



Learning Solutions (203)

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# The Second Screen Experience

# PollEverywhere

What do you hope to get out of this session?



Touch here to  
access the poll\*



Add your  
comments



Capture the  
results

\* Clicking the link will open a new window; data rates may apply if you're not on WiFi

# Table of Contents

?

User  
Guide

1

Changing  
Expectations

2

Paperless  
Experience

3

Design  
Tools

4

In  
Practice

5

More  
Resources

Select  
a topic

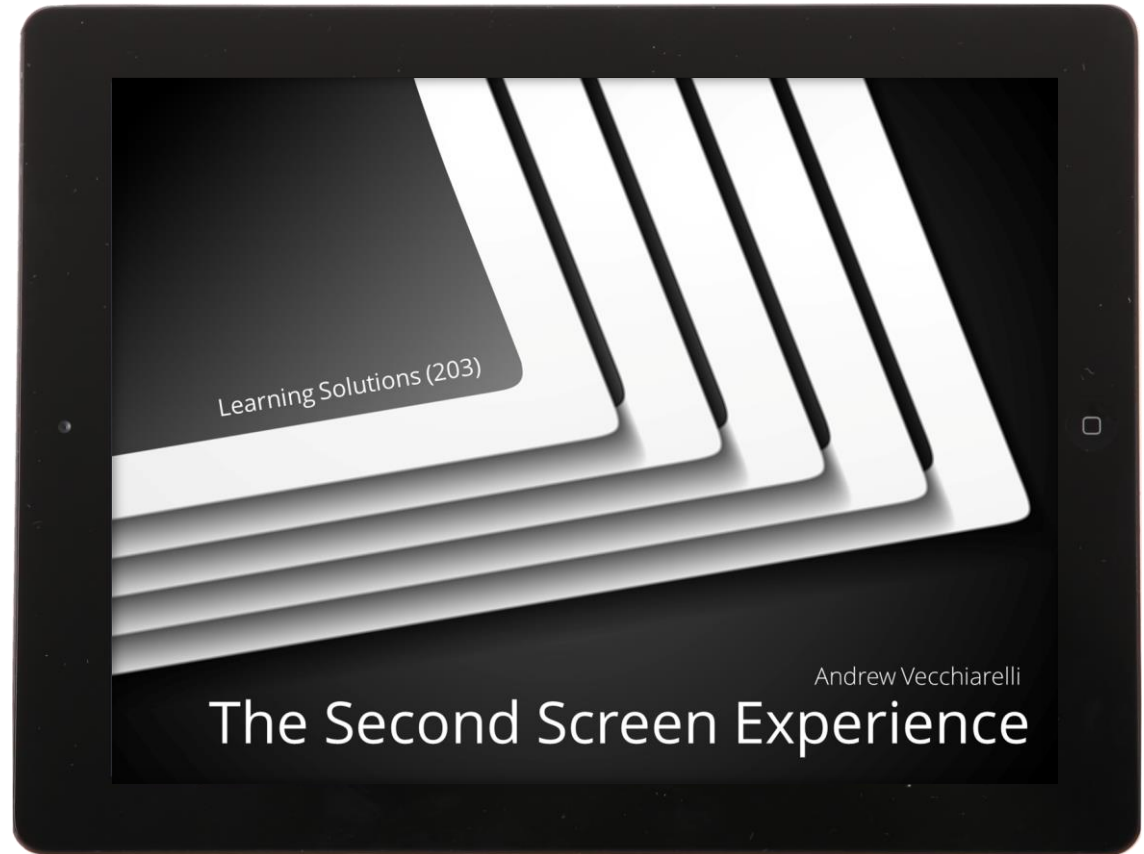
# User Guide



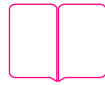
This participant guide was designed to be used with an app that allows you to highlight text, make notes, and leave comments.

It's best viewed as a single page that takes up your entire screen.

If you're taking notes on a tablet, a keyboard is recommended.



# User Guide



## **BOOKMARKS**

Quickly jump to a chapter in this guide.



## **ATTACHMENTS**

Access files, handouts, or additional documents.



## **COMMENTS**

Press and hold a blank space on the page, then select *Note*.

Aa

## **TYPE**

Enter text in the box below.



## **DRAW**

Use “Mark Ups” to connect the two dots.



