



Mobile Learning in Real Life: mLearning Case Studies

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Have you or your team developed a mobile learning application?

- A. Yes
- B. No
- C. We are building a strategy
- D. We are thinking about it
- E. It is budgeted for next year
- F. Text answer in chat area



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What makes a good case study?

- Challenge
- Strategy
- Results



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Schneider Electric Global Sharing

Challenge

- Big workforce: 100,000 employees
- Global workforce: many types of devices, platforms
- Also have 2,500 company-issued devices
- Increasingly mobile workforce
- Security is high priority
- Employees using own solutions

Source: CITEworld.com, "Schneider Electric sees Box take Off," June 13, 2013

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Schneider Electric Global Sharing

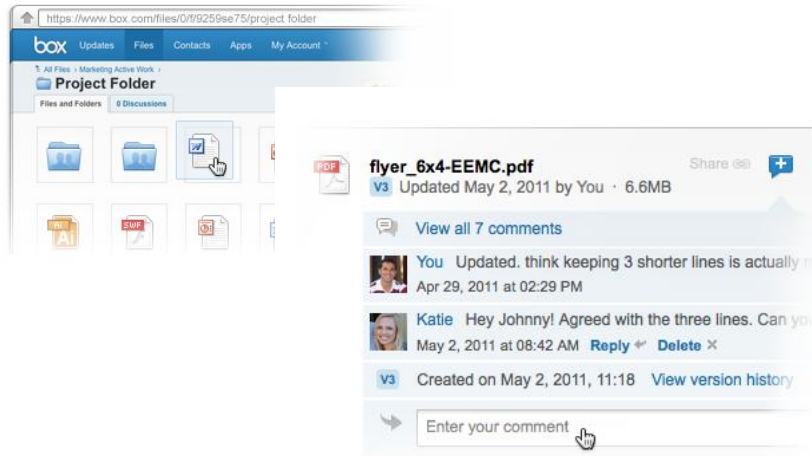
Strategy

- Pilot with a fraction of the users
- Pilot audience a cross section of employees
- Provide more secure file sharing system, beyond ftp
- Include a collaboration component
- Clean and simple UI/UX
- Start with iOS, then Android

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Schneider Electric Global Sharing

Results

- Immediate uptake with pilot users
- Centralized management and security
- Updated content more easily available
- Growing at a rate of 1,000 users every 1.5 weeks
- Some glitches with the single sign-on
- Encouraging mobile device usage

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Eaton PowerSource Application

Challenge

- Product information in bulky 3-ring binders
- Over 200,000 products
- Manually updating sheets
- Made physical copies for customers
- Added to sales cycle

Source: tabtimes.com, "100-year-old Eaton adopts and builds power management product catalogue around iPads," June 3, 2013

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Eaton PowerSource Application

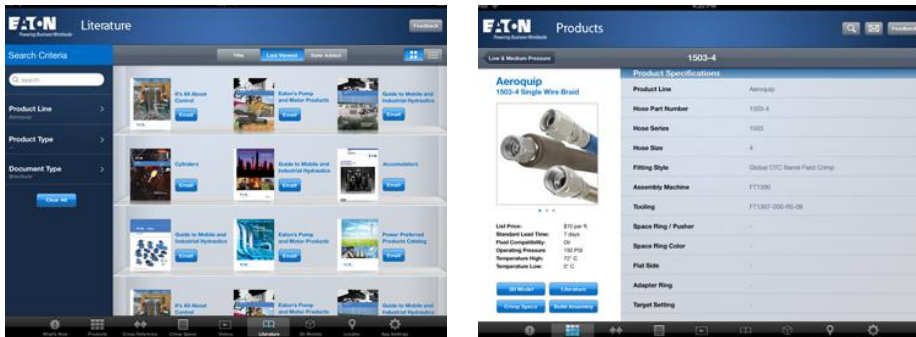
Strategy

- Switch to tablets: iPad 3 with wi-fi and 3G
- Start with a focus group
- Decided to build a custom app as opposed to off-the shelf
- Worked with an outside vendor and AT&T
- Available only to sales reps and distributors
- Allows users to search, spec and sell

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Eaton PowerSource Application



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Eaton PowerSource Application

Results

- In North America and plans to distribute globally
- Allows for geolocation to find dealers
- Can zoom, rotate images
- Includes, video, price configurator, 3-D modeling
- Most likely a native app or hybrid
- Requires connectivity for some functions
- Reduced the sales cycle from weeks to days
- Won the 2012 Manufacturing Leadership Award

