

Make Your Presentation Mobile

For those of us with dispersed audiences, Brainshark has enabled the delivery of a consistent, repeatable, on-demand message. This document will help you become familiar with the features and functionality of Brainshark Mobile. Next it will help you consider your audience and who will benefit from Brainshark Mobile. Then, it will give you pointers for creating a mobile friendly experience for your viewers. Finally, it will give you the process steps you need to deploy your presentations using Brainshark mobile.

Related Links

Creating Mobile-Friendly Content [tutorial](#) and [process document](#)

Make Your Presentation Mobile [tutorial](#)

Brainshark Support [email](#)

Features and Functionality

Devices and Platforms that Support Brainshark Mobile

Mobile devices should support streaming video in order to view a Brainshark presentation. Brainshark supports the following devices and platforms (which run on various mobile devices):

1. Blackberry
2. Apple iPhone*, iPod Touch*, iPad*
3. Android*
4. webOS (Palm Pre)
5. Windows Mobile

*In addition to support for basic mobile viewing, viewers using this device can have an enhanced viewing experience using a Brainshark App specific to that platform.

Features

	<i>Standard Brainshark Mobile</i>	<i>Brainshark Mobile App (Android and Apple)</i>	<i>Enhanced Mobile Module</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>	√	√	
<i>Basic reporting (date and time of view, device type)</i>	√	√	
<i>Access eLearning Catalog</i>		√	
<i>Content metadata and Filtering (to assist with search)</i>		√	
<i>Featured Content (selected by Authors)</i>		√	
<i>Table of Contents</i>		√	
<i>Downloadable attachments</i>	√	√	√
<i>Share options (including email and social media)</i>	√ (email only)	√ (Android only)	
<i>Personal Viewing History (as enabled by the company sharing the presentation)</i>		√	
<i>Input to interactions (questions, polls, surveys)</i>			√*
<i>Enhanced reporting (View duration, Clickpath tracking)</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>			√*

*This feature only available for viewers using a Brainshark App while viewing a presentation from a company with the Enhanced Mobile Module.

Consider Your Audience

Unless you are using Brainshark's Enhanced Mobile Module, you won't see the following reporting data: number of slides viewed, duration of the presentation view, amount of audio played, or answers to questions presented. If you enable a Guestbook or require a Login, you will be able to obtain identifying data about your viewers in reports. See the *How To* section of this document for more information.

Why Mobile

1. The people you need to reach are reading email and visiting your web site on their Smartphones.
2. Workplaces are increasingly mobile, global, and highly dispersed.
3. The world is going mobile: The US has the highest PERCENTAGE of mobile workers in the world. Asia Pacific has the greatest NUMBER, and Western Europe is the FASTEST GROWING.
4. With Brainshark, it's easy! Brainshark automatically converts your presentation, and when you share the link, will recognize the mobile device and provide the appropriate version of the presentation.

How Brainshark Mobile Can Help You Reach Clients and Employees

Instant Sharing – Remove the barriers to messaging and increase the reach of your content.

- Click to share links to presentations via e-mail
- Post links to presentations on social media sites, including Facebook, and Twitter

Enterprise Mobility – Reach your mobile and remote workforce and partners, even when they're on-the-go.

- Sales – Review new product and services materials en route to a client meeting
- Training and Mobile Learning – Make training accessible on the many types of devices that employees use each day or to employees who don't have access to a computer (on the retail or manufacturing floor, or in the field)
- HR and Corporate Communications – Increase accessibility of critical business updates

Mobile Marketing – Create powerful content that your customers can experience anytime, anywhere.

- Reach decision makers who are viewing your important communications on a mobile device
- Get through to people who access email on their Smartphones

On-the-Go Learning for Brainshark App Users – Increase access to training with the flexibility your audience needs.

- Gain instant access to a searchable and growing library of free eLearning content, created by the myBrainshark community of subject matter experts
- Download any attachments associated with a presentation onto their mobile devices
- Browse more than 1,000 titles on a diverse set of topics relevant to businesspeople

Create a Mobile-Friendly Experience

Does your content lend itself well to being viewed on a mobile device? Although you can enable Brainshark Mobile for any presentation you have created, your message may not display well on a mobile device due to the screen size.

Before distributing your presentation, test your presentation by viewing it on a mobile device to see if it represents as you intended.

- *Does the viewer have a device that can stream video?*

If so, the mobile version of a Brainshark will play on this device. If the device cannot stream video, but has ample memory to play a downloaded version of the presentation, then the downloaded version will play. If the device cannot stream video and does not have enough memory to download the presentation, the mobile version will not play on the device.

- *Are you including interactivity in your presentation?*

Interactivity is only supported through Enhanced Mobile for viewers using the Apple or Android apps. A viewer of the mobile version of a presentation containing questions, polls, and surveys will see the questions and possible answers, but will not be able to input a response. This does not mean that you cannot use the mobile version of the presentation, but consider how this will impact your audience experience and your desired reporting data.

