

# Device agnostic learning resources and experiences

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# Why mobile first?

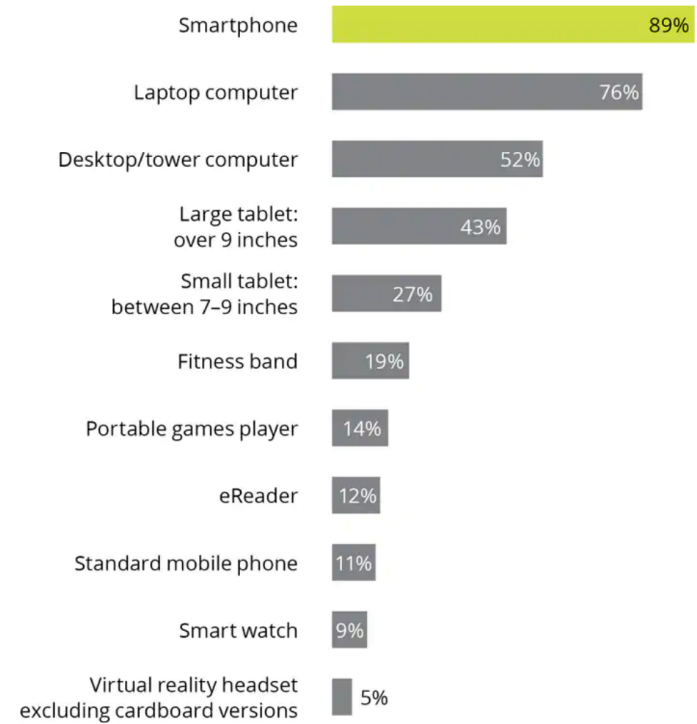
It's about customer service...

89% smartphone

76% laptop

**Graph 1: Device ownership**

*Which, if any, of the following devices do you own or have ready access to (i.e. that is readily available for you to use)?*



# But, if the shoe **doesn't fit...**

When mobile delivery will NOT work well for your content:

- Long, complex or deeper level training
- Desktop systems, software or environment simulations
- Complex maps, diagrams or paper based forms
- A4 PDF documents
- Lots of input text (typing)



