
Living through Flash to iPad/HTML5 Conversion and Development



Dave Goodman
SoftAssist, Inc.
610.265.8484 ext 14
dgood@softassist.com

www.softassist.com



The Issue



How do we get from here to there?
Are you converting or developing new?

Our Agenda

Today's session will help you to:

- Identify the major conversion issues
- Know some of the required decisions
- Learn about the conversion process
- Uncover some problem issues

Gain some additional confidence



Basic Foundation & Process

Decisions

Design

Conversion

Interactions

Development

What do you mean by iPad, tablet, iPhone, multi-browser?

Conversion & Development Approaches and Tools

Rapid Tools

- Articulate Storyline
- Captivate
- Rapid Intake
- Lectora
- Many more...

Middle Tools

- Sencha
- Titanium
- Adobe Edge Suite
- others...

Code

- Javascript
- HTML5
- CSS3
- XML
- JQuery

CSS3 Code

```
.player_head
{
  width: 100%;
  height: 44px;
  background-color: #ccc;
  text-align: center;
  color: #0d5e73;
  font-size: 18px;
  padding-top: 15px;
}
.player_vdo
{
  width: 800px;
  height: 387px;
  margin: 5px auto 10px auto;
  /* min-height: 387px;*/
```

HTML/XML Code

```
<?xml version="1.0"?>
<Data>
  <LeftText id="leftText">
    <HTML
xmlns="http://www.w3.org/1999/xhtml">
  <head />
  <body>
    <p>Welcome to “The LePad Online
Learning”!</p>
    <p>This lesson is part of the “Anatomy and
Sales” series.</p>
  </body>
</HTML>
```

