Using Beacon Technology to Contextualize mLearning

Ann Rollins & Tom Pizer, GP Strategies

Austin, TX • June 8 – 10, 2016
Want to Participate?

Text annrollins908 to 22333 to get set*. We’ll tell you what to do next.

*Customary texting fees apply.
Using Beacon Technology to Contextualize mLearning

January 28, 2016
Introductions

ANN ROLLINS
Sr. Instructional Designer
GP Strategies™

TOM PIZER
Director of Learning Technologies
GP Strategies

On Twitter?
Expand the conversation by following @GPCorp using the hashtag #GPWebinar
In this session, we’ll discuss:

• What beacon technology is, and common uses today

• How beacon-based learning solutions can address some points of failure in traditional learning solutions that we create today

• The components of a beacon solution’s architecture and what’s required to deploy them

• How to identify opportunities in your environment
Text your response:

Which learners in your organization are hardest to reach and why?

Are you familiar with beacon technology?
Contextualizing Learning Is a MUST

Contextualized learning provides content at the moment of need, in the space where it is needed most.

Learning solutions FAIL for a number of reasons.

Cognitive overload
Knowledge and skills gaps
Information access issues
What Is “Beacon” TECHNOLOGY?

What are beacons?
- Communication technology for small transmitters
- Can be placed in virtually any location
- Transmit a unique ID and range
- They’re inexpensive
- They have a long battery life

How do they work?
- Place in a point of interest
- Download an application
- Mobile device gets in range
- Beacon alerts mobile device
- Mobile device performs action
How Is Beacon Technology Used TODAY?

• Product promotion, coupons, loyalty
• Museums, tours, traveler info
• Scavenger hunts, geo-caching, group activities
• Performance support, learning updates, follow-up training
Imagine accessing learning assets you need, right where you need them:

1. Learn or do something for the **first time**
2. Learn or **do more** of something
3. **Apply and refine**
4. **Adjust to change**
5. **React** when something fails or goes wrong

"Five Moments of Need" Model (Bob Mosher & Conrad Gottfredson, 2011)
Targeted Learning Opportunities for Beacons

- Onboarding
- Product Training
- Performance Support
Can Beacon-based Solutions Address the Higher Levels of Bloom’s Taxonomy?

- Create
- Evaluate
- Analyze
- Apply
- Understand
- Remember
A Case Study: GP Strategies’ Customer Forum

How has GP used them?

- GP Customer Forum scavenger hunt at the GM Heritage Center.
- Designed as a social, team-building activity.
- Deployed 20 beacons and 10 teams with iPads and simple instructions.
How Does a Beacon-based Solution Fit Into My Learning Ecosystem?

Formal Learning and the LMS
- Online Courses
- Instructor led and virtual classes
- Self-paced learning

Informal Learning / LRS
- Curated Content
- Online Forums
- Performance Support

mLearning content
microLearning
Partnered learning
On the job training

mLearning content
microLearning
Partnered learning
On the job training
Components of a Beacon-based Solution

- Beacons
- Mobile App/ Device
- Database
- Instructional Content
The Technical Team

• Who makes up the team?
  – Project Manager
  – Instructional Designer
  – Business Architect
  – Application Developer
  – Database Engineer

• How does the team interface in order to come up with the very best learning solution?
  – Mobile App Technical Spec
  – Specification Design
The Mobile App and Content: What’s Involved

- What is the app and what does it do?
- How does it store data?
- How can I see what learners are accessing and when?
- How are calls sent to the LMS/LRS or other data structures?
Maintenance Considerations

• Shelf life
• Physical Surroundings
• Hardware performance
• Communication
• Latency
Beacons in Action: A 3-Beacon Demo

Welcome

Welcome to the ACME Bank Team! We're glad you are here. Take a moment to review some essential new hire materials as you get started.

Welcome to ACME Auto's 2017

Access key information as you complete your crawl thru today.

Cruiser Overview
In-vehicle technology
Closing the Sale

Review this information to familiarize yourself with forklift equipment and operations in our facility.

Equipment Map

Onboarding
Product Training
Performance Support
Onboarding

Product Training

Performance Support
Learn Something for the First Time: Onboarding

Onboarding

Product Training

Performance Support
Welcome to the ACME Bank Team! We’re glad you are here. Take a moment to review some essential new hire materials as you get started.

Campus Map

Meet your Mentor

New Hire Checklist
Between Beacons

- Onboarding
- Product Training
- Performance Support
More of, or Adapting to Change: Product Training
Welcome to ACME Auto’s 2017 product refresh training!

Here, you will learn about the updates to highest selling vehicle for the new model year. When you are back in your dealership, you’ll have access to additional learning opportunities that allow you to apply what you learned in the vehicle crawl-thru training here today.

Access key information as you complete your crawl-thru today.

Cruiser Overview
In-Vehicle Technology
Closing the Sale
Between Beacons

Onboarding

Product Training

Performance Support
Apply and Refine or React: When Something Goes Wrong: Performance Support
Welcome

Review this information to familiarize yourself with forklift equipment and operations in our facility.

Equipment Map

OSHA Support

Connect with a Team Lead
Congratulations! You've visited all destinations on the learning path.

Onboarding

Product Training

Performance Support
Let’s Solution A Few Learning Challenges!

1. Break into groups by row: 8 – 10 people per group
2. Take 10 minutes
3. Reflect on what you’ve learned here, and share potential applications in your environment
4. Select the strongest example in the group

We’ll discuss a few examples. You’ll share:

– Industry
– Learning challenge and opportunity
– What a beacon-based solution could look like
Questions & ANSWERS
In one word, text your reaction to Beacon-based learning’s potential.