906
Building a Multi-Device Learning Organization: A Case Study

Andy DeCuir
Micron Technology
Micron at a Glance

Micron Technology is a global leader in the semiconductor industry. For more than 35 years, Micron has dedicated itself to collaborating with engineers to drive innovation and transform what's possible.

1978
Founded in Boise, Idaho

26,000+
Patents

#1
Broaderest memory solutions portfolio in the industry

Locations in
18
Countries

30,000+
Employees worldwide

2015
No. 1 employer in electric design
What’s a Mobile Device?
In terms of operating systems on the devices sold, Android is still the absolute, unchallenged ruler, further expanding its market share by another one percentage point year over year.

39% use personal smartphones and phablets at work.

By End of 2016, 82% of Mobile Phones Will Be Smartphones.

Gartner, Inc. said global smartphone sales will for the first time exhibit single-digit growth in 2016.

http://gs.statcounter.com/
Assumptions
Assumptions
What... will you train?
What... devices will you target?
Mobile Learning

- Are 'we' getting in the way. What do learners want and need (priority).
  - Not just mobile to do mobile
  - Competing with anti-boredom

- Focus on business need being solved, not "need to make it mobile". Let content drive output.
How?

Get Access Now

DEVICE ENROLLMENT PROGRAM

getchconnected
## Challenges in BYOD Adoption

### Team Member

- **Concerns**
  - I don’t want to use my personal device.
  - The company will monitor my information.
  - You’ll wipe data from my device.
  - I’ll be expected to work 24/7.

- **Apps**
  - “Killer App”
  - I only want e-mail.

- **Installation and Upgrade**
  - Is the sign-up process difficult?
  - How much space will company apps use?
  - How much of a burden will this be?

- **Device Support**
  - Are my devices supported?

### Corporate/IT

- **App Portfolio**
  - “Killer App”
  - People not thinking of how
  - What makes sense for the company?

- **Platform**
  - Global load balancing
  - Ease of upgrades
  - Installation friction

- **Sign-Up Process**
  - Security Mandates

- **Support**

- **Marketing**

- **Business Priority**
Collaborate With IT, Don’t Be Just a Customer

• Can you provide end-user resources around the BYOD solution IT is providing?
• Does IT know what is needed to supply those resources?
• Are your learning deployment needs met by the BYOD policy?
Personal Device Usage is.....

Optional

NOT REQUIRED
TOO MUCH INFORMATION!

I SAW YOU THROW THE BALL
Mobile Multi-Device at Micron

- To bring a full multi-device learning environment into the company
  - Changes in ways of thinking
    - Less tracking for completion
    - Resources for device on-hand
    - Multi-device, not mobile vs non-mobile
  - Skills, Tools, Technology, Infrastructure

- Who is responsible for Company level multi-device learning implementation?

- What is our definition of a mobile device and does it really matter?
Mobile Multi-Device at Micron

- Start the design process using the smallest valuable screen-size
  - Some call this mobile first, but its more than that
    - Let the content drive the smallest screen
    - Smallest screen may not be a mobile phone, could be a conference room system

- People tend not to scroll on “computers”, and people expect to or prefer vertical scrolling on “phones”
  - Being aware of “below the fold” content is becoming important again
  - Where do you set the “fold” when dealing with multiple devices?

- “Mobile” may not be an actual valid consumption device, or “Mobile” may be the only valid device
Multi-Device Gaps (One part of the larger L&D Ecosystem)

