



## Making Your Presentation Mobile

Brainshark enables the delivery of a consistent, repeatable, on-demand message for those of you with dispersed audiences. This document details the features and functionality of the Brainshark Mobile Player along with the process steps for its deployment. We will give you tips for creating a mobile-friendly viewing experience, and help you consider the benefits to your viewers.

### Supported Devices and Operating Systems

When your audience views a Brainshark mobile-enabled presentation on a supported mobile device, the viewing experience will be very close to that of the desktop viewing experience. Supported devices include:

1. Apple iPhone, iPod Touch, iPad: iOS 4.x and above (iOS 7.x and above is recommended)
2. Android: 4.0.3—Ice Cream Sandwich—and above (4.2—Jelly Bean—is recommended)

If your viewers are not using operating systems listed above, they can still view your mobile-enabled presentations if their devices support streaming video such as:

1. Blackberry
2. webOS (Palm Pre)
3. Windows Mobile
4. Android prior to Ice Cream Sandwich (4.0.3)
5. iOS prior to 4.x

## Features and Functionality of the Brainshark Mobile Player

### *Questions, Polls, and Surveys*

The viewer will be able to submit a response for any examinations, polls, or surveys included in your presentation.

### *Guestbook or Login*

Using a Guestbook or Login will help you obtain identifying data about your viewers in reports.

### *Reporting*

Views from the Brainshark Mobile Player, will show complete data in Brainshark Reports including the date, time and duration of the view, any Guestbook or login information, and the answers to any included questions. If you have ClickPath Tracking, you will see full ClickPath data for each view.



## Features and Functionality of Streaming Video

### *Questions, Polls and Surveys*

Examination questions, Polls, and Surveys will display but the viewer will not be able to input a response. This does not mean that you cannot use the mobile version of presentations containing interaction, but consider how this will impact your audience experience and your desired reporting data.

### *Guestbook or Login*

With streaming video you will see Guestbook and Login data, a timestamp of when the view took place, and if you include the column 'View User Agent' in your report, you can see which mobile device was used to view the presentation.

The following table describes all of the features available to your viewers whether they are using the new Brainshark mobile player or streaming video:

### *Reporting*

You will receive basic reporting information that tells you a view occurred and the device used for viewing, assuming you use the 'View User Agent' field in the report.



## Functionality Comparison Grid

	<i>Streaming Video</i>	<i>Brainshark Mobile Player</i>
<i>Animations</i>	√	√
<i>Audio</i>	√	√
<i>Video</i>	√	√
<i>Support for Presentation Security: Login or Password</i>	√	√
<i>Guestbook support</i>	√	√
<i>Player controls (Pause, Fast-forward, Rewind, Skip)</i>	√ Video player controls	√
<i>Basic reporting (date and time of view, device type)</i>	√	√
<i>Enhanced reporting (View duration, Clickpath tracking)</i>		√
<i>Table of Contents</i>		√
<i>Downloadable attachments</i>	√	√
<i>Input to interactions (questions, polls, surveys)</i>		√
<i>Question Branching (to another slide, presentation, or website)</i>		√
<i>Question feedback</i>		√
<i>Multiple attempts (for examination questions)</i>		√
<i>Answer randomization (Questions cannot be randomized)</i>		√
<i>SCORM/AICC Compliance</i>		√
<i>Rapid Learning Course Support</i>		√
<i>Completion Criteria</i>		√



## Be Mindful of Your Content

Some presentations will display well on a mobile device; some will not. Before distributing your presentation, test your content by viewing it on a mobile device to see if it represents as you intended.

