

**Lesson 6:  
Mobalization And Beyond –  
Responsive Design**

In the last lesson, you learned the key features of LMS Systems and how they impact your e-learning business, and why and LMS System is mandatory for all educators.

In this lesson, you will learn:

- What is Responsive Design and Accessibility
- How accessibility affects your clients and business
- Why you need Responsive Design and Accessibility to not be left behind

Let's jump straight in and talk about what Responsive Design is.

First off it's 2016, and you should know what responsive design is, for those that don't here is it - According to Shift Learning, in responsive design, the on-screen content realigns itself automatically depending on the size and resolution of the screen of the device. Responsive design ensures optimal viewing performance regardless of the nature of the device.

<http://info.shiftelearning.com/blog/what-is-responsive-elearning-design-myth-busters>

What does this mean for your clients? No matter if they log into your course on their smartphone, tablet, or laptop, the viewing experience will be optimized to fit that particular screen size.

Here is a techy stat, in 2008 there were roughly 71 different screen resolutions, and in 2014, that number exploded to 1062. Without responsive design, you'll become a thing of the past in a heartbeat!

<http://blog.jasonsamuels.net/post/21633531278/analytics-confirm-the-need-for-adaptive-web-design>

Responsive design works because we live in an era where, according to Google, 90% of users use multiple screens sequentially to accomplish a task during a day.

Responsive design gives you the capability to present your content across all devices and screen sizes. Being able to learn on the go is, in my opinion, a requirement in e-learning to increase client engagement and retention, which by now we know lead to higher profits.

How many devices do you own? Let's have some fun and put the answers into the comments section below.

I have two cell phones an iPhone and a Samsung, an Ipad, a laptop and a desktop. Think about the last time you did something. For example, looking for a flight? Did you sit down on your computer? Or were you in front of the TV? On the bus? Maybe it was 2 am in the morning, and you were in bed on your iPad because you couldn't sleep.

How frustrating is it for you when you go to look at a website or maybe purchase something, and it is not optimized for your mobile device or tablet? Being able to access your course whenever and wherever your clients need to should be at the forefront of your mind when building your course.

Most people don't think about the importance of accessibility until it's not there.

Think about how you react when you have a hard time logging into a course, the loading speed of a website is slower than a snail, or you access a site on your smartphone which was clearly designed for a bigger screen size, so you have to swipe away trying to find what you want.

I can tell you, that kind of platform doesn't work, and you'll end up losing business for something that has such an easy fix.

When you accomplish responsive design and accessibility, your client and students will effortlessly experience your content on all devices and screen sizes. When this happens, you significantly expand your customer engagement, graduation rates, comprehension, and profits.

According to Google's Think Insights on mobile, if users have a positive experience with your mobile website, they are 67% more likely to buy a product or use a service.

You can't afford to compromise 67% of sales potential because you didn't invest and integrate a responsive design.

I like to think about responsive design as accessibility. Accessibility is about people and understanding they consume content in many different ways and lead many different lifestyles.

Accessibility is about recognizing most people stink at technology, and the combination of human error and computer error create a vast ocean of potential frustration. To truly care about your clients, you need to take accessibility seriously.

As online educators, it's our job to create rich experiences for our learners, or we'll end up in the client replacement business.

Time for you to give us a try! Can you share in the comments what device you are on? We'll collect the data and see how the numbers add up.

Cheers,

Mike

P.S. We are getting near the end of this intro course. However, it does not have to be the end of our relationship. In fact, it can be the very beginning. **SURPRISE BONUS** - When you become a client of my Client Engagement E-learning and Profit Mastery Course you automatically get Two Months Access (4 Sessions) of 22 Amazing Minutes Live Group Q&A with me.

Yes, for TWO months, I will be with you every step of the way making sure you get a great outcome. This is a bonus and a limited time offer, so don't delay and get started by clicking this link.

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You see, this is just the beginning.

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P.P.S The next lesson is going to blow your socks off! Digital Badges