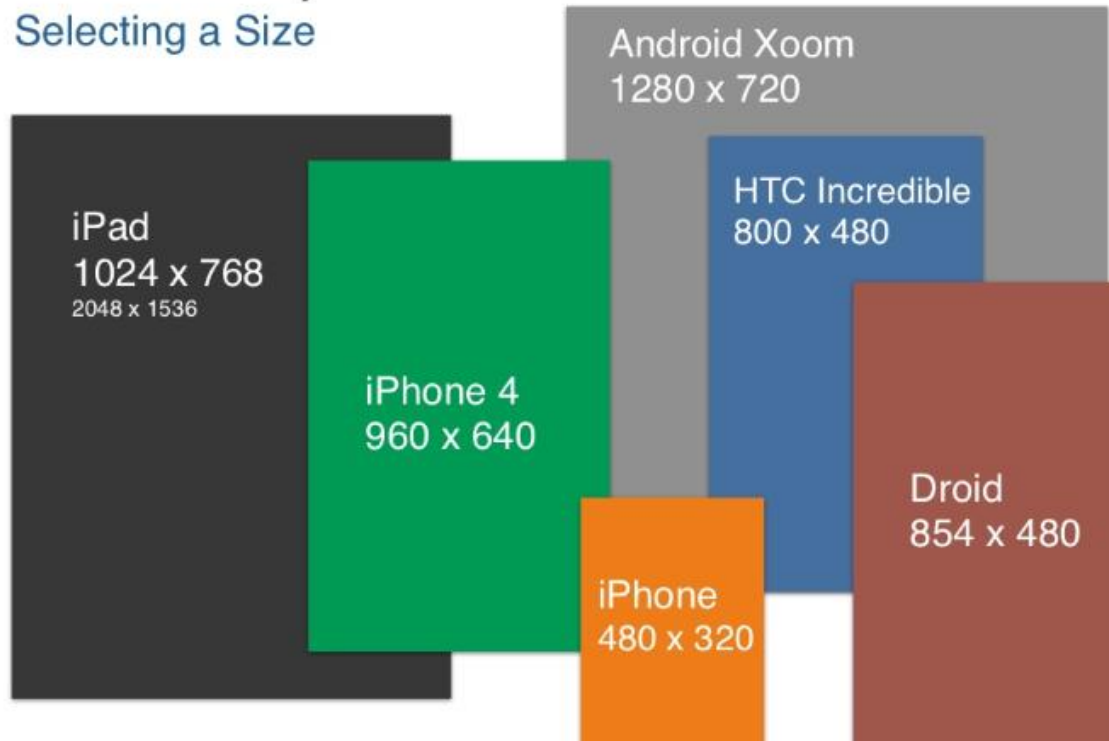
Responsive Design



High Level Process - Devices

Pixels & Aspect Ratio

Selecting a Size



Instructional Design Issues

- Do not try to place the same content on a phone as you would on a laptop. You must redesign and collapse the content.
- Are you designing only for the iPad?
- Do you really need the graphics and the interactions?
- Minimize scrolling for the phones.
- Field people, especially sales, want very brief mini-modules.
- You do not have the same level of interactions in HTML5 as you do in Flash.

Browsers

Which browser's support HTML 5?



Chrome



Safari



Firefox



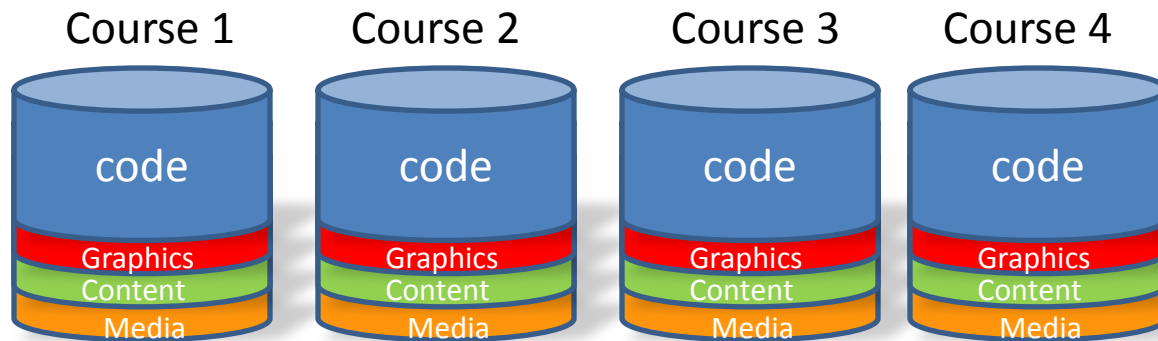
Opera



Internet Explorer 9

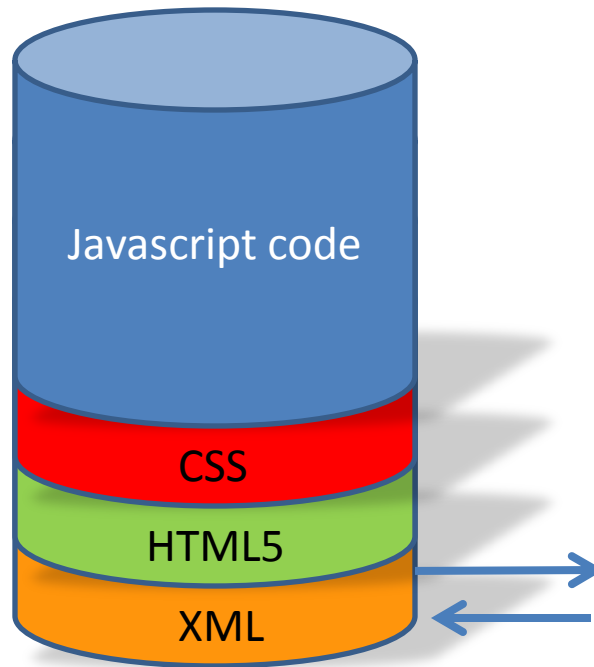


One Course – Converting or Developing New



A Library of Courses?