Design

Development

Deployment

Access

Integration

Content Creation

Content Consumption

Governance
<table>
<thead>
<tr>
<th>Skills</th>
<th>Tools</th>
<th>Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Design</strong></td>
<td><strong>Content Creation</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Skills</strong></td>
<td><strong>Capabilities</strong></td>
<td><strong>Gaps</strong></td>
</tr>
<tr>
<td>• How to Design specific software</td>
<td>- Standard web-design?</td>
<td>- Responsive web design?</td>
</tr>
<tr>
<td><strong>Tools</strong></td>
<td>- ISD?</td>
<td>- Responsive course design?</td>
</tr>
<tr>
<td>• Design specific software</td>
<td>- Standard content design?</td>
<td>- Content to device decision matrix?</td>
</tr>
<tr>
<td><strong>Standards</strong></td>
<td><strong>Gaps</strong></td>
<td><strong>Gaps</strong></td>
</tr>
<tr>
<td>• Type of content</td>
<td>- Design specific tools?</td>
<td>- Other aided design based tools?</td>
</tr>
</tbody>
</table>
### Development

#### Skills

- How to build what was designed?

#### Tools

- Software
- Hardware

#### Standards

- Branding, size, output type, etc.

### Content Creation

<table>
<thead>
<tr>
<th>Skills</th>
<th>Tools</th>
<th>Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Standard “building” skills?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gaps</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Building responsive content?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- List of available software</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gaps</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Current software skill gaps?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Missing tools?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Standards on branding, size, output type, etc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gaps</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Updated guidelines and standards to include responsive design best practices, industry standards, and branding?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Content Consumption

Deployment

Technologies
- Storage for developed solution

Standards
- What goes where

Technologies

- Capabilities
  - Current deployment options for online content

- Gaps
  - Defined locations for formal and informal content?
  - Different locations based on type of content?

Standards

- Capabilities
  - Standard web deployment technologies

- Gaps
  - What to store where, and in what environment?
### Content Consumption

<table>
<thead>
<tr>
<th>Access</th>
<th>How</th>
<th>What</th>
<th>Where</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>How</strong></td>
<td>▪ Capabilities</td>
<td>▪ Capabilities</td>
<td>▪ Capabilities</td>
</tr>
<tr>
<td></td>
<td>▪ Ability for mobile devices to connect?</td>
<td>▪ Can be mobile friendly?</td>
<td>▪ Multiple connection choices, determine capability?</td>
</tr>
<tr>
<td></td>
<td>▪ Gaps</td>
<td>▪ Gaps</td>
<td>▪ Gaps</td>
</tr>
<tr>
<td></td>
<td>▪ Single entry point?</td>
<td>▪ Device Targeting?</td>
<td>▪ Lack of understanding the various ways to connect and what content needs what type of connection?</td>
</tr>
<tr>
<td></td>
<td>▪ Launch points for content support responsive content, or are they at least mobile friendly?</td>
<td>▪ Only target mobile for mobile tasks?</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>▪ Generic, or OS specific detailed steps?</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>▪ How much effort is too much?</td>
<td></td>
</tr>
</tbody>
</table>

Micron Confidential
### Governance

<table>
<thead>
<tr>
<th>Integration</th>
<th>LMS</th>
<th>Cross Technology</th>
<th>Tracking &amp; Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>LMS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cross Technology</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tracking &amp; Metrics</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### LMS
- **Capabilities**
  - Location for “trackable” learning
- **Gaps**
  - Integrating quizzing into online content?
  - Mobile device integration?
  - Must launch “trackable” content from the LMS?

#### Cross Technology
- **Capabilities**
  - Only within similar tool sets?
- **Gaps**
  - Content reuse capabilities?
  - Lack of integration between deployment technologies and “embedding” within other content?

#### Tracking & Metrics
- **Capabilities**
  - Current capabilities
- **Gaps**
  - Detailed usage reporting?
  - Trends?
  - Impact of specific solution?
  - Useful training metrics (not just “butts in seats” related)
In the end, we want Team Members to say ‘WOW’

Multi-device support should provide Team Members with knowledge of,

• **What** is available
• **On** what devices
• **Where** they can be and still access
Session #906
Building a Multi-Device Learning Organization: A Case Study

Andy DeCuir
adecuir@micron.com
https://www.linkedin.com/in/asdecuir/