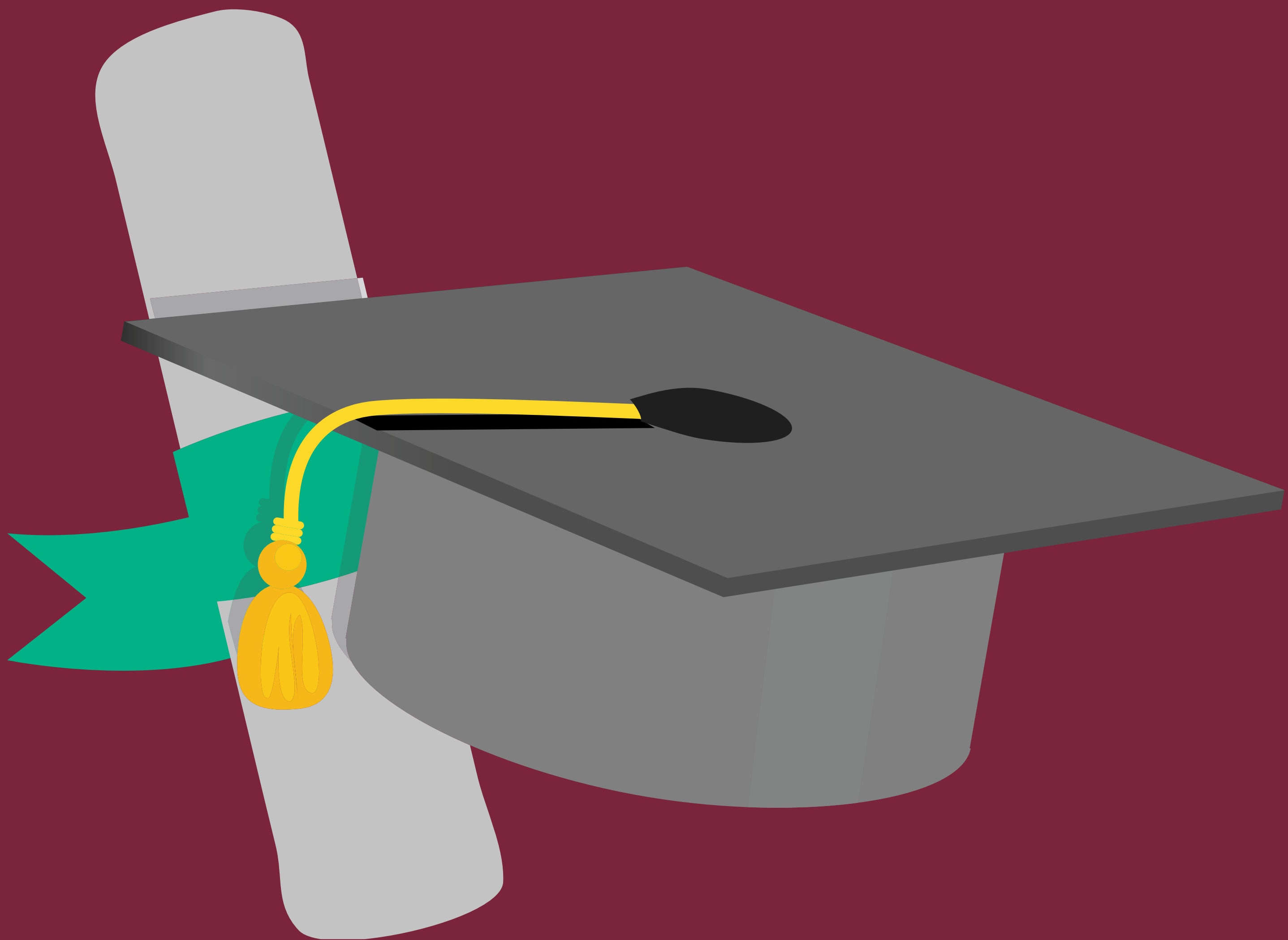




fliplet
apps made easy



How To Create Apps For Training

From compliance and health & safety to employee induction and self-assessment, there are endless ways for apps to support training.

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Introduction:

How to Create Apps for Training

Introduction: How to Create Apps for Training

Because of the high costs and the time-consuming nature of training, using mobile apps can be highly beneficial.

Not only do apps make training more convenient for employees by allowing them to complete it in their own time, but they can also make learning itself much more engaging and fun, fostering retention of information and encouraging employees to expand their knowledge.

From employee induction and self-assessment to compliance and health and safety, training apps open up many possibilities.

Why use apps?

Using apps has many advantages for training:

- ✔ Take advantage of phone features such as push notifications to alert users to new learning materials;
- ✔ Can include interactive features (e.g. videos, podcasts, quizzes) to make learning more engaging;
- ✔ Collect data on existing employee knowledge and track how employees are performing;
- ✔ Motivate employees to use “dead” time during commutes or travelling complete training;
- ✔ Cut down costs in additional training resources and staff.