ENGINE = Core Functions



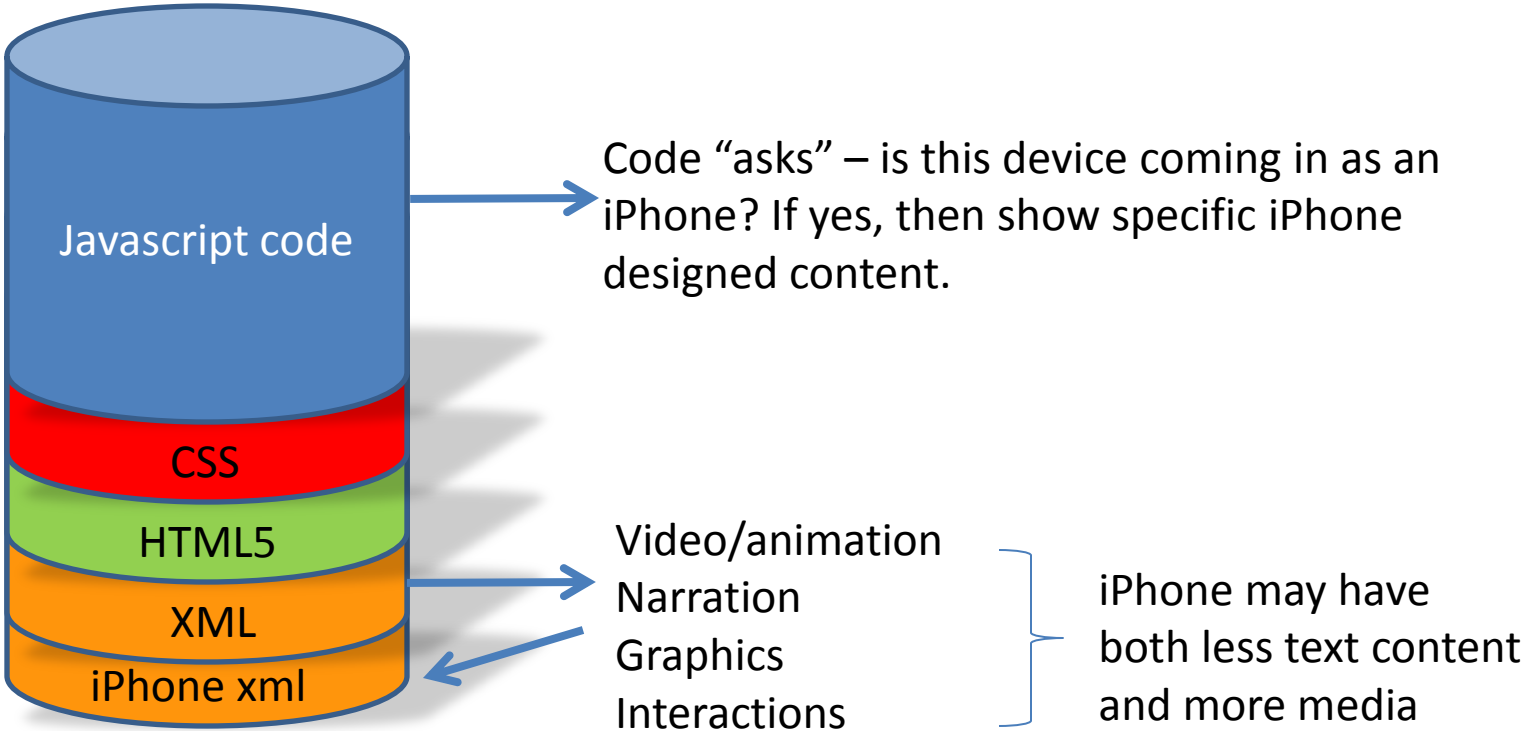
Engines can convert and develop a large number of courses much more efficiently than doing one course at a time.

Individual course assets are added using the same code.