I

## **HIGHLIGHT**

Highlight this sentence; press and hold on a word.

# CHANGING EXPECTATIONS

Since tablets and phones have made information immediate and intuitive, the expectations of our learners has changed. We need to think about the technology we use in the classroom in new ways to meet these evolving expectations.

01

# Current Experiences

1



If you're watching a movie and you see an actor that you recognize but don't remember from where, the first thing you do is look them up online.

This isn't going to make the movie you're watching any more interesting. It won't fix any plot holes or any bad acting, but it might inspire what to watch next.



IMDb.com

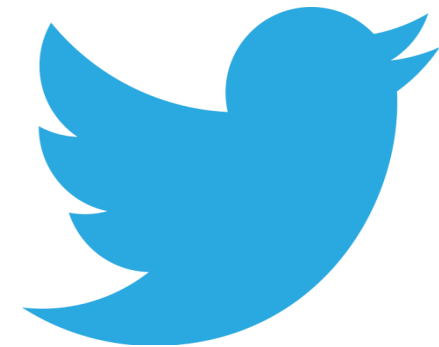


# Current Experiences

1



*Twitter* has become a primary news source. Whether you're following the reactions to award shows and sporting events, live-tweeting with actors or directors as they comment on a recent TV show or movie, or you're sharing ideas in a conference backchannel, Twitter has changed the way we share and get information.



Twitter.com



**#LSCon**



# Current Experiences

1



Wikipedia is a fantastic resource for finding information, and how many people have it open to a family tree when watching Game of Thrones to figure out who is related to who and where they are in Westeros?



Sansa Stark and Lysa Arryn from Game of Thrones (via twitter)



# Current Experiences

1



However, the second screen experience is becoming more intuitive too. Instead of relying on the viewer to look up information on Wikipedia only to spoil something by reading too far ahead, Microsoft has integrated the information viewers need with *Xbox SmartGlass*.

When you watch Game of Thrones on your Xbox, your tablet shows you where you are and the characters in the scene automatically.



Xbox.com

# Current Experiences

1

Rather than use a separate tablet, Nintendo built a second screen directly into their controller in the *Wii U*.

The gamepad gives users the ability to play on a big screen or in the palm of their hand.



Nintendo.com

When they're not playing on their TV, the controller shows important information, gives them the chance to manage their inventory, consult a map, or interact with the touch of a finger.

# Current Experiences

1

*Appicastor* is a company that specializes in creating a synchronous second screen experience. That way a user can follow a time-shifted, relevant experience that is intentional.

This might be a curated social feed that avoids spoilers, a real-time voting system with results that update on screen, or second screen advertisements timed with in-use products.





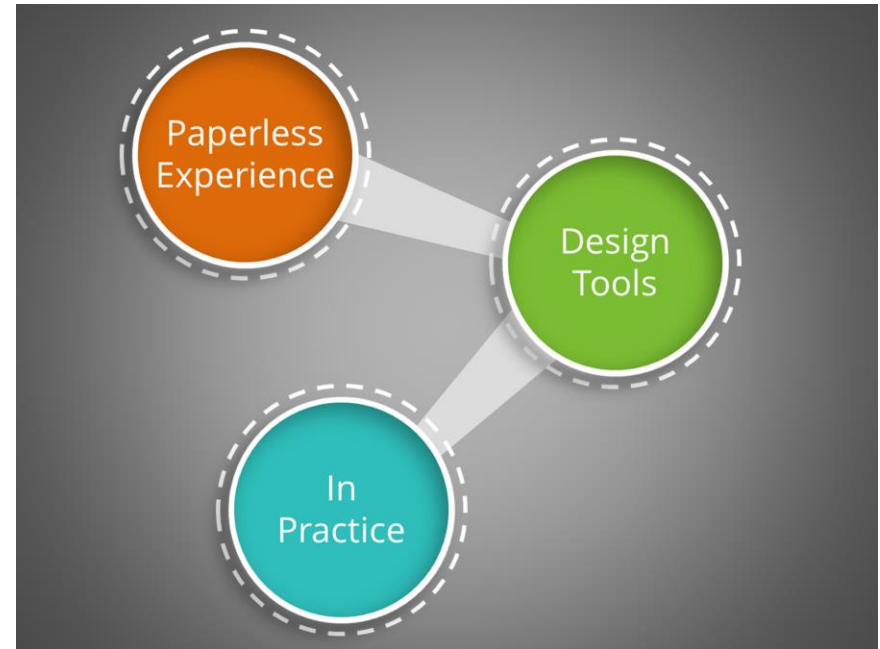
# Meeting Expectations

*A paperless classroom needs to be intentionally designed.*

1



In order to create an intuitive, thought-out second screen content in our classrooms, we need to consider what our learners do in the class now, anticipate their needs, and find the right tools that will create an immersive experience.