# Best practice principles

1. Know your tools
2. Get on the grid
3. It's hip to be square-ish
4. Less is more
5. The sticky note rule

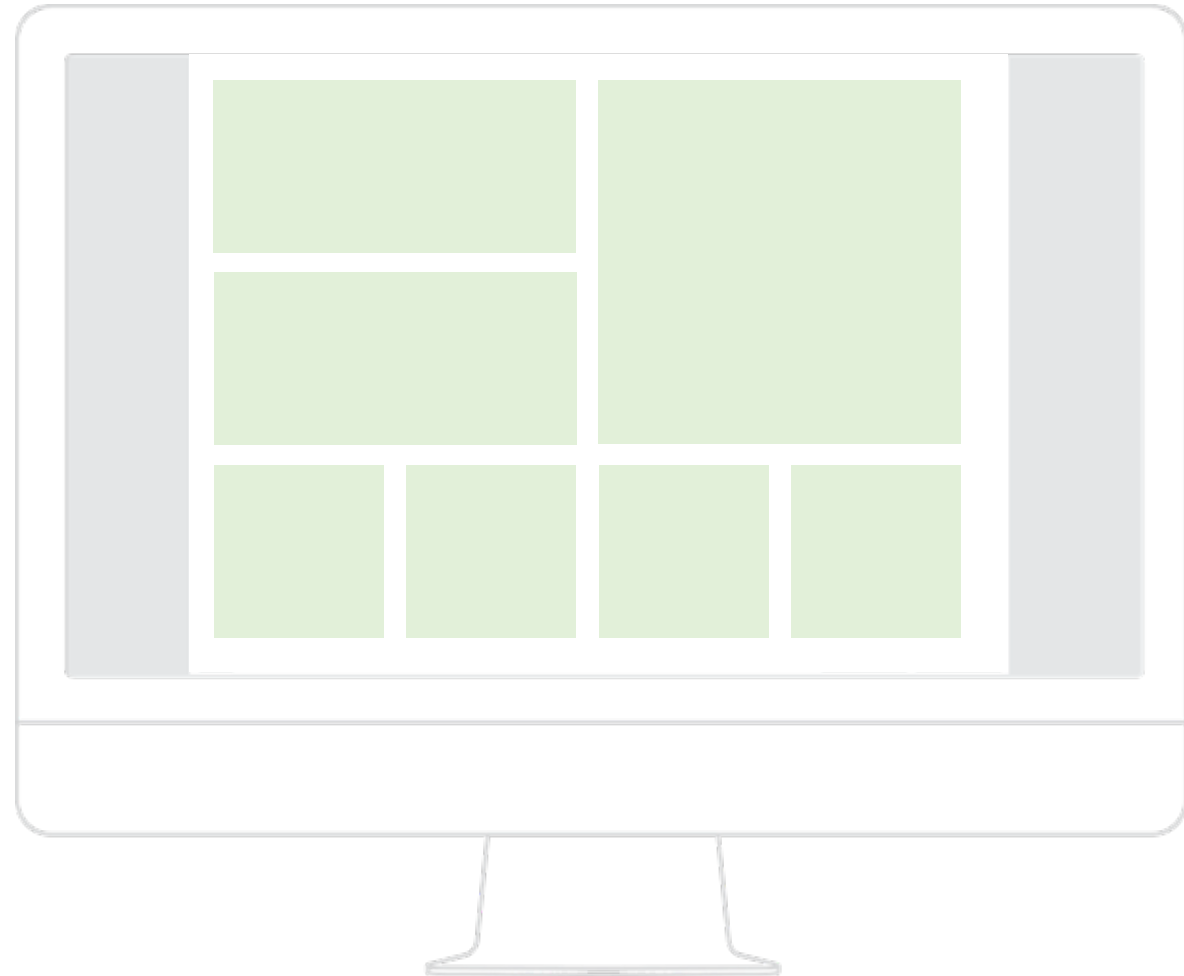
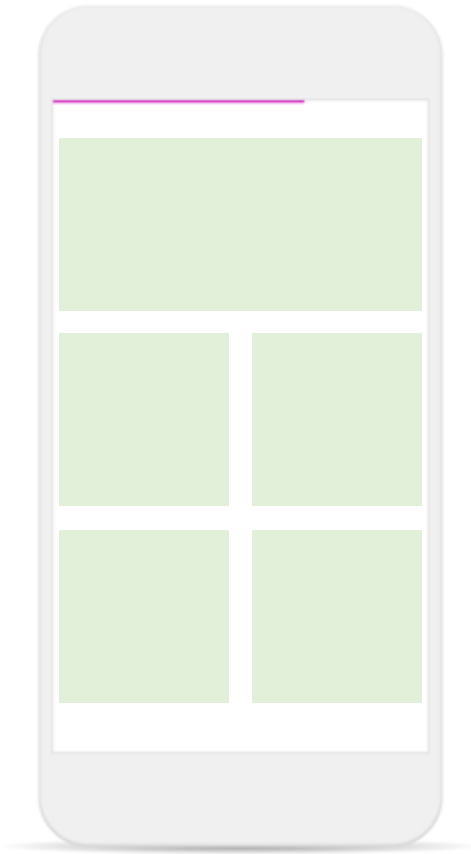
# 1. Know your tools

And choose the right one for the job....