Video/animation
Narration
Graphics
Interactions

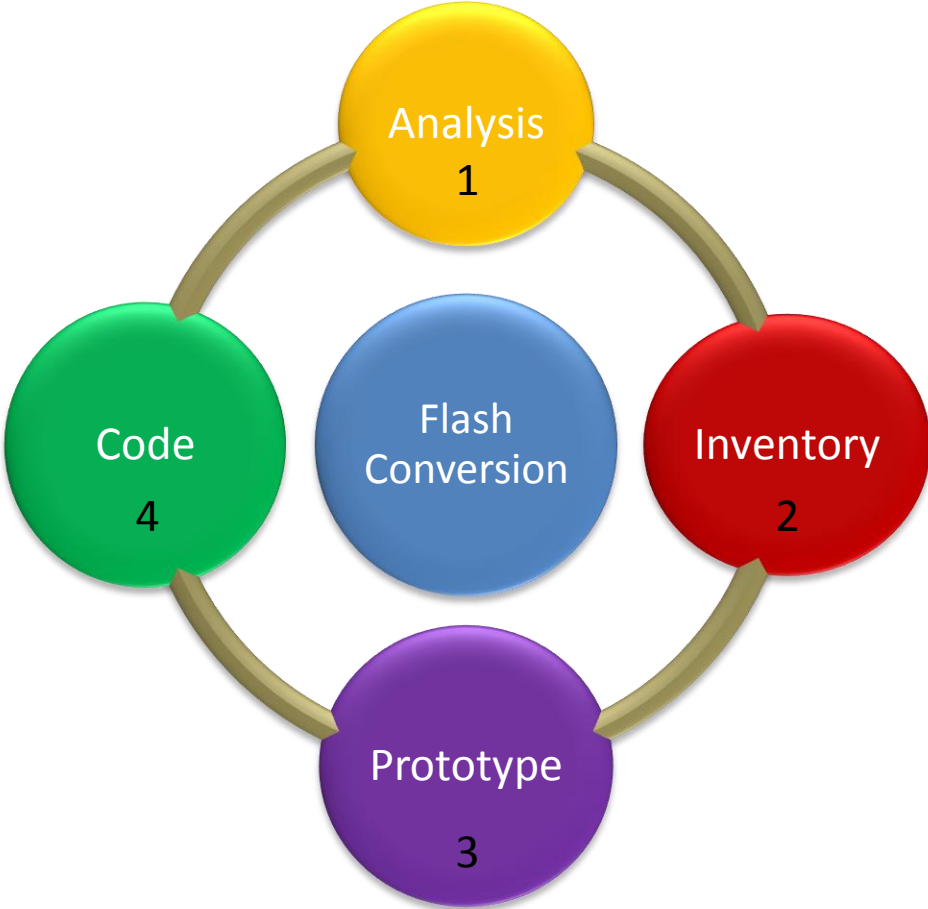
iPhone Content

ENGINE = Core Functions

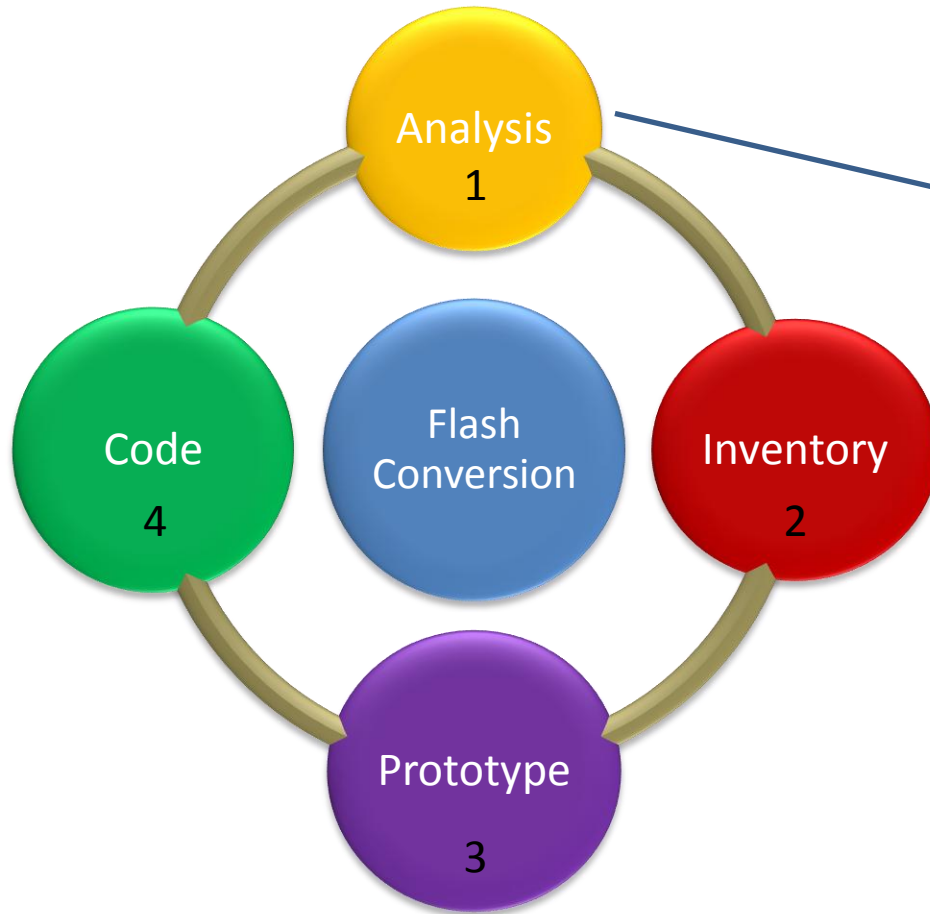


Decisions That Need to Be Made

Conversion Issues



Conversion Issues



DECISIONS

- Drivers
- **App or Web**
- **Devices**
- **Single Model**
- Test Plan
- Skills – UI and testers

High Level Process



A **Native App** is an app developed primarily for one particular mobile device, e.g., iPad, and is installed directly onto