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DuPont Pioneer Trade Show Support

Challenge

- Presence at many trade shows
- Need a differentiator
- Complex and consistently-changing product line
- Looking for ways to cut costs
- Hundreds of product bulletins

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DuPont Pioneer Trade Show Support

Strategy

- Build a mobile app to be used by reps on the show floor in customer-facing situations
- User interface must be intuitive
- Needs to work offline
- Must reflect branding
- Quick access to specific products

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DuPont Pioneer Trade Show Support



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DuPont Pioneer Trade Show Support



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DuPont Pioneer Trade Show Support

Results

- Improved lead generation
- Powerful message to customers
- Stood out in crowded venue
- Savings in print costs
- Strong “green” message
- Use cases for other contexts

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SONIC Drive-In Performance Support

Challenge

- Lots of product changes
- Limited budget
- Existing training methods: eLearning via LMS, print
- Learners have to take time away from the workplace
- Bulky print to mail

Source: eLearning Guild Perspectives Whitepaper,
“How Mobile Learning is Done,” by Imogen
Casebourne, MSc

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SONIC Drive-In Performance Support

Strategy

- Two pilot mobile apps
- Deliver to a focus group before going company wide
- Make part of a blended learning program
- Use LMS vendor development software
- Use existing learning assets

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SONIC Drive-In Performance Support

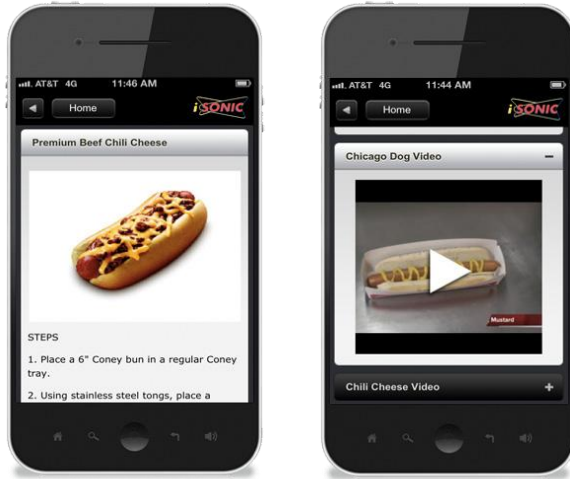
Strategy

- BYOD – Apple and Android devices
- Mobile web app
- Make part of a blended learning program
- Use LMS vendor development software
- Use existing learning assets

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SONIC Drive-In Performance Support



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SONIC Drive-In Performance Support

Results

- Two pilot mobile apps so successful a third was launched
- Request for the app outside of the focus group
- Consistent performance throughout the enterprise
- Measurable results
- LMS security

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How many times do you look at your smartphone per day?

- A. 0-20
- B. 21-50
- C. 51-100
- D. 101-150
- E. I'm looking at it now
- F. Text answer in chat area



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Caterpillar Virtual Walkarounds

Challenge

- Mobile content delivery to a world-wide audience
- Needs to work on mobile browsers
- Source files are CAD files
- Needs to be “light” data
- Needs to follow branding guidelines

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Caterpillar Virtual Walkarounds

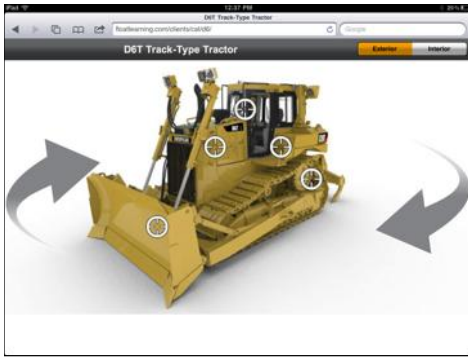
Strategy

- Build process from CAD to html
- Prototype first
- Extensive testing process
- Start with popular products
- Don't make UI cluttered

