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COURSE BROCHURE

Microlearning and Mobile Learning Design Training Course

25 – 29 July 2027
Doha

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Registered in the United Kingdom and Saudi Arabia

Microlearning and Mobile Learning Design Training Course

Ref: 1320_49524 **Date:** 25 – 29 July 2027 **Location:** Doha **Fees:** 5500 GBP

Microlearning and Mobile Learning Design is a 1-week training course for instructional designers, digital learning developers and L&D specialists who build short learning assets that people open on a phone, and it ends with a mobile microlearning series plan. Frontline and field employees rarely sit at a desk, so organisations need learning that fits a few spare minutes between tasks. Jupiter Prime Training runs this course on microlearning and mobile learning design.

Why Microlearning and Mobile Learning Design Matters Now

Three forces push learning onto the phone: deskless workforces in retail, logistics and healthcare who have no other screen, product and procedure changes that arrive faster than classroom schedules allow, and learners used to short video and swipe interfaces in daily life. Teams that design well-chunked, spaced mobile content keep critical knowledge fresh and searchable at the point of need. Teams that simply shrink slide decks onto small screens produce unreadable pages and low completion. The course links design choices to ISO 30422:2022 for learning and development processes and uses the Experience API xAPI to track short mobile activities.

Who Gains Most from Microlearning and Mobile Learning Design

- Instructional designers who break existing courses into focused, single-objective units
- Digital learning developers who author responsive content, short video and mobile quizzes
- L&D specialists who plan reinforcement campaigns after classroom or virtual sessions
- Operations trainers who need job aids available to field and shift staff

A digital learning team gains most when a designer, a developer and an operations trainer attend together.

Microlearning and Mobile Learning Design Capabilities

Participants move from long modules squeezed onto phones to deliberately short assets built around one task or decision.

- Assess which content suits microlearning and which still needs longer formats — portfolio decisions for designers
- Design single-objective units of two to five minutes using chunking rules — learner attention and recall
- Build spaced repetition sequences with push reminders and retrieval quizzes — knowledge retention over weeks
- Specify mobile video, card and quiz formats for small screens — production briefs for developers
- Test responsive layouts, offline access and load times on real devices — usable experience for field staff
- Apply performance support patterns such as checklists and searchable job aids — help at the moment of need

Key Microlearning and Mobile Learning Design Terms

- Microlearning — short, focused learning units, usually a few minutes long, that address one objective or task.
- Chunking — dividing content into small, meaningful pieces so learners can process and remember each one.
- Spaced repetition — revisiting content at increasing intervals to strengthen long-term memory.
- Retrieval practice — asking learners to recall information from memory, often through quick quizzes, to reinforce it.
- Responsive authoring — building content that adapts its layout automatically to phones, tablets and desktops.
- Performance support — resources used during work, such as job aids or checklists, rather than before it.

Microlearning and Mobile Learning Design Day by Day

Day 1: Learning Habits on the Phone

- Deskless Workforce Profiles — Retail, Logistics and Healthcare Device Realities
- Attention and Context Mapping — Where and When Learners Open Content
- Microlearning Suitability Test — When Short Formats Work and When They Fail
- ISO 30422 Process View — Placing Mobile Assets in the L&D Cycle
- Mobile Learning Ecosystem — Apps, LMS Mobile Views and Messaging Channels

Day 2: Chunking and Single-Objective Design

- Chunking Rules — One Objective, One Action, One Check
- Content Deconstruction — Turning a Long Module Into a Unit Series
- Microlearning Storyboards — Screen-by-Screen Plans for Small Displays
- Mobile Writing Style — Short Sentences, Scannable Headings and Plain Verbs
- Accessibility on Small Screens — Contrast, Captions and Touch Targets

Day 3: Formats, Video and Retrieval Quizzes

- Vertical Video Scripts — Ninety-Second Demonstrations and Explainers
- Card and Carousel Formats — Swipeable Steps and Visual Summaries
- Retrieval Quiz Design — Scenario Questions With Instant Feedback
- Spaced Repetition Calendars — Push Reminders Over Several Weeks
- Gamified Streaks and Badges — Motivation Without Distraction

Day 4: Responsive Authoring and Performance Support

- Responsive Authoring Tool Settings — Layouts That Adapt to Any Device
- Offline Access and Load Testing — Content for Low-Signal Sites
- xAPI Tracking for Short Activities — Recording Views, Attempts and Scores
- Searchable Job Aid Libraries — Checklists for Engineering and Pharmacy Staff
- QR Code Access Points — Linking Equipment and Workstations to Help

Day 5: Practising the Mobile Microlearning Series Plan

- Applying Suitability and Chunking Rules — Selecting Units for One Topic
- Applying Storyboards and Formats — Prototyping Two Units on a Phone
- Applying Spacing Calendars — Scheduling Reminders and Quizzes
- Device Testing Round — Peer Review on Different Phones
- Mobile Microlearning Series Plan — Unit List, Schedule and Measures

Applying Microlearning and Mobile Learning Design After the Course

- Deconstruct one existing long module into a series of single-objective units using the chunking rules and storyboard template.
- Launch a four-week spaced repetition campaign with retrieval quizzes for one frontline team and track results through xAPI.

Microlearning and Mobile Learning Design Questions FAQ

What is microlearning and mobile learning design and why does it matter now?

Microlearning and mobile learning design is the creation of short, focused learning assets built for phones. It matters now because many employees work away from desks and need knowledge in brief moments between tasks.

Which roles gain most from microlearning and mobile learning design?

Instructional designers, digital learning developers, L&D specialists and operations trainers gain most. Each produces or deploys content that must work on small screens for busy, mobile learners.

How does microlearning and mobile learning design differ from an e-learning development course?

Microlearning and mobile learning design focuses on very short, phone-first units, spacing and performance support. An e-learning development course usually covers longer desktop modules, authoring tool depth and SCORM packaging.

What do you bring back from microlearning and mobile learning design?

You bring back a mobile microlearning series plan for one topic, with a unit list, storyboards, two tested prototypes, a spaced repetition calendar and tracking measures.

Microlearning and Mobile Learning Design: The Way Forward

The mobile microlearning series plan first informs which topic moves from classroom or long e-learning into a short phone-based series. Designers, developers and operations trainers use it to produce and schedule units. After the first four-week campaign, the spacing calendar deserves another look.