What kind of apps can I create?

There are many different ways you can design a training app to suit your needs. The top three training app use cases that we hear from our clients are:

- ✔ **Employee onboarding app:** Include all essential information about the company in an app to bring new hires up-to-speed.
- ✔ **Compliance training:** Include all company regulations in an app (from general HR policies to health & safety) to allow employees to easily consult it and learn it at anytime using search and quiz functions.
- ✔ **Gamified training:** Allow employees to test their knowledge of a particular area using quiz and test functions and assigning them scores and badges if they perform well. Include additional incentives such as leaderboards with the top performing employees.

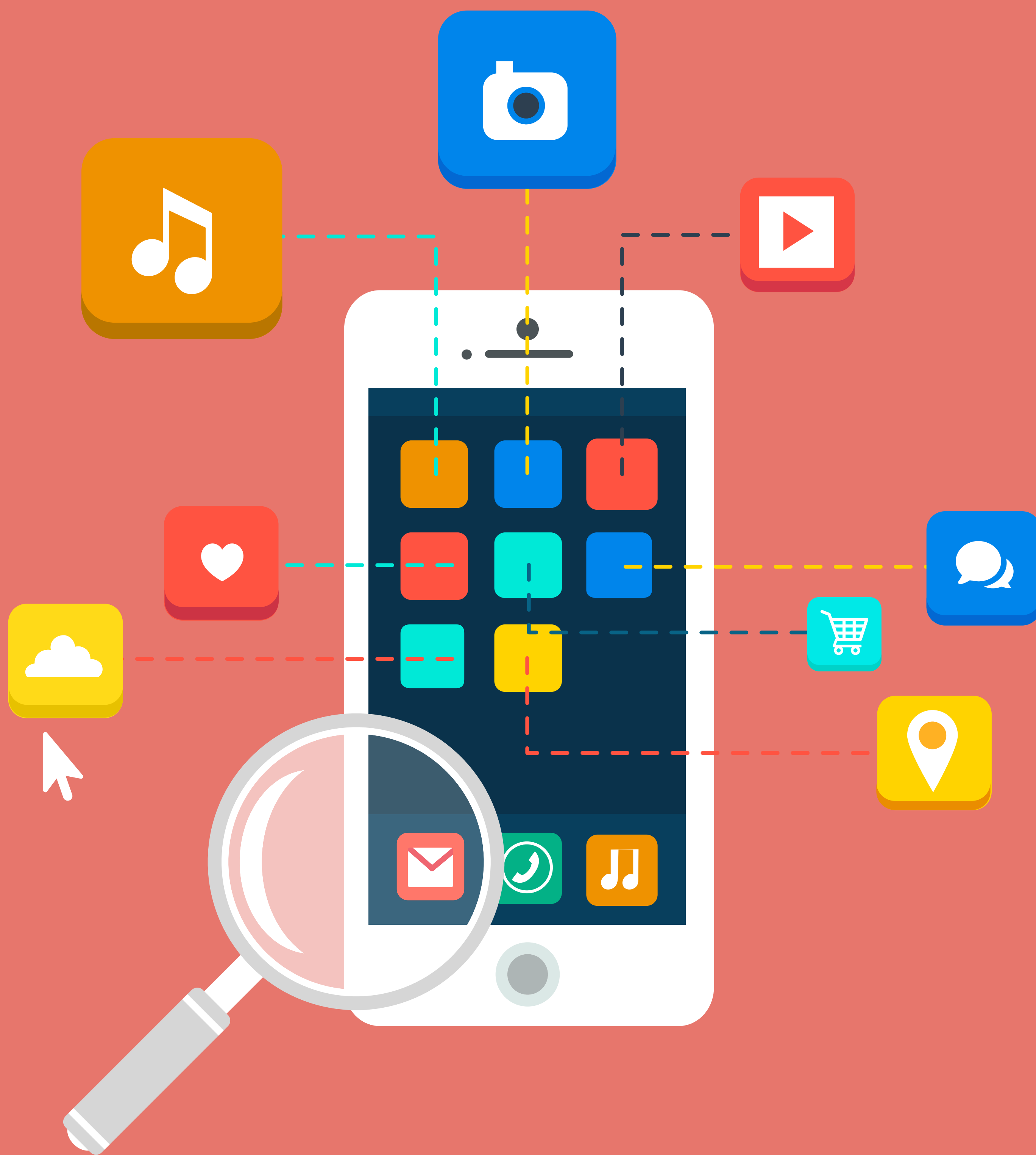
What next?

Once you've decided on your use case you can start with the app development. This ebook covers all the essentials when it comes to starting with training apps; we've taken what is often seen as a complicated process and refined it down to 9 basic steps. We give practical advice based on our experience at Fliplet helping HR teams at some of the world's largest brands to build their own apps.

Read on to get started with creating your first training app!

The global mobile learning market is expected to reach \$8.7 billion in 2015 and \$12.2 billion by 2017.