Tool	Pros	Cons
Custom HTML or Wordpress	Design flexibility	Investment in time or \$
Articulate Storyline	Rapid but customisable	Not responsive (scales down)
Articulate Rise	Rapid and responsive	Highly templated
Evolve (Adapt)	Rapid and responsive	Highly templated
Canvas	All in one LMS and course builder	Mobile app not great

## 2. On the **grid design**

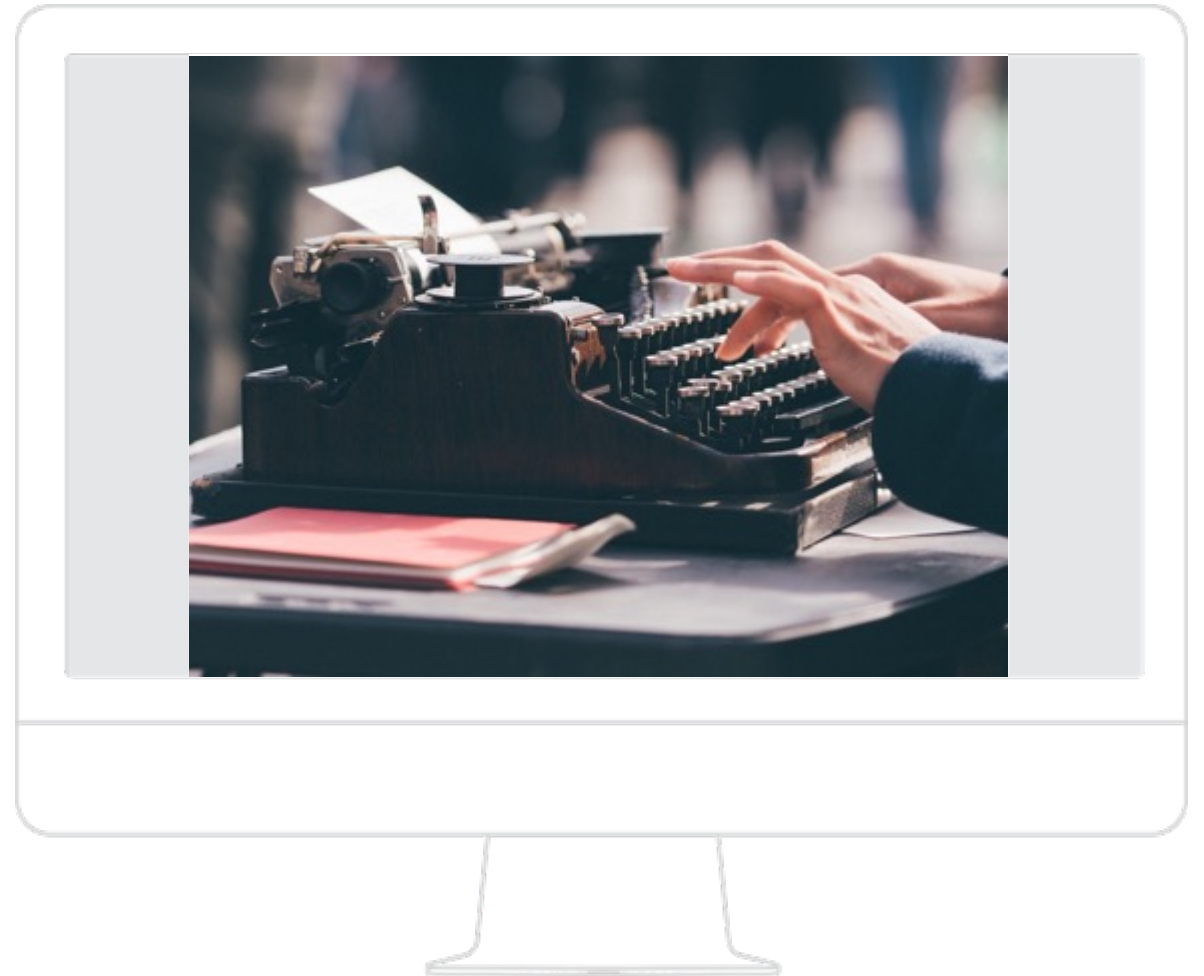
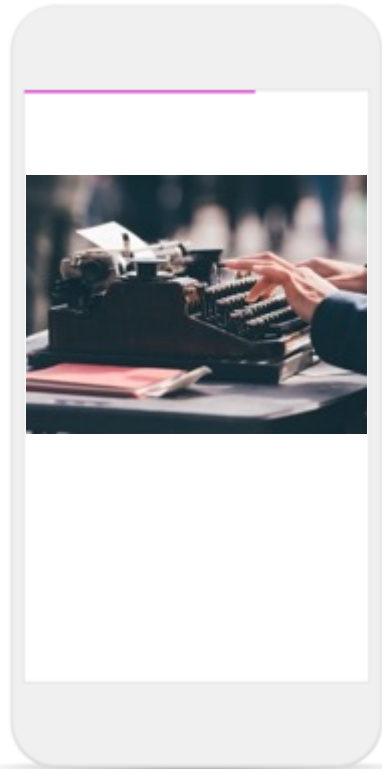
Create smaller units of content that stack on mobile