### *Repurposing existing content for mobile delivery?*

The *Making Your Presentations Mobile* [tutorial](#) and *Creating Mobile Friendly Content* [document](#) will give you tips and examples for creating mobile-friendly content, including how to:

- |   |  |
|---|--|
| <input type="checkbox"/> Design for the small screen            | <input type="checkbox"/> Replace words with images             |
| <input type="checkbox"/> Keep your message short                | <input type="checkbox"/> Test your presentation before sharing |
| <input type="checkbox"/> Reduce content per slide               | <input type="checkbox"/> Use high contrast colors              |
| <input type="checkbox"/> Reduce text and increase the font size | <input type="checkbox"/> Use simple and clear audio            |

### *Content Which Will Not Translate Well to a Mobile Device*

- **Text-laden presentations:** remember the size of the viewing area is considerably smaller than a computer monitor and it will be difficult for mobile viewers to see small text.
- **Including viewer interactivity for streaming video mobile viewers:** if most viewers will be using a device that is not supported by the Brainshark Mobile Player, polls and questions will display but the viewer will not be able to input a response. This does not mean that you cannot use the mobile version of presentations containing interaction, but consider how this will impact your audience experience and your desired reporting data.
- **Small detailed images:** because the size of the viewing area is small, detailed images will be difficult for the viewer to decipher.

### *What if your presentation must include features that will not present well on a mobile device?*

Consider creating two versions of your presentation; one designed for the smaller screens and people on the go, and the other designed for those who have more time to view and may need more comprehensive presentations. How do you decide whether to create your presentation for viewers on mobile devices or viewers using their desktop or laptop computers? You don't have to. Use the Conditional Redirects feature to identify which type of viewer receives which version upon clicking the presentation link, and Brainshark will automatically deliver the appropriate one. Review the *Conditional Redirects* [tutorial document](#) for more information on this feature.

If you have reviewed the *Making Your Presentations Mobile* [tutorial](#) and *Creating Mobile Friendly Content* [document](#) , and you know that the content you've created would be better suited to viewing on a desktop or laptop computer, uncheck the 'enable mobile devices' feature on the Presentation Properties page.



## FAQs

### *Does anything need to be downloaded to view a Brainshark presentation on a mobile device?*

No—when the viewer clicks the presentation link, supported devices will show the presentation in the Brainshark Mobile Player. Unsupported devices will stream the video of your presentation.

### *When I share a Brainshark presentation and it is viewed from a mobile device, what reporting data will I see?*

Views through the Brainshark Mobile Player will show complete data in Brainshark Reporting including the date, time and duration of the view, any Guestbook or login information, and the answers to any included questions. If you have ClickPath Tracking, you will see full ClickPath data for each view.

Views from unsupported mobile devices take place in a streaming mobile player and therefore will show only Guestbook and Login data, a timestamp of when the view took place, and the type of device used for viewing if you include the 'View User Agent' field in the report.

### *What happens if a view is initiated from an unsupported mobile device?*

As long as the device can stream video, the viewer will see the presentation in its entirety and be able to fast forward, rewind, pause the presentation, and download attachments.

### *How do I determine whether my presentation is suitable for mobile viewing?*

Test the presentation on a mobile device. Can you see everything? Is this the experience that would be optimal for your viewers? View the Create Mobile Friendly Content tutorial for ideas on how to make the experience better and to see how your presentation measures up.

### *What if your presentation must include features that will not present well on a mobile device?*

Create two versions of the presentation: one for mobile viewing and one for desktop or laptop viewing. Use the Conditional Redirects feature to identify which type of viewer receives which version upon clicking the presentation link, and Brainshark will automatically deliver the appropriate one. Check the Conditional Redirects process document for more information on this feature. Or, if this is not possible, disable mobile on the Presentation Properties page as you edit your presentation.



## How to Report on Mobile Views

For complete information on running reports in Brainshark, see the *Measure the Results with Brainshark Reports* [tutorial](#) and [document](#). Be sure to include the 'View User Agent' field in your report to see which mobile device was used to view the presentation.

## How to Enable or Disable Mobile

Brainshark Mobile is automatically enabled for all presentations. From the Presentation Properties tab, you can enable or disable Brainshark Mobile for any presentation. The Author will not have to specify any mobile device types. The viewer will only have to click the link; Brainshark does the rest! Brainshark will recognize the mobile device when the link is clicked and provide the appropriate version of the presentation.

1. Edit the presentation.
2. On the *Presentation Properties* tab, select / deselect **Enable mobile**.
3. Click **Save** or **Apply** to save changes.