Ambient Insight



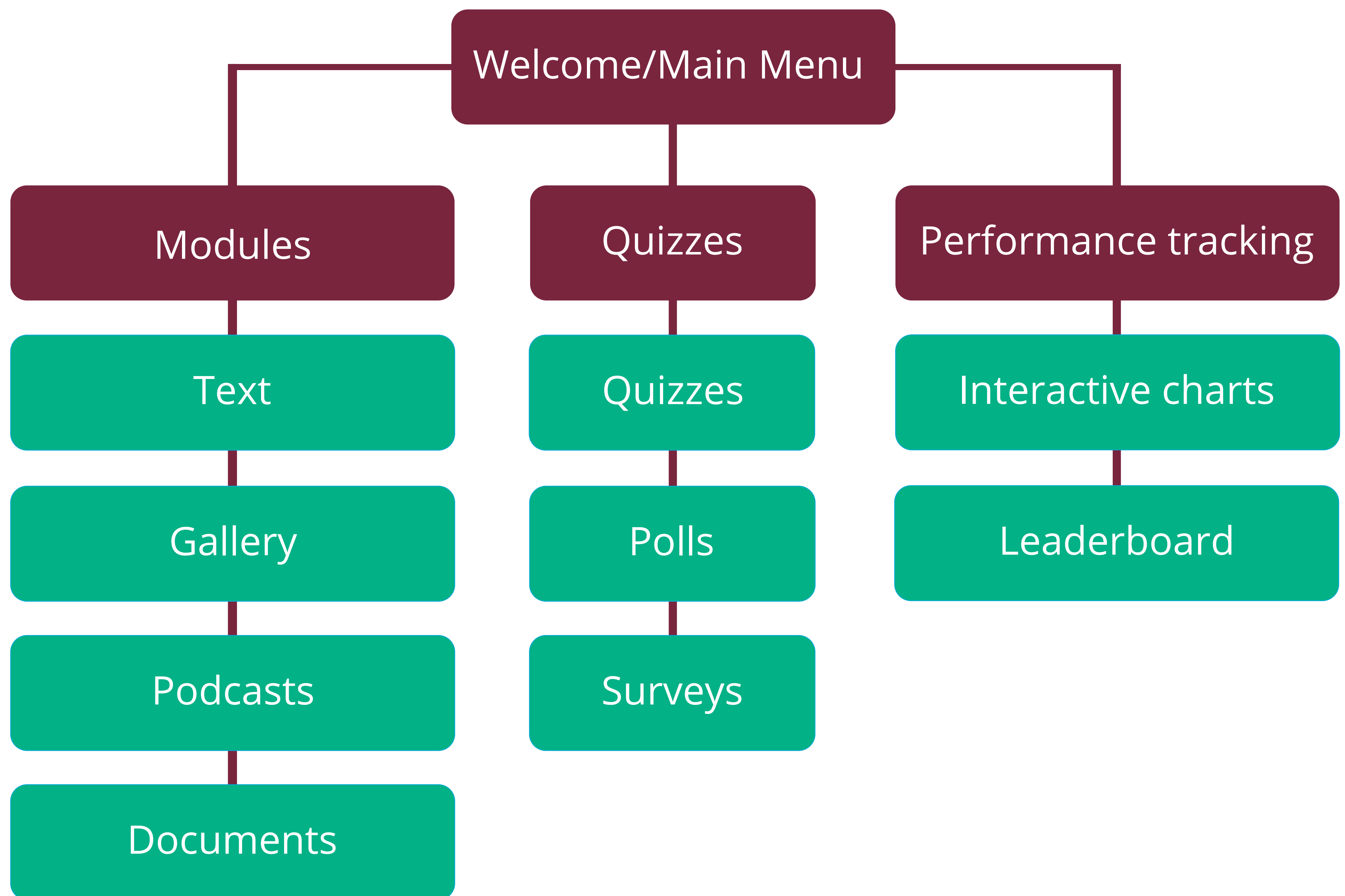
STEP 1:

Create an App Structure

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This step is really important although it's tempting to omit as it's deceptively simple. Take 30 minutes and sketch out how you see your app being structured, what content will go on which screen and what the user's experience will be through the app.

We've put together one here with a list of screens for a basic training app as an example:



★ ★ **Pro Tip:** When building your first app the priority should be to keep it as simple as possible. The apps that are the most successful do one thing extremely well—you can always add additional functionality and content over time once you have user buy-in.



STEP 2:

Choose Your App Features

Step 2: Choose Your App Features

Now you know what structure your app will take it's time to think about what features you want it to include. These will depend on your objectives and app use case; your feature choice will impact what development method you choose in **Step 3**.

We'd highly recommend including some method of measuring user activity (app analytics, feedback forms) as this will become extremely important when we get to **Step 9: Measure ROI**.