### 3. It's hip to be **square-ish**

Square images are great for mobile

4:3 ratio better for all screens



## 4. **Less is more**

Create **scannable, concise** writing for mobile readability and comprehension.

- Plain English
- Heading hierarchies
- Short paragraphs
- Bullet lists
- Minimal punctuation
- Key messages

Neilson Norman, UX researchers

**Follow  
accessible  
design  
principles**



## 5. The sticky note rule

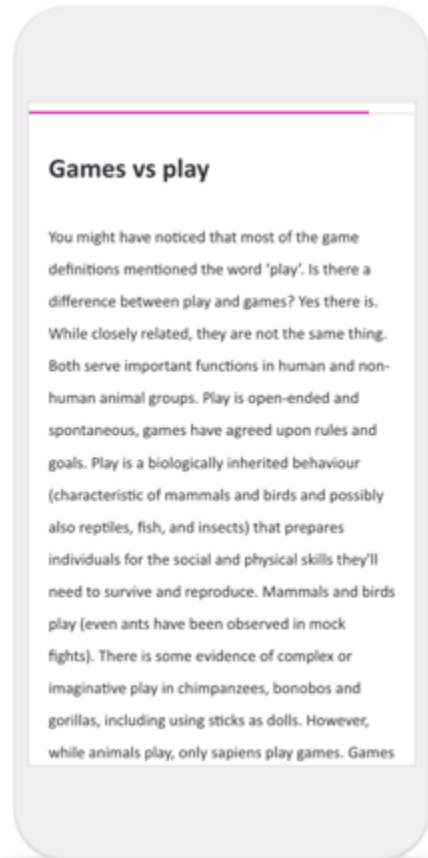
Avoid

- Slabs of text
- Long headings
- Very long bullet lists
- Complex diagrams or maps
- Small text in graphics