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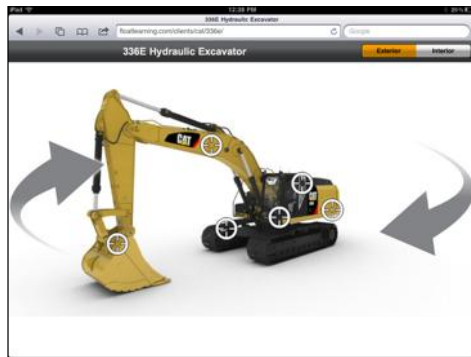
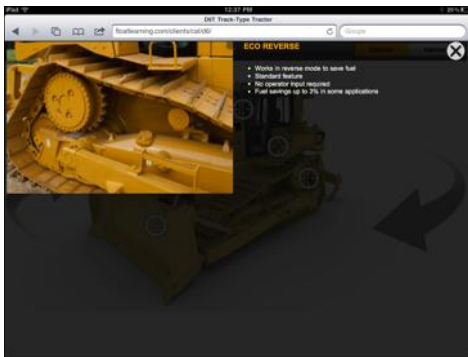
Caterpillar Virtual Walkarounds



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Caterpillar Virtual Walkarounds



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Caterpillar Virtual Walkarounds

Results

- Works on iOS, Android, Blackberry, Symbian
- Prototype became an “evangelistic tool”
- Opened up a greater need about other uses for walkarounds
- Became the basis for walkarounds included in mobile site
- Set Cat apart from competition

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Big Pharma Game Application

Challenge

- Mobile audience: sales reps travel 80% of the time
- Difficult to find time for training
- Very dispersed learners
- Needed something new and compelling
- Company had distributed iPads

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Big Pharma Game Application

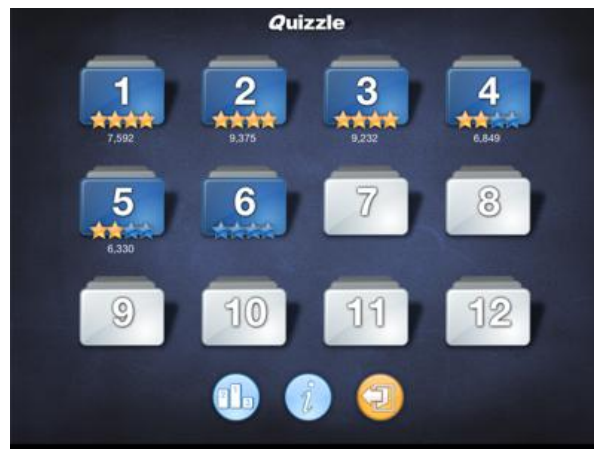
Strategy

- Develop an app that uses game design and game elements
- Tap into their competitive nature
- Make it fun
- Create something that is repeatable and easy to change and update content
- Very dispersed learners
- Content cannot reside on devices when not being played

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Big Pharma Game Application

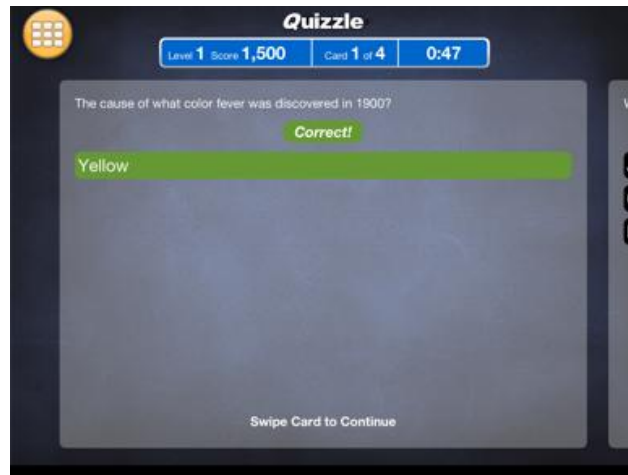


Let's take a look!

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Big Pharma Game Application



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Big Pharma Game Application



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Big Pharma Game Application

Results/Analytics

- 670 Users: 70% played
- Users returned to the app in less than a day 76% of the time
- 20-25% visits last between 10-30 minutes
- Average time spent per user:
3 hours, 35 minutes
- On average, a user went to each question 9 times
- Learners from 16 states
- Some players dropped out when they felt like they couldn't rise anymore on the leaderboard

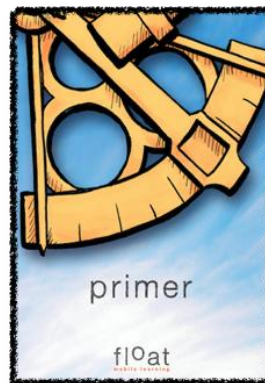
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More Case Studies

The Float Mobile Learning Primer

- Available for iOS and Android
- Absolutely free



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What are the key ideas you
got from today's session?

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