Objective	Features
<ul style="list-style-type: none"> ⦿ Increase employee engagement 	<ul style="list-style-type: none"> ★ Videos, images, galleries, embedded files, podcasts ★ Interactive graphs and charts ★ Push notifications
<ul style="list-style-type: none"> ⦿ Empower employees to test their knowledge 	<ul style="list-style-type: none"> ★ Quizzes, polls and competitions ★ Points and badges ★ Leaderboards
<ul style="list-style-type: none"> ⦿ Give employees higher flexibility 	<ul style="list-style-type: none"> ★ Offline working ★ FAQs and support
<ul style="list-style-type: none"> ⦿ Collect data on employee performance 	<ul style="list-style-type: none"> ★ Tracking software ★ Reporting



STEP 3:

Select a Development Method

Step 3: Select a Development Method

Selecting a development method will probably involve quite a few factors including your budget and available technical resources; your intended app structure and features as well as the degree of customisation you would like will also affect which option is suitable for your needs.

You'll need to research each option but we've put together a quick overview of key features to give you a head start:

Internal IT team

If you have an internal IT team with app development skills then they are likely to be your first port of call.

Advantages:

- + Already have an understanding of your business
- + May be lower impact on your budget (depending on how your company operates)
- + Can be reassured that they will be responsible for quality, data security and will help with distribution

Disadvantages:

- Often IT teams will need to prioritise business-critical projects; if yours is not considered as such you may have to wait until the resource is available.
- If they are coding the app from scratch it will take some time for the app to be developed (<6 weeks)
- You will be dependent on them to make any edits to the app

App development agency/freelancers

The next standard option people often turn to is an app development agency or a freelance app developer.

Advantages:

- + Ideal if you need a bespoke, high performance app (e.g. including extremely complicated interactive features)
- + Might offer support during creative process

Disadvantages:

- Extremely high cost approach - often £50,000+
- Quite slow particularly if app is being coded from scratch (2-3 months)
- You will be dependent on them for any app changes which may incur additional costs and time implications

Next up: Online app development tools

Online app builders and development tools

There are two kinds of app building options available online:

- App development tools (e.g. IBM, Salesforce, Kony) - these are designed to help app developers build apps more quickly
- Online app builders (e.g. The AppBuilder, Mobile Roadie, Fliplet) - these are aimed at helping non-technical people build their own apps.

We're going to focus on online app builders for our analysis:

Advantages:

- + Fast - you can often build your first app in less than a day
- + No reliance on anyone else to build or maintain your app
- + Cost-effective - these are usually the cheapest app development options available

Disadvantages:

- Not all are suitable for enterprise and may not suit your data security or sharing needs
- Some are quite inflexible and do not allow much customisation to your needs

★ ★ **Pro Tip:** We've included a full checklist of things to look for in an app development provider at the end of this document.



STEP 4:

Work Out How to Share

The next aspect to take into account is how you will share your apps with your target audience. Given that training apps may contain sensitive information that you don't want to distribute publicly, such as customer details, public app stores may not be the right option.

Here are the main options:

Public App Stores:

Public app stores offer a great way to share apps with your customers or with the general public. These include the Apple, Google Play, BlackBerry and Amazon app stores.