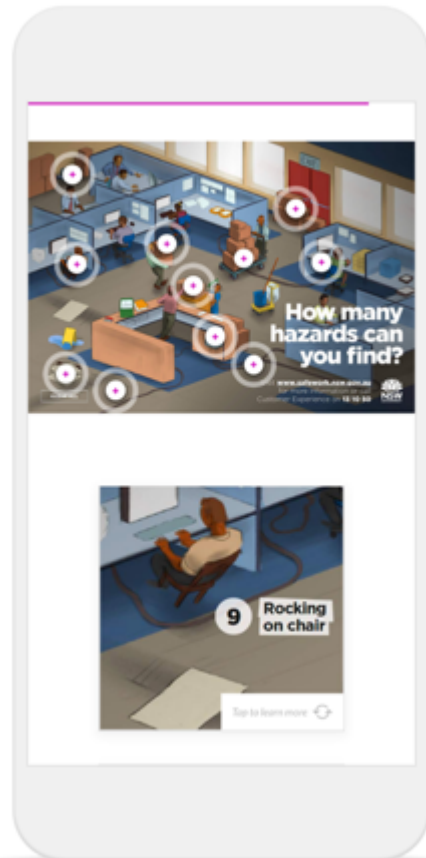


Can my  
content **fit on**  
**a sticky note?**

# Common problems

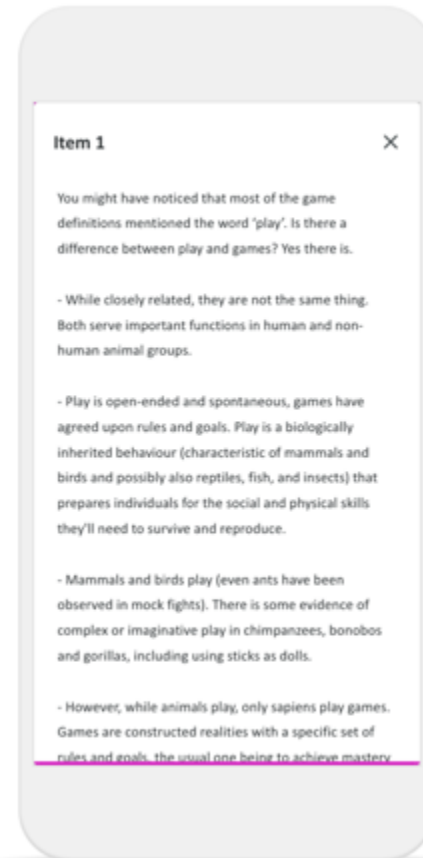


Wall of text

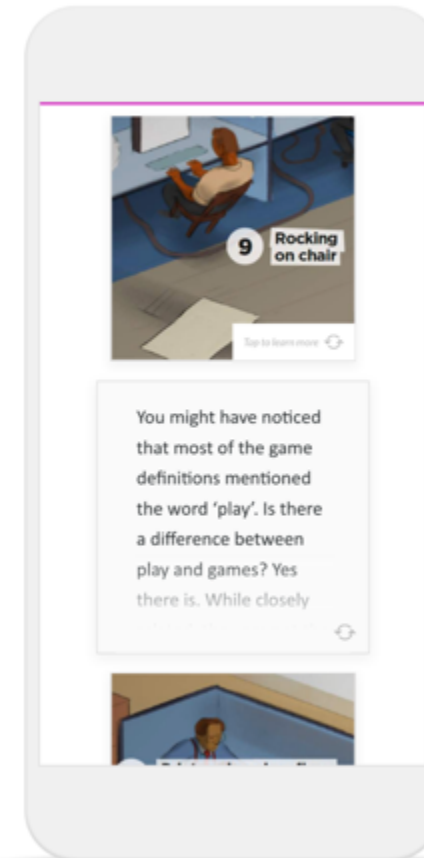


Tiny 'scenes'

Image from SafeWork NSW



Too much content...



...and too much content

# Common problems

4 Games are constructed realities with a specific set of rules and goals, the usual one being to achieve mastery by 'winning the game'. Historian Yuval Noah Harari argues it's our ability to talk about constructed realities that distinguishes humans. Mammals and birds play (even ants have been observed in mock fights).

5 There is some evidence of complex or imaginative play in chimpanzees, bonobos and gorillas, including using sticks as dolls. However, while animals play, only sapiens play games. "This ability to speak about fictions is the most unique feature of Sapiens language...You could never convince a monkey to give you a banana by promising him limitless bananas after death in monkey heaven."

6 Evolutionary Anthropologists James Calcagno and Agustin Fuentes suggest that

A4 PDFs

PLAY IS A BIOLOGICALLY INHERITED...  
GAMES ARE CONSTRUCTED REALITIES...  
FULLY DEVELOPED THEORY

You might have noticed that most of the game definitions mentioned the word 'play'. Is there a difference between play and games? Yes there is. While closely related, they are not the same thing. Both serve important functions in human and non-human animal groups. Play is open-ended and spontaneous, games have agreed upon rules and goals. Play is a biologically inherited behaviour (characteristic of mammals and birds and possibly also reptiles, fish, and insects) that prepares individuals for the social and physical skills they'll need to survive and reproduce. Mammals and birds play (even ants have been observed in mock fights).