# PAPERLESS EXPERIENCE

To create a paperless experience, we need to look at what our learners use their current material for while they're in the class. But with a digital medium, we can move beyond the static limitations of paper.

02

# Assumptions

*A few things before you begin.*

2



## Device

Will everyone have a tablet, laptop or phone? Are they the same brand? Will you need to supply them?



## Content

Where do learners get their material? Is it preloaded for them or will they have to download it themselves?



## Access

What kind of functionality are you including? Will learners need to access certain websites, webpages, or online videos?

Anything else I  
need to consider?



# Current Learner Experience

2



In order for this to work you need to carefully look at what kind of interactions and possibilities you can add, but also what functionality you need to reproduce in a paperless environment.

**How do learners use their current material?**



# Second Screen Experience

2

*Anticipate their needs.*



## Maps

Locations or offices with contact information of your key speakers.



## Backchannels

Twitter feeds or curated hashtags with quick links learners can access.



## Videos

Direct links to videos that are played in class.



## Photos

Live feeds to any after-class social networking events.



## Books

Direct links to interesting books or recommended reading.



## Definitions

Links to definitions or terms that your audience might not know.



## Blogs

Direct links to an author's website or an important article/blog.



## Links

Direct links to any relevant internal websites or company resources.



## Bookmarks

Bookmarks to relevant pages or pre-work documents.

# Paperless Textbook

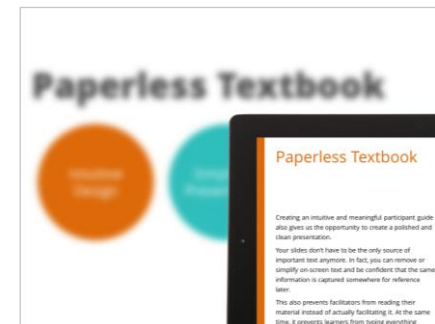
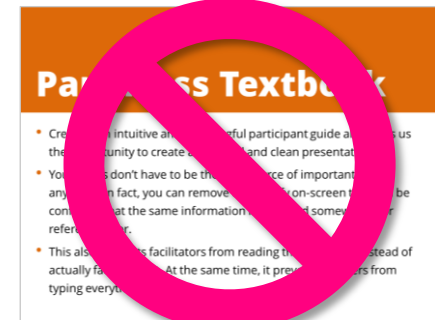
2



Creating an intuitive and meaningful participant guide also gives us the opportunity to create a polished and clean presentation.

Your slides don't have to be the only source of important text anymore. In fact, you can remove or simplify on-screen text and be confident that the same information is captured somewhere for reference later.

This also prevents facilitators from reading their material instead of actually facilitating it. At the same time, it prevents learners from typing everything verbatim.



# Give Everyone A Voice

2



Everything doesn't have to exclusively exist in your participant material. There are great websites that can survey and poll participants in real-time and integrate into your presentation.

For example, [PollEverywhere](https://www.poll-everywhere.com/) allows learners to vote, comment, or answer questions using text messages, Twitter, or a direct link.

You can use this to set up games, challenges, or get feedback!



PollEverywhere.com



# DESIGN TOOLS

There are a number of tools or programs we can use to create a paperless participant guide. However each format has its own strengths and limitations.

Remember: Technology can't get in the way of learning.

03

# iBooks Author

*The Basics.*

Apple offers *iBooks Author* as a free download on the Mac App Store. It has an easy to use interface and you can create interactive, high-touch, fluid experiences.

By default you can add notes, consult a glossary, highlight points, embed videos or include interactive images.

You can even link to pages in other books, which is a great way to build continuous learning experiences.



iBooks Author



# iBooks Author

*Widgets.*

Widgets also allows you to add your own html code. You can build your own with *iAd Producer* (Widgets are free, but more advanced functions require an annual fee). It's really easy to create your own 360 panorama of your offices.