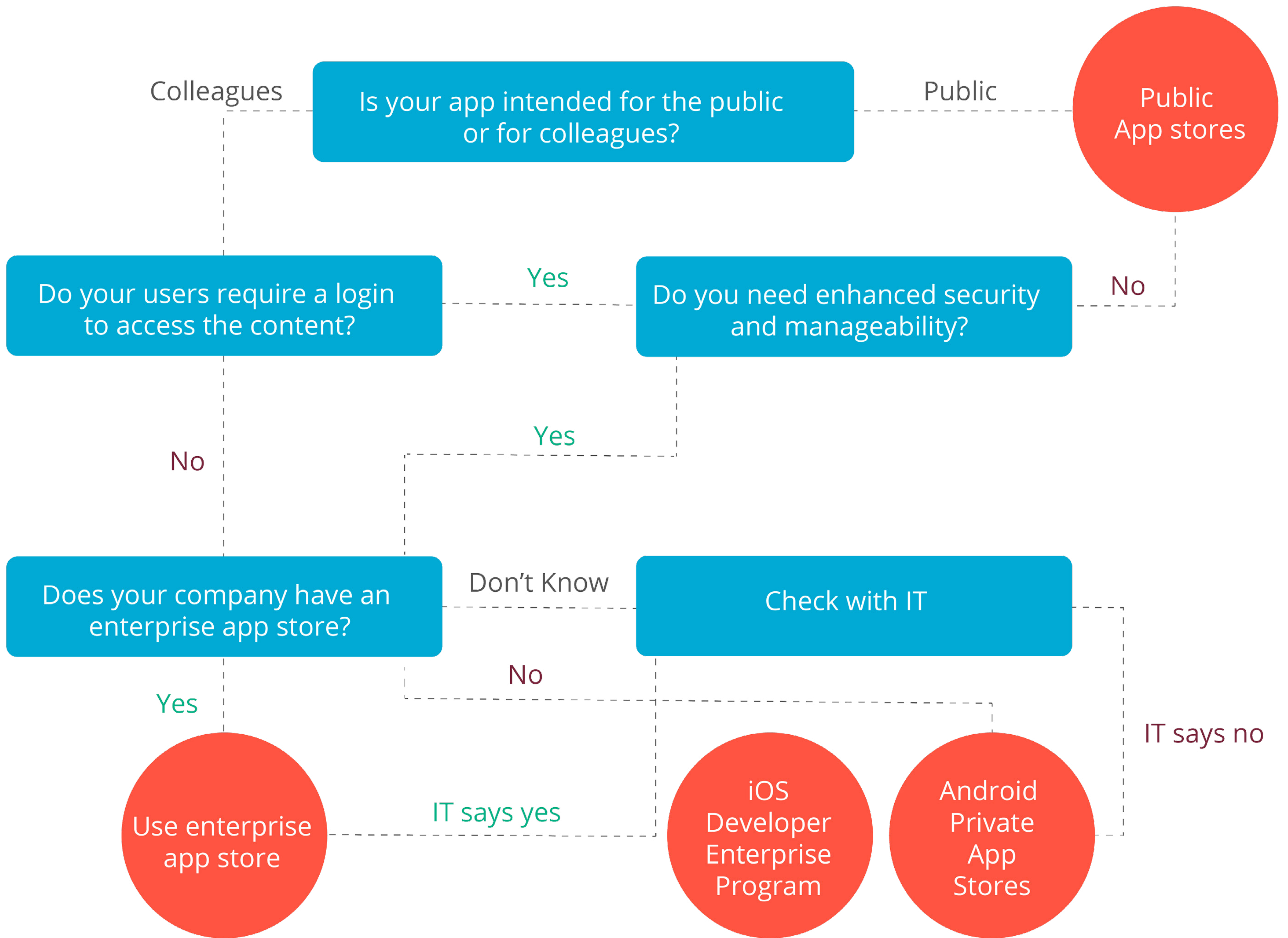
Enterprise App Stores:

Enterprise app stores are ideal for sharing apps internally. They are often provided by mobile device management and security solutions such as Samsung Knox, MobileIron, Good Technology, Maas360 and Airwatch.

iOS Developer Enterprise Program/Android Private App Store:

These platforms allow you to easily build your own enterprise app stores for iOS and Android.

Take a look at the flow chart we've put together on the next page to see which distribution option will be right for you





STEP 5:

Understand App Maintenance

Before making a final decision on your app development option you also need to work out who will be responsible for maintaining the app in the future - for example if you launch and you notice a typo in the first screen, who will be responsible for changing it?

There are several aspects you'll need to factor in for maintenance:

- **Content updates:**

Making edits, updating and refreshing content so that users continue to be engaged

- **Changes in operating systems:**

Both Apple and Google regularly release updates to their respective operating systems; this can impact app performance

- **Release of new mobile devices:**

Changes in mobile devices can also impact app performance and cause bugs that will need to be fixed.

★ ★
★ **Pro Tip:** If you've chosen a development option that's reliant on technical resources (agency/freelancer or internal IT) you'll also need to be aware that these changes will probably take time to implement and may have budget implications.



STEP 6:

Create Your Content

Now that you have decided on the logistical aspects of your app you can start on the fun part-creating some engaging content that your colleagues will love.

There are a few things to take into account when creating content for apps rather than websites -see our suggestions below:

- 1 Keep in mind that particularly on smartphone users are happy to “tap” around and explore so don’t be afraid of including quite a few screens.
- 2 Try to use interactive and visual elements to keep user engaged such as images, videos, quizzes and infographics.
- 3 Think about where the user will be consulting your app - is it intended for reading on the commute or on the road? In which case you can probably include more detailed information as generally people are quite happy to scroll. If it’s intended for quick consultations before a meeting or to display information to clients, then keep information concise and easy to read.