the device. The app is usually download via app stores online or from a corporate “store”.



A **Web App**, on the other hand, is basically developed for and accessed via the device’s web browser and is not downloaded. The app is not device specific.

High Level Process

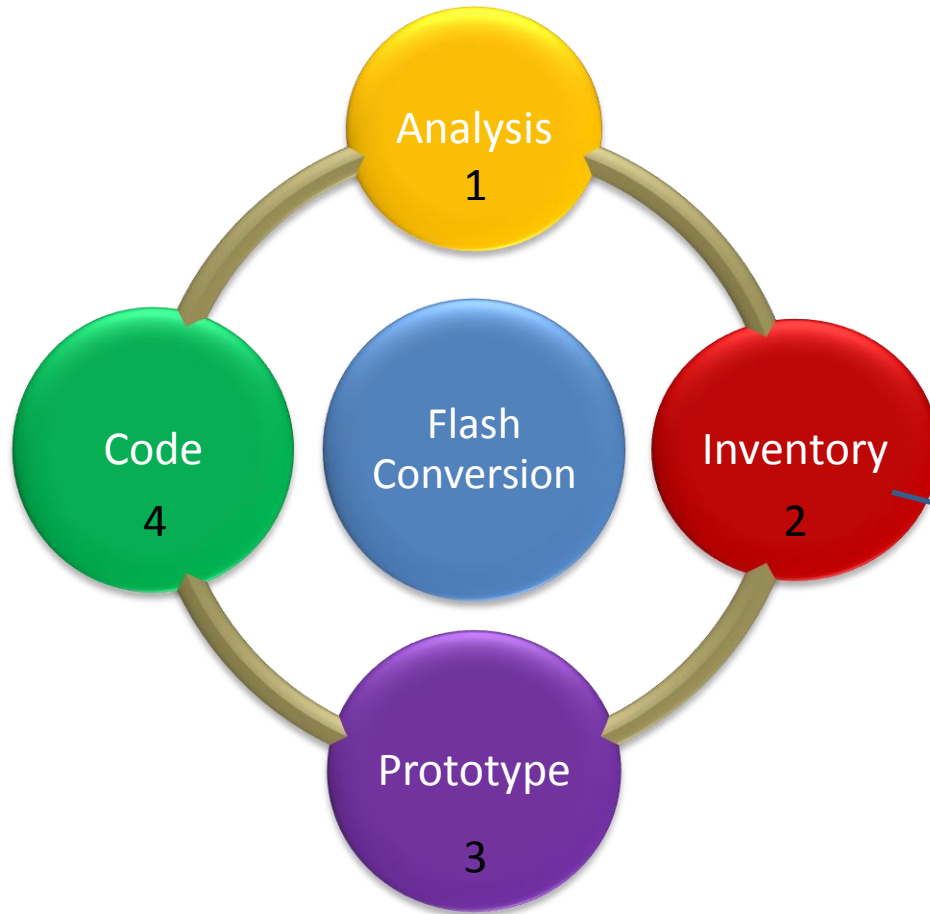


A **Native App** is developed with the devices own SDK, standards and processes. The languages are: iPad uses Objective-C, Android uses Java, Windows Mobile uses C++ or similar tools.