Long headings and too many tabs

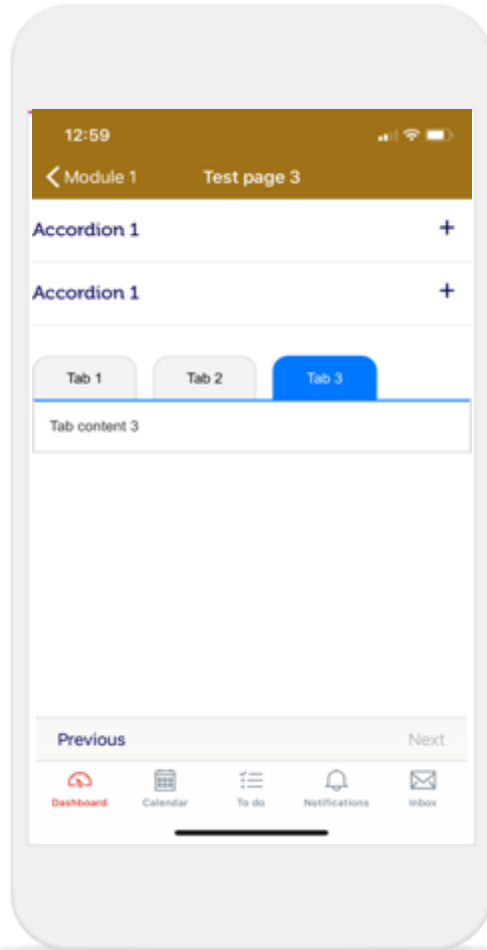
Evolutionary Anthropologists James Calcagno and Agustin Fuentes suggest that the key feature that makes us different is our symbolic thought and language. "...humans are characterized by a fully developed theory of mind, with the ability for flexible language skills and the concomitant symbolic and global reality of culture."