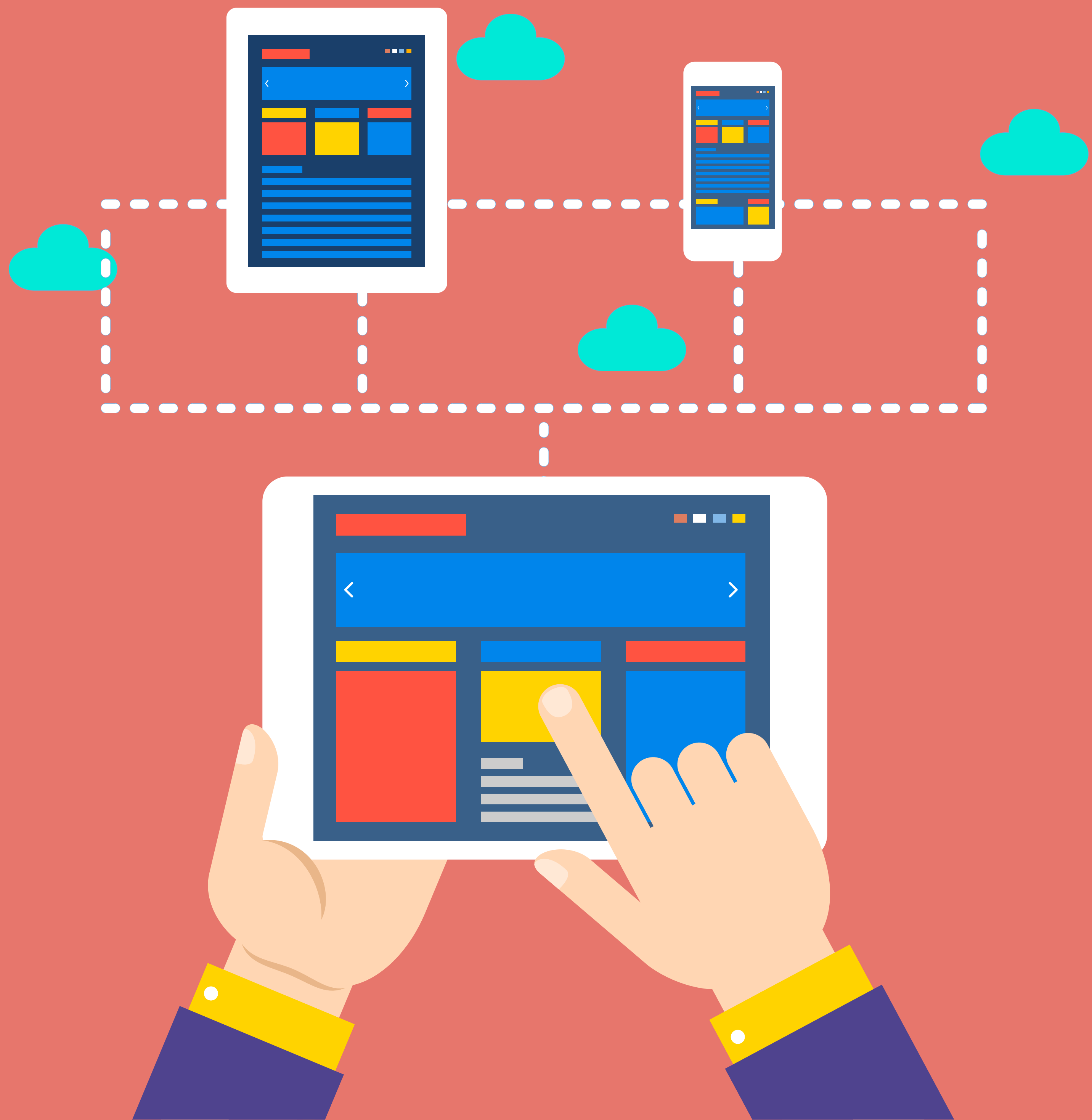
Example training app

A training app is a great way to encourage higher learning among employees by making training materials much more appealing and engaging than traditional paper-based ones.

By empowering employees to complete training in their own time and by making learning more fun, training apps can encourage employees to increase their knowledge and stay motivated.

For example, the app could include:

- ✓ Media such as video, images, podcasts and embedded documents to make learning easier and aid the retention of knowledge.
- ✓ Gamification elements such as quizzes, polls and competitions, turning learning into a game to increase employee engagement.
- ✓ A system of missions and rewards such as points and badges for employees who complete training to give them a sense of achievement.
- ✓ Visually engaging charts displaying employee performance to help them track their progress.
- ✓ A leaderboard displaying the highest performing employees to promote healthy competition among employees.



STEP 7:

