides a great way to increase ROI. Success depends on content that's delivered effectively, via short learning modules, apps, videos or games. This is a circumstance in which an experienced development team can show its value by using this powerful duo to maximize the use of your training budget and learning efficiency.

7. PERSONALIZATION PLAYS A BIGGER ROLE IN GUIDING LEARNING PATHS

Personalizing learning paths makes learning more effective for your learners, and when combined with mobile learning can deepen its granularity to further increase its effectiveness, whether its job-role based or based on self-assessments of specific proficiencies.

8. UP YOUR SOCIAL LEARNING GAME

Giving learners a way to contribute to their learning experiences is not only an incredibly effective way to improve their engagement with your learning activities, it encourages them to put some skin in the game to further enrich your program. Their contributions may support existing training programs and will grow to become value-add materials to assist in the growth of your social and collaborative learning efforts. Mobile learning helps you bring these tactics to life.

9. OFFLINE LEARNING BECOMES THE NEW ONLINE

While mobile learning is the tool learners need to take their training activities on the go, offline learning is the key to truly offering learning anytime, anywhere. Your learners want to be able to learn no matter the circumstance, even if that includes the lack of an internet connection. A learning platform that gives them a way to learn offline and then sync their progress automatically once back online is by far the best way to enable learning on-to-go and makes sure that not a second of data derived from the learning goes uncaptured by your learning platform.

10. AI ELIMINATES ADMINISTRATIVE BARRIERS, WHILE IMPROVING OVERALL LEARNING EXPERIENCES

It takes a lot of effort to deliver a truly robust learning experience. For example, that could mean producing meaningful and useful content that connects with your learning, and tagging content within your learning platform to make sure it reaches the right people – at the right time.

Advances in artificial intelligence and learning technology will grow to play a critical role in the delivery and effectiveness of learning content, while eliminating cumbersome administrative barriers to allow administrators to focus on what's important: creating great learning content. AI is an exciting development that is guaranteed to produce incredible benefits to the learning space.



PUT THE POWER OF THE DOCEBO LEARNING PLATFORM IN THE HANDS OF YOUR LEARNERS – LITERALLY

More than a third of the learner population don't have access to a mobile learning solution that works. Docebo has invested a lot of time and research to develop a mobile-first solution designed to meet the needs and expectations of the modern learner. The mobile app is expandable, modern and scalable, adapting to your organization's learning needs as you see fit to help you create the best mobile learning experience.

“TODAY ONE-IN-FIVE AMERICAN ADULTS ARE “SMARTPHONE-ONLY” INTERNET USERS – MEANING THEY OWN A SMARTPHONE, BUT DO NOT HAVE TRADITIONAL HOME BROADBAND SERVICE. MEANING IF YOUR LEARNING IS DESKTOP DEPENDANT THERE’S A POTENTIAL YOUR LEARNERS CAN’T CONTINUE LEARNING AT HOME...”

Pew Research

The new Docebo mobile app, available now in the [Apple](#) and [Google Play Stores](#), is a major step forward towards a frictionless user experience, balanced with the capabilities of an innovative learning platform to augment the overall learner experience – on-the-go.

It has been designed specifically with the end-user in mind, giving them complete access to their Docebo learning platform from the device of their choosing, including iOS (iPhones, iPads) and Android-powered devices (phones and tablets).

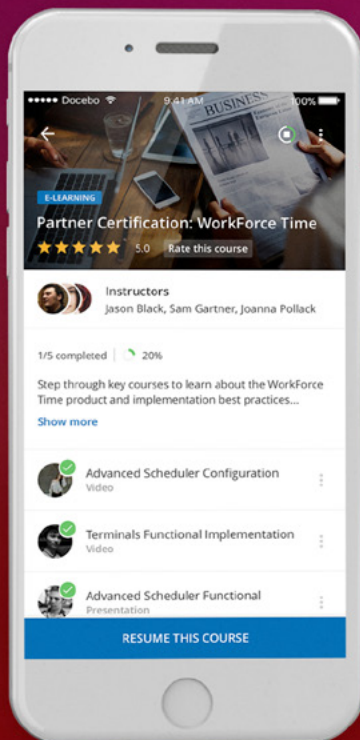
Within the app, learners can easily attend courses, complete training materials, while taking advantage of Docebo's social and experiential learning capabilities by viewing and sharing learning assets across different channels – no matter where they are, whenever they so choose, either online or offline.

The Docebo mobile app allows certain types of learning objects, including SCORM, slide presentation, files, and HTML pages to be downloaded, played and tracked offline. Full courses can also be downloaded for viewing at the user's leisure.

DOCEBO MOBILE, IN ACTION

The Docebo Learning Platform, at its core, is built on a blended learning approach designed to bring together the best aspects of formal, social and experiential learning. Alongside our core learning management system (LMS), Learn, Docebo's Coach & Share module encourages learners to share their knowledge, to help you as the learning administrator elevate the quality of your learning materials.

Visit the Apple App Store or the Google Play Store to download Go.Learn to your iOS or Android device now!



docebo

GIVE DOCEBO A TRY, TODAY!

START BOOSTING YOUR BOTTOM LINE TODAY WITH A 14-DAY DOCEBO FREE TRIAL!

Docebo is a learning platform that is laser-focused on changing the way people learn through a cloud-based, user-friendly technology that is built for the modern user. Established in 2005, Docebo offers a learning ecosystem for companies and their employees, partners and customers that is designed to increase performance and learning engagement. Docebo is a learner-centric technology, embraced for its elegance and ability to blend social and formal learning. Docebo provides a scalable pricing model and a robust set of integrations and APIs, paired with reliable support available 24/7.



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