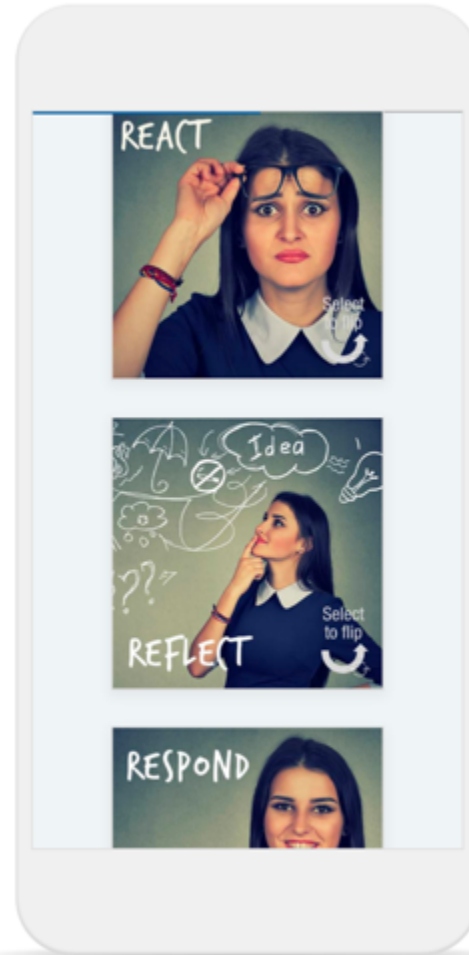
Complex diagrams

Endless bullets

# Mobile design hacks



Accordions and tabs  
CSS/JS in Canvas



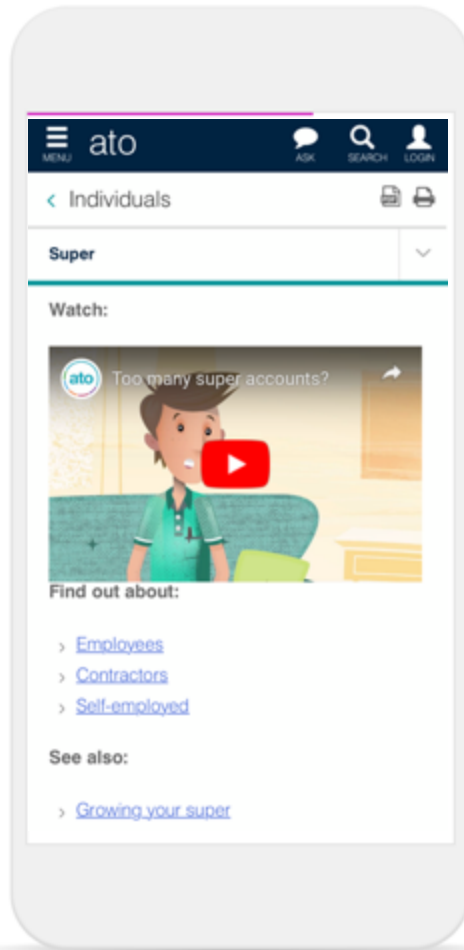
Flip cards



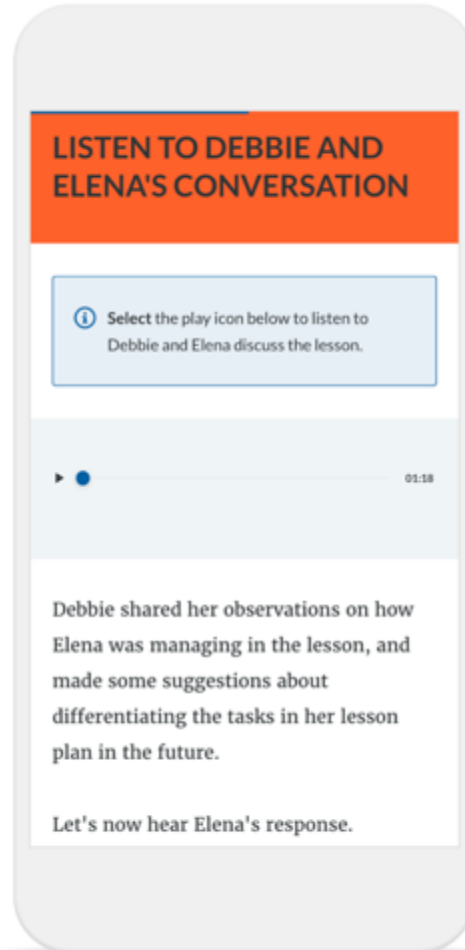
Animated gifs

[www.darkhorseanalytics.com](http://www.darkhorseanalytics.com)

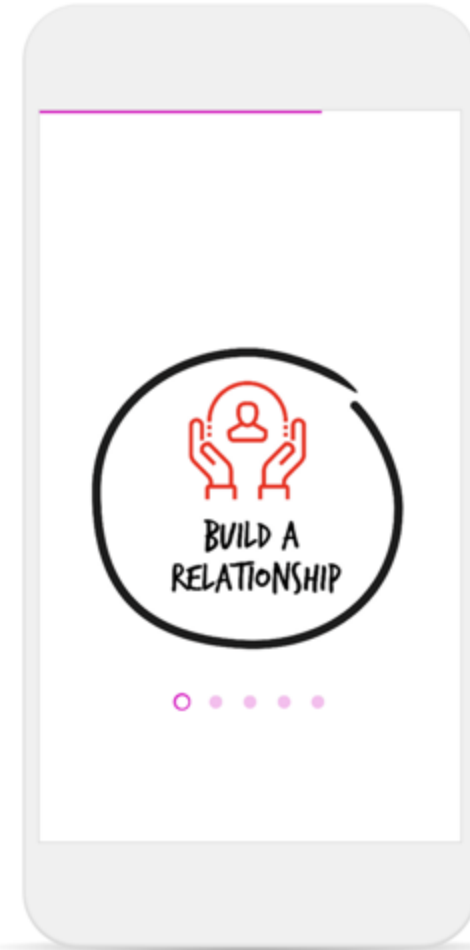
# Mobile design hacks



Video



Audio



Carousels

# Mobile design hacks

Visual storytelling



# The Learning Hook



Remember the  
*sticky note rule!*

<https://learninghook.com.au/>