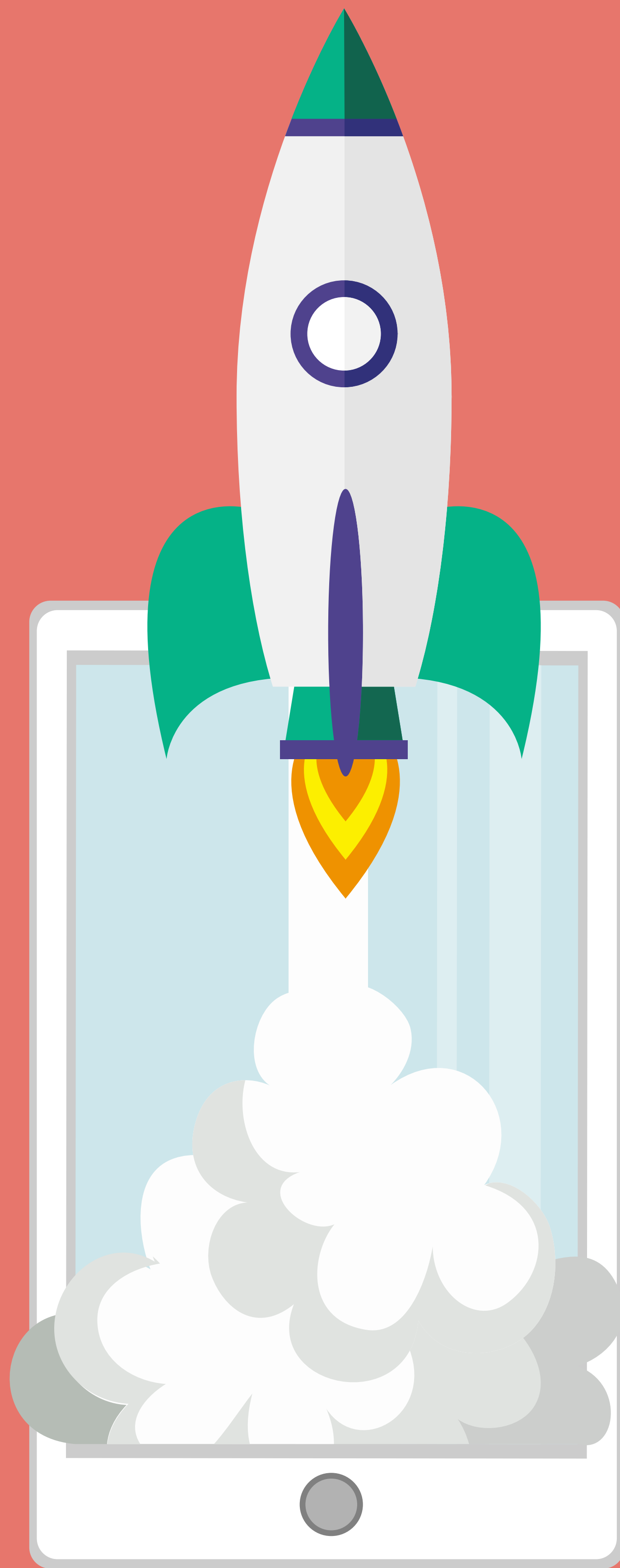
Test Your App

Before launching your app to the world (or to the whole company) it's wise to do some user testing to make sure that it's working as well as you would like and to make any necessary tweaks.

Start by sharing with a small group of colleagues. Gather the feedback they give you verbally but also observe them as they use the app. This will help you determine if there are any flows that are clumsy or confusing to the users.

Here's an idea of some of the questions we suggest you should be asking yourself at this stage:

- ✓ Does my content make sense to the user?
- ✓ Does the user understand how to navigate through the app to find what they want?
- ✓ Does the user understand how to use any interactive features such as quizzes or videos? Should I add more instructions?
- ✓ What does the user find confusing? How can I fix it?
- ✓ What's their overall impression? Do they find it useful?



STEP 8:
Launch Your App

Great work - your app is ready to launch! How are you going to share it with the right people?

Here are our suggestions for getting your app to be used by everyone in the company:

Get IT on your side:

Depending on your distribution method, IT may have the option to automatically install your app on all user devices. This helps facilitate distribution but you may still want to do some promotion to encourage people to use your app.

Landing page:

Create a landing page in your internal wiki or intranet explaining the benefits of the app and including links to download all the app versions (Android, BlackBerry, iOS etc). That way you can just link to this page whenever discussing the app and the user can download the appropriate version.

Email:

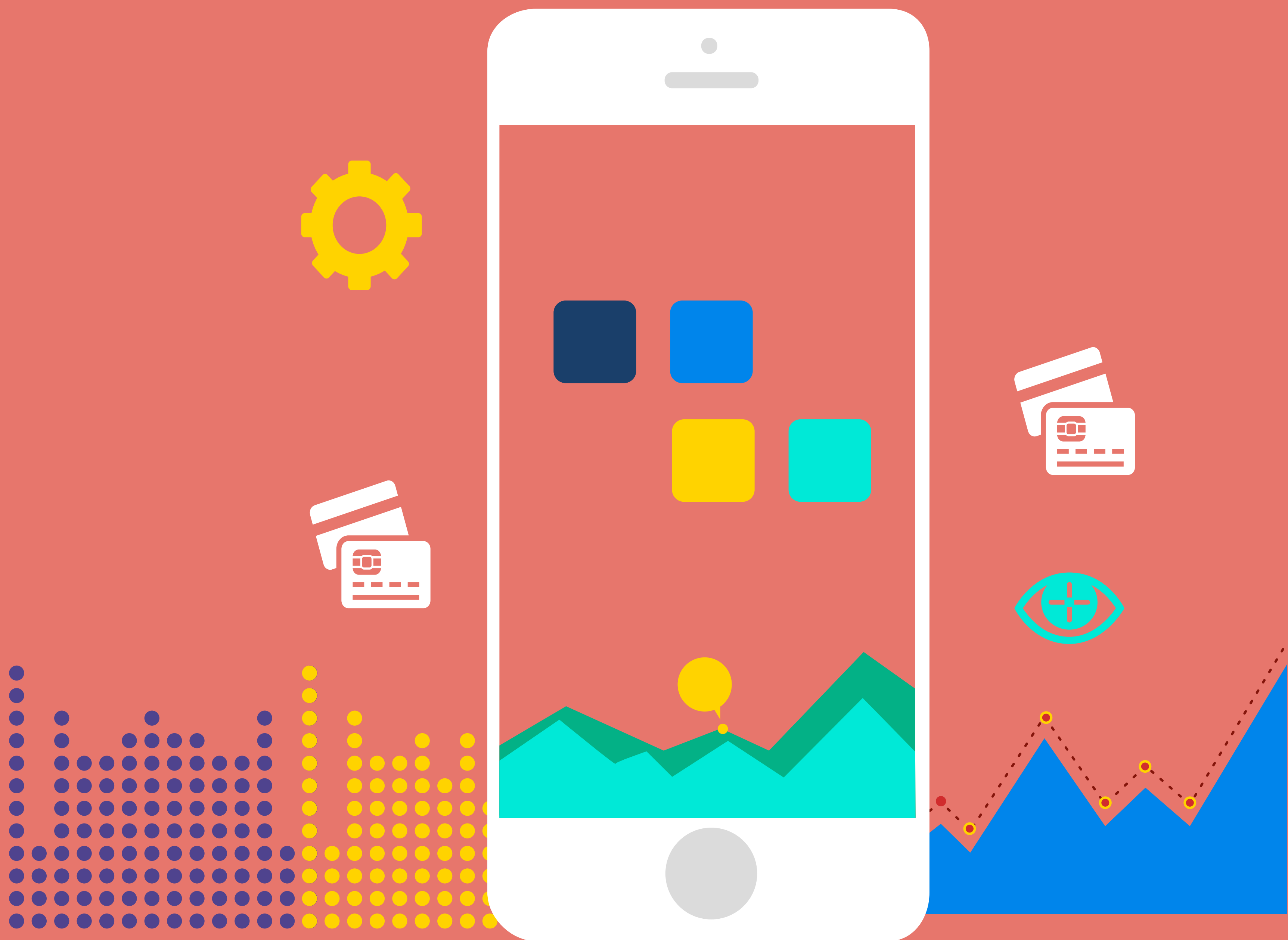
An obvious one but still effective. Also consider including links to the download page in your email signature.

Get buy-in from management:

Get some internal ambassadors that will encourage managers to share the apps with their teams.

Incentive:

Include a 'killer' feature in the app that's likely to get it talked about internally.



STEP 9:

Measure ROI

After launch, you'll no doubt want to start understanding how your app is meeting the goals you established right at the beginning of this project; this is where app analytics and feedback forms come in.

Including app analytics such as Google Analytics in your app build will enable you to measure user activity, optimise your app and understand how goals are being achieved.

Here are some suggested metrics to look at:

Total number of downloads:

This metric will probably depend on how effective your promotion efforts were from Step 9.

Number of active users:

What time period you look at will probably depend on how often your app is designed to be used - is it daily, weekly, monthly?

Screen views:

Analyse which content is the most viewed, see whether videos are being played and whether quizzes/ forms/polls are being completed - this will help indicate how engaged users are with your content.

Feedback:

The overall tone of the feedback you receive about the app will also give a good indication of its reception - is it mostly bug reports? Or are people telling you they can't live without it?

Based on the above you can then analyse how well your app is performing and if the app can be optimised at all.

***The way employees want
to consume information is
dramatically changing.
Learning & development teams
need to keep up.***

Conclusion

How mobile is your company's training strategy? Employees are already using their mobile devices at and for work; learning & development teams need to keep up in order to ensure they are empowering employees to increase their knowledge as much as possible.

By following these simple steps, learning & development teams can create great apps that employees find convenient, engaging and that they will simply love.

As an added extra we've created a quick app development checklist on the next page that you can use to assess your app development providers.

Happy app-ing!

Checklist: How to Choose an App Developer

Quick questions you'll want to ask yourself when choosing your app development provider:

- ✔ What operating systems will apps be available on? (iOS, Android, BlackBerry, Windows)
- ✔ What mobile devices will apps be available on? (smartphone, tablet, wearable)
- ✔ Will you need to build separate apps for each platform?
- ✔ Who will do the development?
- ✔ How will the app be shared? Will the provider help you with the distribution process? (for example by submitting your apps into the app store?)
- ✔ Do they offer all the app features you want?
- ✔ Are you able to customise features and app designs to your needs?
- ✔ How will you manage ongoing content changes? And ongoing app maintenance for new operating systems and new mobile devices?
- ✔ How will the app provider support your security needs?



About Fliplet

Fliplet makes it easy for anyone within an organisation to create and share their own enterprise apps without coding skills. Apps created with Fliplet are used to make key business processes mobile, including reporting, training, sales support and marketing. Some of the world's leading brands have chosen Fliplet as their enterprise app platform.

Find out more at www.fliplet.com.