There are a number of pre-created widgets you can add just as easily. *Bookry* lets you input live feeds to Instagram or Twitter right into the body of your content.



iAd Producer



Bookry



# iBooks Author

## *Delivery.*

Depending on your content you can host your material on the iBookstore so that learners can download it whenever they want. If material is updated it will update their book automatically and sync back to their device too.

However, you're not limited to just the iBookstore. Any iBook file can be downloaded from any file.

However, it means your material can only be accessed on a Mac or iPad. You can save the book as a PDF, but you lose a lot of the interactive elements. Embedded videos won't play and interactive pictures will revert to simply images.





# InDesign



*InDesign* is an Adobe program that can be used to create PDFs or interactive ePub files. For a monthly fee you have access to all adobe products in the cloud. Not to mention that it's an industry standard for magazines, books, and other print publications.

However, InDesign doesn't have a user-friendly interface, especially for beginners. Also, the types of interactions added need to be tested as they won't always work on all devices.



InDesign

# PowerPoint

+ *Adobe Acrobat*.

3

PowerPoint can be a fantastic, unified development tool. Since all of your slides have already been created in PowerPoint, you can use the *Notes View* as a place to host your participant material.

This approach also reduces maintenance work since updates to slides will automatically update the slide image in your participant material.

When you save your document as a PDF, you can use [Adobe Acrobat](#) to enhance your file with writable fields, bookmarks, and attachments.



# IN PRACTICE

Here are a few examples of the ways that we transformed a paper-based classroom into a paperless one.

04

# Digital Bookshelf

The digital bookshelf learners used to access their participant material in the LMS so they could download it to any device, whenever they wanted.



# Design

Slides were simplified and the majority of text was pulled into the notes view.

A margin was added for participant comments.

Fonts were standardized.

**Introduction**

**SLDP Objectives**

1. Employ leadership concepts and capabilities to expand one's skill and impact as a leader in BMO.
2. Coach effectively and elevate employee and team performance.
3. Influence others to take action and effectively communicate BMO's vision, values, brand and goals.
4. Show development as a leader through advancing an existing business initiative—your Leadership Challenge.
5. Strengthen their talent pool and advise individuals on their career development.
6. Apply business and financial acumen that aligns with BMO strategy and improves local performance.

Institute for Learning | BMO Financial Group

Notes

**Introduction**

Lead  
Coach  
Influence  
Develop  
Apply

**Did you know?**  
You can add comments to this page if you'd like to take notes. Use the margin below to keep your comments organized.

**SLDP Objectives**

**Lead**  
• Employ leadership concepts and capabilities to expand one's skill and impact as a leader at BMO.

**Coach**  
• Coach effectively and elevate employee and team performance.

**Influence**  
• Influence others to take action and effectively communicate BMO's vision, values, brand, and goals.

**Develop**  
• Show development as a leader by advancing an existing business initiative (your Leadership Challenge).  
• Strengthen your talent pool and advise individuals on their career development.

**Apply**  
• Apply business and financial acumen that aligns with BMO strategy and improves local performance.

BMO | Institute for Learning

Built in PowerPoint, slides could easily be updated and the notes section was used to reinforce the learning with additional context or information.

# Meaningful Content

Additional content was included that wasn't there before.

Direct links to videos and websites were added so learners could access information and reward them for coming back to read more.



**Check the attachments for another eBook example**

**#Socialnomics 2014**  
Erik Qualman

**The Future**  
**Shift Happens!**  
There are a number of videos that discuss the impact of our changing world. [Watch this one](#) from 2012 by David S. Rose.  
[Click Here](#) for a current list of statistics and sources.

**#Socialnomics 2014**  
*Erik Qualman* [Watch Now](#)

**Additional notes:**  
A **millennial** is anyone born in the early 1980s to the early 2000s.  
**Tencent Holdings Limited** is a Chinese investment holding company that provides mass media, entertainment, internet, and mobile phone value-added services in China.  
**Whatsapp** is a cross-platform instant messaging service that allows users to send text, video, image, and audio messages.  
**Sina Weibo** is a Chinese microblogging website, similar to twitter.  
**SnapChat** is a photo messaging service that allows users to set a time limit (1 – 10 seconds) for how long the message can be seen before it is automatically deleted.  
**Vine** is a video service that lets users film six-second long clips and share them with followers. Vine is owned by Twitter.

