S204
The Impact of Style, Method, and Content on Mobile-based Learning Efficacy

Vincent Han, Mobile Coach

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Brief Intro

Vince Han
CEO and Founder
Mobile Coach

- CTO of VitalSmarts in 2001
- MIT Sloan MBA
- Battery Ventures, Tech startups
- Founded Mobile Coach in 2013 as a powerful training reinforcement platform
- Avid runner
Beware of False Assumption

Having a presence on a learner’s phone means you’ll engage them
Finding your place and optimizing for user experience

(style, method, content)
Choosing your mobile mode

- Teach
- Reinforce

- Immersive
  - App
- Conversational
  - Messaging
Define Your Objective

Teach
Facilitate learning

Reinforce
Motivate, Remind
Accountability
Define Success Metrics

Teach - Facilitate learning
- Participation rates
- Completion rates
- Course success rates

Reinforce - Motivate, Remind - Accountability
- Retention rates
- Behavior change metrics
- KPI tie-ins
- Budget constraints
- Resource constraints

Budget constraints
Resource constraints
Choosing your mobile mode

<table>
<thead>
<tr>
<th>Teach</th>
<th>Reinforce</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immersive</td>
<td></td>
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<tr>
<td>Conversational</td>
<td>Messaging</td>
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- Teach: Immersive App
- Reinforce: Messaging
“Immersive” is session-based

- Traditional software sensibility
- “Start a session” instigated by user (requires a login)
- Task oriented (requires navigation)
- Session abandonment dynamic
- Choosing between native or web app
- Choosing to build or buy
Choosing your mobile mode

- Immersive
  - Teach: App
- Conversational
  - Reinforce: Messaging
“Conversational” is relationship-based

• Mobile messaging is primary sensibility
• More transactional oriented
• Interaction instigation by design
• Doesn’t require login
• Completion agnostic (doesn’t break)
Be Aware of Constraints

<table>
<thead>
<tr>
<th>App</th>
<th>Messaging</th>
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<tbody>
<tr>
<td>Custom app dev is non-trivial</td>
<td>Users finicky with permission</td>
</tr>
<tr>
<td>Out of the box apps are niche to see usage rates</td>
<td>Context bar is high</td>
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<tr>
<td>UI and features bar is high</td>
<td>Personalization bar is high</td>
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- Policy constraints
- Environment constraints
- Data infrastructure and integrations
App Statistics

• 23% of users abandon app after one use
• 38% use app more than 11 times (regular users)
• Push notifications increase regular users by just 8% --> 46%
Where Do You Fit?

My smartphone is a...

- An actual phone
- Messaging device
- Portal to information
- Productivity tool
- Anti-boredom device
# Mobile User Experience

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<tbody>
<tr>
<td><strong>Style</strong></td>
<td>Beautiful user interface</td>
<td>Friendly voice</td>
</tr>
<tr>
<td></td>
<td>Easy to navigate</td>
<td>Value added, non intrusive</td>
</tr>
<tr>
<td><strong>Method</strong></td>
<td>Task oriented</td>
<td>Transaction oriented</td>
</tr>
<tr>
<td></td>
<td>Time insensitive</td>
<td>Time sensitive</td>
</tr>
<tr>
<td></td>
<td>Looks to conclusion</td>
<td>Looks to next interaction</td>
</tr>
<tr>
<td><strong>Content</strong></td>
<td>Lots of it to browse/search</td>
<td>One at a time to push/pull</td>
</tr>
<tr>
<td></td>
<td>Rich media</td>
<td>160 characters or linking</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Non interactive MMS</td>
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What Are Your Use Cases?

Objectives, Success Metrics, Results?
Use case discussion for today

- Teach
- Reinforce

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6 Keys to Writing a SMS

1. Source
2. Frequency
3. Content Types
4. Voice
5. Interactivity
6. Personalization
1. **Source**

- *Who* is texting? Name the source
- Create relationship so user “saves the contact”

  “Neo”   “Pickles”   “NIVA”
  “NeMO”  “Xander”
2. Frequency and Timing

• How many texts is too many?
• When do you stop sending messages?
• What time of day is best?

Soft skills reinforcement: 60-90 days
New Employee Orientation: 30 days
Webinar Series Support: 12 months
3. **Content Types**

- What does the user expect to receive?
- Needs to feel valuable. Don’t write texts with too much of a content lens
- Contextual application is better than rote repetition
Content Types

• Reminders
• Tips
• Accountability questions
• Quizzes
• Surveys/Likert
• Motivational quote and encouragement
• Challenges
4. Voice - what fits your audience?

- Friendly
- Polite
- Formal
- Deferential
- Aggressive
- Edgy/Hip

INCOMING! This is Mad Man. Over the next 30 days I'll be watching. I'll check-in to see how your mission to increase accountability is going.

Awesome - I'm stoked you’re already thinking of execution. I'll catch up with you again tomorrow.
5. Interactivity

• Asking a user to respond reinforces learning
• And makes it more engaging
• And gives the impression of a real conversation

Hi! Which of the call components do you need to work on most? Text the number:
1) Greeting 2) Questions 3) Transition 4) Close 5) Follow up
6. Personalization

- Personalized content is more meaningful
- Important for reporting purposes to see how people are doing

It's **Friday afternoon**, we agreed for me to check in at this time!

Tell me what your goal is this week
Thank you!

Questions??

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Mobile Coach LLC