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Maternal and Child  
Survival Program

**mPOWERING**  
FRONTLINE HEALTH WORKERS

## MOBILE TRAINING DISCUSSION GUIDE

### *A guide for thinking through mobile training and mobile product development*

*As access to mobile devices and connections grows in the countries where USAID's flagship Maternal and Child Survival Program (MCSP) works, it's increasingly possible to incorporate mobile products and trainings into our work. Mobile learning can be a very effective way to deliver training on its own or to supplement face-to-face or other forms of instruction<sup>1</sup>. It can also save costs and providers' time by avoiding in-person workshops when they are not needed.*

This Discussion Guide is designed for any team interested in developing a mobile training or a mobile product. By **mobile training**, we mean a set of materials that a participant will work through in a specific order for a specific goal. By **mobile product**, we mean individual materials like a video, short text file, or a checklist. A mobile training is often made up of several mobile products. This document can also be used to develop mobile products that may not be used specifically for training purposes (such as a job aid or checklist).

This document is intended to help you gather initial ideas and discuss considerations for creating and using mobile products and devices in your training program. It can also help you decide whether to use mobile approaches in your training, or prepare to present your idea to donors or stakeholders. It follows the steps in the Open Deliver process, which helps trainers design mobile training programs. The five steps are:

- Step 1: Assess Need: Understand who your audience is, and establish your goals.
- Step 2: Identify and Adapt Content: Find, modify, or create materials you could use for training.
- Step 3: Create Training Program: Structure your existing mobile training products or content into a course.
- Step 4: Deploy Content and Deliver Training: Install training materials onto the mobile devices and assist trainees with technical and training support as they complete the training. Set up your training program on your trainees' devices, and support them as they go through the training.
- Step 5: Monitor, Evaluate, and Iterate: Review training analytics through the mobile program used to deploy content and assess what worked and what needs improvement. Assess which aspects of your training are working, which aspects need improvement, and make changes as you go.

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<sup>1</sup> Jhpiego, 2012. Effective In-Service Training Techniques, Frequency, Setting and Media: Evidence from an Integrative Review of the Literature. [http://reprolineplus.org/system/files/resources/FINAL\\_IST\\_Technical%20report.pdf](http://reprolineplus.org/system/files/resources/FINAL_IST_Technical%20report.pdf)

This guide is designed to be completed by a team, and each section has a space for you to make notes on any decisions you make, information you need to find out, or questions you want to revisit.

*It is highly suggested that you read through all of the sections before you begin, since some questions are relevant in more than one stage.*

**Step 1: Assess Need:** Understand who your audience is, and establish your goals.

- Who will be participating in this mobile training or using this mobile product? Who is your audience?
- What is the goal of this mobile training or mobile product? What do you want your intended user to do or learn?
- What other relevant mobile initiatives are already in progress? Whom could we partner with?
- How will our users interact with the mobile training or product? Will it be mobile only, or paired with face to face or other trainings? [Note: Consider in-service, pre-service, in groups, on their own, etc.]
- What kinds of mobile devices, electricity/ power considerations, and connectivity does your audience have? [Note: Even if participants have no or very little access to network and data connections, an offline solution is often still possible. Keep in mind that access to, affordability of, and quality of mobile devices is rapidly increasing.]
- How will they be motivated and guided throughout the training or mobile tool?
- What is our timeline to author, develop, and deploy this mobile training or content? [Note: Consider all stages of the process and how long each would take.]

Notes

## Step 2: Identify and Adapt Content: Find, adapt, or create materials you could use for training.

- What kind of existing mobile training content could we use? [Consider [checking ORB](#) and asking colleagues]
- If content already exists, would it be helpful to adapt, remix, and/or collaborate with the existing content authors?
  - If yes, what could be adapted to meet the needs of this program and your audience? [Note: Remember that adapting for language, context, length, and method of delivery is often cheaper and faster than creating new content].
- What kind of mobile training content might we need to create? Do we have an existing training in our work plan that we can adapt to mobile-based training?
- How will our trainees access this content? [An app, mobile-responsive webpage, mobile program, uploaded to an online learning platform, digital storage platform, etc. Note: The [Principles for Digital Development](#) are one helpful tool to guide your selection.]
- How could we get feedback on our content before it is finalized?
- What costs are associated with developing this mobile content vs. our usual methods? [Note: Mobile content development experts, technical experts, online learning specialists, etc.]
- Is our leadership and donor aware of and in agreement with the types of mobile products or mobile training we plan to create or adapt?
- When content changes need to be made, how will you update the content?
- Are there any laws, regulations, or other considerations to consider regarding the content?

### Notes

**Step 3: Create Training Program:** Structure your existing mobile training products or content into a course.

- In what order should our audience work through our mobile training?
- Should they finish some parts of the training or reach a certain level before being able to advance in the training?
- What kinds of supervision or support should we extend to our trainees?
- How will we test how the participants are learning and understanding? [Note: Consider adding quizzes]
- What non-digital elements do we need to include to support learning and understanding? [Note: These could be in-person workshops, supervisor visits, workbooks, simulations, etc]

Notes

**Step 4: Deploy Content and Deliver Training:** Install training materials onto the mobile devices and assist trainees with technical and training support as they complete the training. Set up your training program on your trainees' devices, and support them as they go through the training.

- How will our content be delivered on the devices?
- What costs are associated with delivering and maintaining this mobile content? [Note: Costs to effectively launch, equipment costs, costs to upload or store content, digital security costs, web hosting, updates to future versions]
- Who can provide technical support when our trainees have questions or technical issues?
- When content changes need to be made, how will we update the mobile device with the new content?
- What costs are associated with content delivery updates?
- Are there any laws, regulations, certification requirements or other considerations to think through regarding delivering the content?

Notes

**Step 5: Monitor, Evaluate, and Iterate:** Review training analytics through the mobile program used to deploy content and assess what worked and what needs improvement. Assess which aspects of your training are working, which aspects need improvement, and make changes as you go.

- What information is most important to understand how this mobile training is working?
- What information will our delivery system provide? [Note: Does it give us user analytics, numbers of views, ratings, etc?]
- What other information do we need to collect, and how?
- How often should we review the information we're collecting?
- What external factors may require us to change our approach, and how would we handle that? [Note: Consider updated guidelines, changes in trainees, etc].
- Based on the information we collect, what kind of changes do we need to make for future mobile trainings?
- If this is successful, to whom and how do we advocate for expansion or similar programming?
- Who on our team will continue to manage this training activity? Who will support them?

Notes