

Mobile Learning Planning



OBJECTIVES

<input type="checkbox"/>	Why do you want to implement a mobile learning project?
<input type="checkbox"/>	What unique result do you want to achieve?
<input type="checkbox"/>	How you will know when you have met your goals?
<input type="checkbox"/>	What do you really want to do?
<input type="checkbox"/>	



INTERNAL FORCES

<input type="checkbox"/>	Is business use of mobile devices increasing?
<input type="checkbox"/>	Is the average age of employees decreasing?
<input type="checkbox"/>	Are there business training needs that are not being met for mobile
<input type="checkbox"/>	Does corporate information change frequently?
<input type="checkbox"/>	Is there sufficient support from IT and content owners?



EXTERNAL FORCES

<input type="checkbox"/>	Are mobile devices in use by targeted audience?
<input type="checkbox"/>	Are competitors leveraging mobile devices for learning?
<input type="checkbox"/>	Who currently administers mobile devices?
<input type="checkbox"/>	What future developments for mobile learning are on the horizon?
<input type="checkbox"/>	



AUDIENCE AND STAKEHOLDERS

<input type="checkbox"/>	For whom is your mobile initiative intended?
<input type="checkbox"/>	Who are your major stakeholders?
<input type="checkbox"/>	What will your stakeholders need to be successful?
<input type="checkbox"/>	Is there a champion in executive management that can help mobile
<input type="checkbox"/>	Have you involved both legal and IT?



IMPLEMENTATION

<input type="checkbox"/>	Who is going to produce the content?
<input type="checkbox"/>	What content product standards will be employed?
<input type="checkbox"/>	What devices will be used/supported?
<input type="checkbox"/>	What actions or activities need to be tracked?
<input type="checkbox"/>	Does the content currently exist in another form?



INSTRUCTIONAL STRATEGIES

<input type="checkbox"/>	Is this for formal learning programs, informal learning or
<input type="checkbox"/>	What kind of user interface will you use?
<input type="checkbox"/>	What content creation tools will be used?
<input type="checkbox"/>	What interactions will be used?
<input type="checkbox"/>	Who owns the rights to content?



TECHNICAL

<input type="checkbox"/>	Where is the content going to reside?
<input type="checkbox"/>	What content distribution methods will be used?
<input type="checkbox"/>	Who will provide the service?
<input type="checkbox"/>	What network will be used for distribution?
<input type="checkbox"/>	



EVALUATION

<input type="checkbox"/>	How will you evaluate your effectiveness?
<input type="checkbox"/>	How will you assess learning?
<input type="checkbox"/>	What reports will be generated and for whom?
<input type="checkbox"/>	Do you have a core group available for testing and evaluation?
<input type="checkbox"/>	



CHALLENGES

<input type="checkbox"/>	What do you need to get the project done?
<input type="checkbox"/>	How are you going to fund it?
<input type="checkbox"/>	Who is going to pay for the equipment, the network and service
<input type="checkbox"/>	How will this new opportunity be communicated/marketed?
<input type="checkbox"/>	How long will you be able to sustain it?



OPPORTUNITIES

<input type="checkbox"/>	Is there a business initiative that will benefit from mobile learning?
<input type="checkbox"/>	What current content can be repurposed for mobile distribution?
<input type="checkbox"/>	Is there an additional audience for your content? (Distributors or
<input type="checkbox"/>	
<input type="checkbox"/>	



SECURITY

<input type="checkbox"/>	What security mechanisms will you have in place?
<input type="checkbox"/>	What training on securing devices will be available?
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	



SUPPORT

<input type="checkbox"/>	What user support do you need to provide?
<input type="checkbox"/>	What user support will you provide?
<input type="checkbox"/>	Will users need training on the use of the devices?
<input type="checkbox"/>	
<input type="checkbox"/>	