



Mobile-First Aid Kit

maestro'

Mobile-First Aid Kit

Determining when and how to use mobile can create some challenges. This mobile-first aid kit will assist you in asking the questions necessary to make better decisions.

Go mobile, with caution!

Triage

SITUATION

- What is the problem or opportunity that we are addressing?
- Can learning solve it?
- If so, is mobile the first choice or is it just part of the mix?
- Can we solve it with a custom solution or is this a product?

CONTENT/CONTEXT

- Does your content go mobile?
- What is the context of using mobile?
- How would they use it in the midst of their situation (use cases)?
- Is the technology conducive

AUDIENCE

- Who is the audience?
- What need are we solving?
- What type of experience are we expecting from the user?
 - Quick and rapid
 - Slow and steady
 - At the point of need
 - An extension out of formal training
- Why would they be motivated to solve it with mobile?
- What behaviors do we want to influence?
- What habits do we want to create and will they allow for it?

Plan & Treatment

- What plan makes the most sense for your situation, culture, budget, etc.?
- What is the purpose of the solution?
- What are your goals and objectives?
- What technology infrastructure do we need to support it?
- Does it need to integrate with your LMS? Why?
- What devices do we need to support?

Repair & Restoration

- How are we going to measure effectiveness?
- If we are able to meet our outcome, what would that look like?
- What kind of feedback do we expect after launch?
- How can we continue to iterate off of the initial successes?

Thank you!

Hopefully this list gets you started in decoupling mobile hype from a fantastic mobile experience that makes mobile learning fun and improves performance.

maestro

meetmaestro.com

(800) 319-2122