BMO Institute for Learning

# Digital Drop-In

For the first few classes we included a *Digital Drop-In* session. It was a place for learners to show up before class and ask questions since they wouldn't have a paper binder and needed to download their own material.

In later updates, this was updated as a video overview launched from their digital bookshelf as we would generally only get 4 to 5 people out of 30.

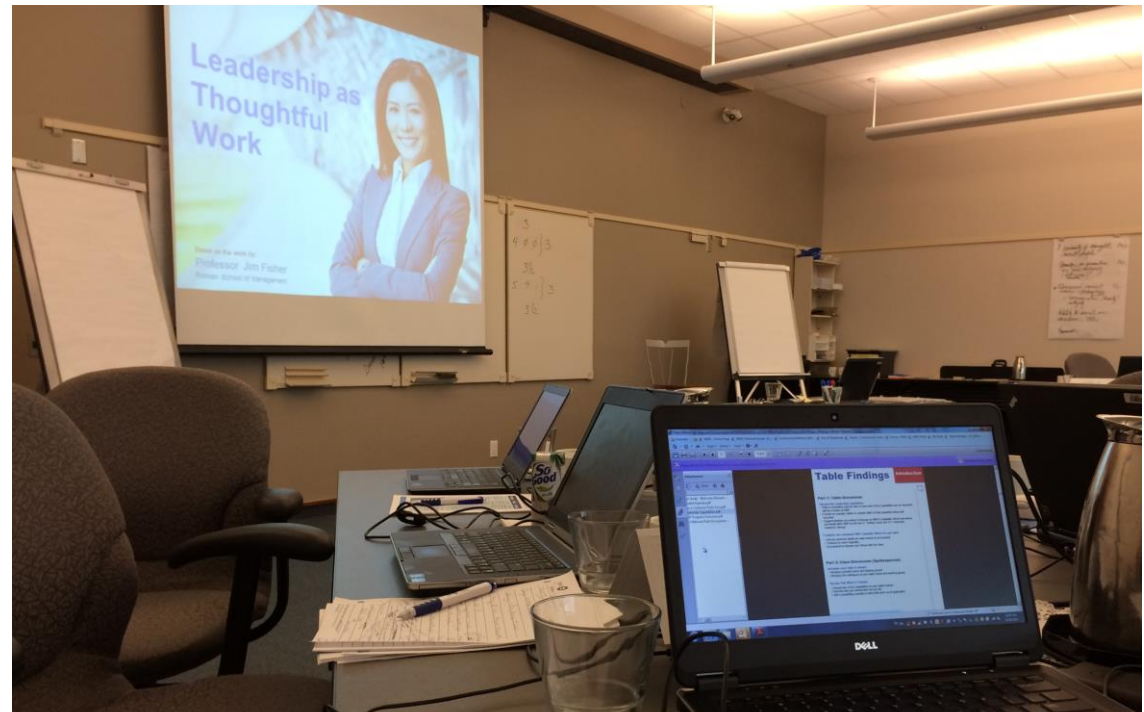


# Results

On the first day, half used their paperless guide.

By the start of the third day, everyone used their guide and stopped relying on paper notes.

Best of all, the eBooks didn't get in the way of the learning and didn't overshadow the content. It was just there.



Results



# MORE RESOURCES

Looking for additional resources? Here are a few links that might help if you're not sure where to start or to get more inspiration.

05

# Andrew VECCHIARELLI



# Resources

## THESE COLOURS

75-75-75

221-105-9

255-1-128

122-188-50

47-190-187

0-158-214

## THIS FONT

Grumpy wizards make toxic brew for the evil Queen and Jack.

Open Sans

# Resources

5



## THESE LINKS

### [Apple Configurator](#)

Manage iPad Content across multiple devices

### [Adobe Forms](#)

Best practices for auto-detecting forms

### [SlideDocs](#)

Duarte's approach to PowerPoint slide-document design

### [Showbie](#)

App for collecting documents from learners

### [Social Second Screen](#)

Techcrunch article about Applicastor

### [Microsoft's Strategy](#)

Engadget article about Microsoft's second screen strategy

# Resources

## THESE LAYOUTS

Table of Contents

? Help

1 Topics

2 Topics

3 Topics

4 Topics

5 Topics

6 Topics

Title

1

Title

2

TITLE  
TITLE

XX

Title

4

Title

5