- *Do you need granular viewing data?*

Unlike a presentation viewed from a computer, reporting data includes only the date and time of the mobile view, unless you have enabled Guestbook or required a Login.

- *Repurposing existing content for mobile delivery?*

The *Creating Mobile-Friendly Content* [tutorial](#) and [process 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"/> Use high contrast colors |
| <input type="checkbox"/> Reduce content per slide | <input type="checkbox"/> Use simple and clear audio |
| <input type="checkbox"/> Reduce text and increase the font size | <input type="checkbox"/> Test your presentation before sharing |

FAQs

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

While, there is no download required to view a presentation, an app is needed to answer questions included in the presentation (*also requires Enhanced Mobile), and can offer a better viewing experience. For basic viewing from any mobile device that can stream video, just click the presentation link. Brainshark will automatically stream the video in the best format for the mobile device. When a presentation link is clicked from an Apple or Android device with the Brainshark app installed, Brainshark will open the presentation in the app view. If the app has not been installed, the viewer will be presented with a link to click “for an enhanced viewing experience.” The link will direct the viewer to the Brainshark app in the App Store or Market for download and installation.

How much will it cost?

There is no cost for Brainshark Mobile.

Brainshark’s Enhanced Mobile Module is an optional add-on available at an additional cost. Please contact your sales representative, or sales@brainshark.com for more information.

When I send someone a Brainshark presentation and they view it on their mobile device, can I track it?

With Basic Mobile, 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. (See *How to* instructions below)

If you have Enhanced Mobile, you will have additional reporting details and Clickpath tracking. Please see “*What is Enhanced Mobile*” above for more information.

How to Enable or Disable Mobile

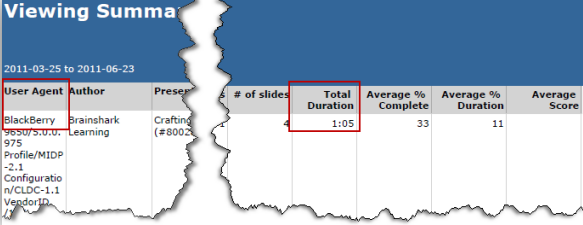
Brainshark Mobile is automatically enabled for all presentations created after June 26, 2010. From the Presentation Properties tab, you can enable or disable Brainshark Mobile for any presentation. The Author will not have to specify any mobile device types. The viewer will only have to click the link; Brainshark does the rest! Brainshark will recognize the mobile device when the link is clicked and provide the appropriate version of the presentation.

1. Log into Brainshark.
2. Locate the presentation.
3. Click the **Edit** link next to the presentation thumbnail.
4. On the *Presentation Properties* tab, select/deselect the **Enable mobile** checkbox.
5. Click the **Save** or **Apply** button to save changes.

How to Know if You Have Enhanced Mobile

The “View User Agent” field includes information about the mobile platform used to view the mobile presentation. Since *View Duration* information is only available if you have the Enhanced Mobile Module, you’ll be able to confirm whether you have the module or not by running a report.

Make sure that you have at least one mobile view of your presentation prior to running this report. This view can be from your own mobile device, just be sure to include Previews if you are logged into a Brainshark App when viewing.



User Agent	Author	Presenter	# of slides	Total Duration	Average % Complete	Average % Duration	Average Score
BlackBerry 975 profile/MIDP -2.1 Configuratio n/CLDC-1.1 VendorId...	Brainshark Learning	Crafting (#8002)		1:05	33	11	

1. Log into Brainshark.
2. Select **Reporting** from the main navigation ribbon.
3. Select the **Viewing Summary by Viewer** report (in Presentation reports).
4. Click the *Report Options* tab.
5. Select **View User Agent** in the 1st Group by drop down. This will sort your report by type of device used to view (mobile phone type, type of browser)
6. Select up to 2 other *Sorting options*.
7. Select **Include previews** in the *View options* section to include mobile views from a logged in user.
8. Click **Run Report**.
9. If the report shows a value in the *Total Duration* field for a view from a mobile device, then you have the Enhanced Mobile Module on your Brainshark site. If the field is blank for a view from a mobile device, then you do not currently have Enhanced Mobile. (see image above)

How to Report on Mobile Views

If you have Brainshark's Enhanced Mobile Module, you will see the same detailed reporting for mobile views as you currently do for desktop views. Without Enhanced Mobile, reporting data on mobile views includes only the date and time of the mobile view. To see the type of device used during the view, include the View User Agent field to your report. Regardless of whether you have Enhanced Mobile, if you enabled a Guestbook or required a Login, you will want to select the "Viewer Info" column or specific "GB" column to display additional information about your mobile viewer. You can add these columns to the following reports:

- Presentation Reports: Viewing Details by Presentation and Viewing Details by Viewer
- Question Reports: Viewing Details with Question Results
- Viewer Clickpath Tracking Reports: Viewer Clickpath Details

The following reports will not allow you to add columns, but you can add a sort using the View User Agent field:

- Presentation Reports: Viewing Summary by Presentation, Viewing Summary by Viewer

Add New Fields and Run Your Report

1. Log into Brainshark.
2. Select **Reporting** from the main navigation ribbon.
3. Select the report (see options listed above).
4. Click the *Report Basics* tab.
5. In the *Report Contents* section, select the **Presentations** radio button, then:
 - a. Click the **Find** button to locate the presentation.
 - b. To see all of the presentations in a folder, select the **Folder**, or enter a keyword in the **Search** field to bring up a list of all presentations which contain that keyword.
 - c. Select the checkbox next to the presentation for which you would like to run the report.
 - d. Click the **Submit** button.
6. Click the *Report Options* tab.
7. If the report allows you to add columns, add and edit columns in the *Report columns* section:
 - a. Select "**View User Agent**", "**Viewer Info**", and/or "**GB...**" from the list of *Available columns*.
 - b. Click the **right arrow** button to add the selected column to your report.
 - c. Use the **up** or **down arrows** to relocate the selected column in the report.
8. If the report does not allow for additional columns, add "**View User Agent**" in *Sorting options*:
 - a. Select "View User Agent" from the 1st Group by drop down.
 - b. Select any additional sorts in the 2nd Group by and 3rd Group.
9. Make any additional changes to the Dates or Output section and click the **Run Report** button to run the report.

Report Templates and Scheduled Reports

If you know that you want to remember to include specific fields or parameters when you run your reports, or you frequently run the same report, you can create a Report Template and save it in Brainshark. Then, you can use the template to run an on-demand report. Alternatively, you can create a scheduled report to have your reporting data automatically emailed to a designated list of recipients with the data you desire, in the format you prefer, and on the schedule that you outline.

Create a Report Template:

1. Click the *Report Basics* tab.
2. In the *When to run* section, click the **Run report** drop-down.
3. Select **Save as template** and enter a name for the report in the *Name* field.
4. In the *Report Contents* section, select the **Presentations** radio button.
5. Click the **Find** button to locate the presentation.
 - a. To see all of the presentations in a folder, select the **Folder**, or enter a keyword in the **Search** field to bring up a list of all presentations which contain that keyword.
 - b. Select the checkbox next to the presentation for which you would like to run the report.
6. Click the **Submit** button.
7. Make any additional changes to the *Dates* or *Output* section.
8. Click the **Save** button.

Schedule a Report:

1. Click the *Report Basics* tab.
2. In the *When to run* section, click the **Run report** drop-down.
3. Select the interval.
4. In the *Report Contents* section, select the **Presentations** radio button.
5. Click the **Find** button to locate the presentation.
 - a. To see all of the presentations in a folder, select the **Folder**, or enter a keyword in the **Search** field to bring up a list of all presentations which contain that keyword.
 - b. Select the checkbox next to the presentation for which you would like to run the report.
6. Click the **Submit** button.
7. Make any additional changes to the *Dates* or *Output* section.
8. Click the **Save** button.

How to Locate and Use the Apple App

Using a Brainshark app for mobile viewing will allow you to have increased functionality when viewing a Brainshark on your Apple mobile device (iPhone, iPad, iTouch). Once you install the app, you'll find it easy to navigate, view, and share presentations in your Brainshark library.

Locate the App

The Brainshark App can be found in the App Store on your Apple mobile device.

1. Open the **App Store**.
2. Navigate to the **Business** or **Productivity** categories.

Log into the Brainshark iOS App

1. Enter your **Username** and **Password** in the fields provided.
2. Enter your **Company** name as it appears in your Brainshark URL.

NOTE: If you cannot determine your company name, please contact your Company Administrator or [Brainshark Support](#) for further assistance.

3. Click the **Login** button.

How to Locate and Use the Android App

Using a Brainshark app for mobile viewing will allow you to have increased functionality when viewing a Brainshark on your Android mobile device. Once you install the app, you'll find it easy to navigate, view, and share presentations in your Brainshark library.

Locate the App

The Brainshark App can be found in the Market on your Android mobile device.

1. Open the **Market**.
2. Search for **Brainshark Video Presentations**.

Log into the Brainshark Android App

1. With the app open, access the **Menu** on your phone.
2. Select **Settings**.
3. Enter your **Username** and **Password** in the fields provided.
4. Enter your **Company** name as it appears in your Brainshark URL.

NOTE: If you cannot determine your company name, please contact your Company Administrator or [Brainshark Support](#) for further assistance.

5. Click the **Login** button.

Related Links

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