A **Web App**, does not have a SDK or “standards” to follow. The normal languages are: html5, javascript, CSS3, xml, etc. Every developer can follow their own designs.

Conversion Issues



DECISIONS

- How Many Courses
- Who will develop
- **Course Priorities**
- **Level of Interactions**
- Media

Responsive Design

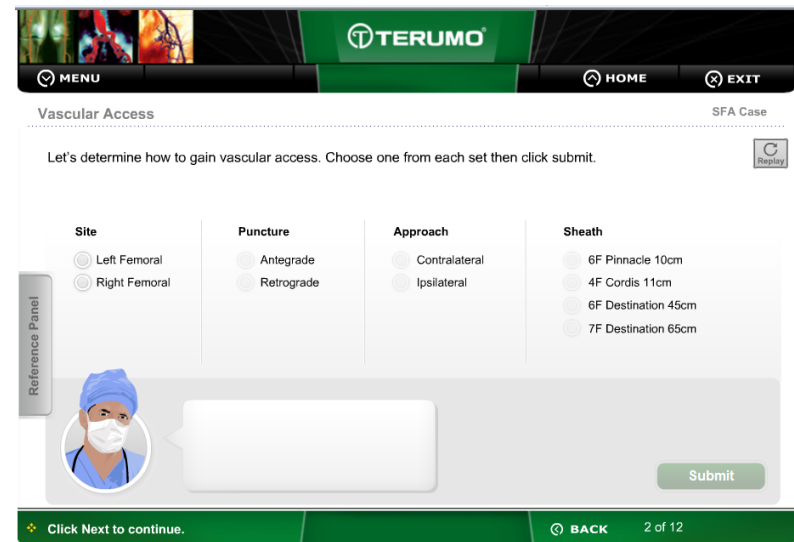


Design early in your process and test

Flash Interactions – Is there a difference?

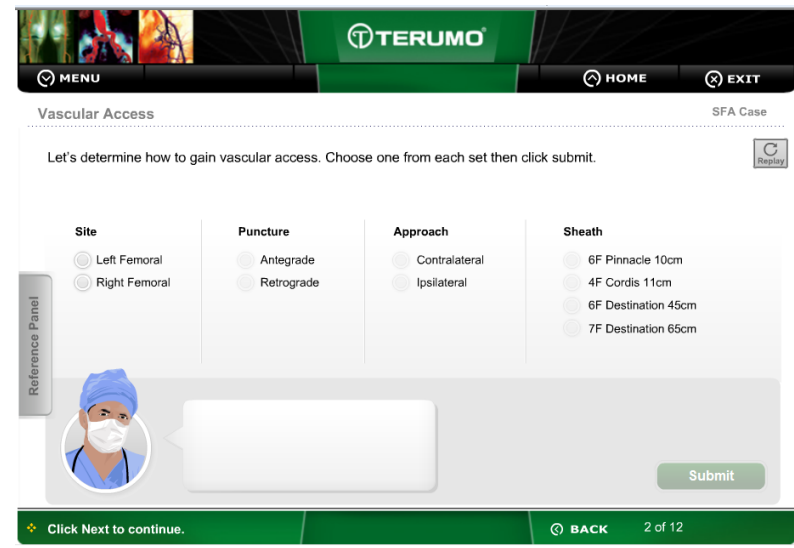


Flash .swf file



Flash .swf file

Flash Interactions – Is there a difference?



Yes – the screen on the left is a non-interactive screen while the right side screen is interactive (questions and feedback).

Inventory Issues

Course Name: _____

Analyst: _____

Course File Date & Location: _____ Total # of screens: _____

Screen	Layout	Flash	View	Interact	Sound	Narration	Sync	Complexity
1	GR	Y	Y	-	y	Y	Y	1
2	Text	N	-	-	y	Y	N	-
3	Quiz	Y	-	QA	N	-	-	2
4	Anim	Y	N	DND	Y	N	Y	3

iPad does not have auto-play – the learner must click to initiate any action

Browsers & MP4

Video codec support by browser and implication for conversions

Codec	IE	Firefox	Safari	Chrome	Opera	iPhone	Android
OGG		3.5+		5.0+	10.5+		
MP4	9+		3.0+	5.0+		3.0+	2.0+

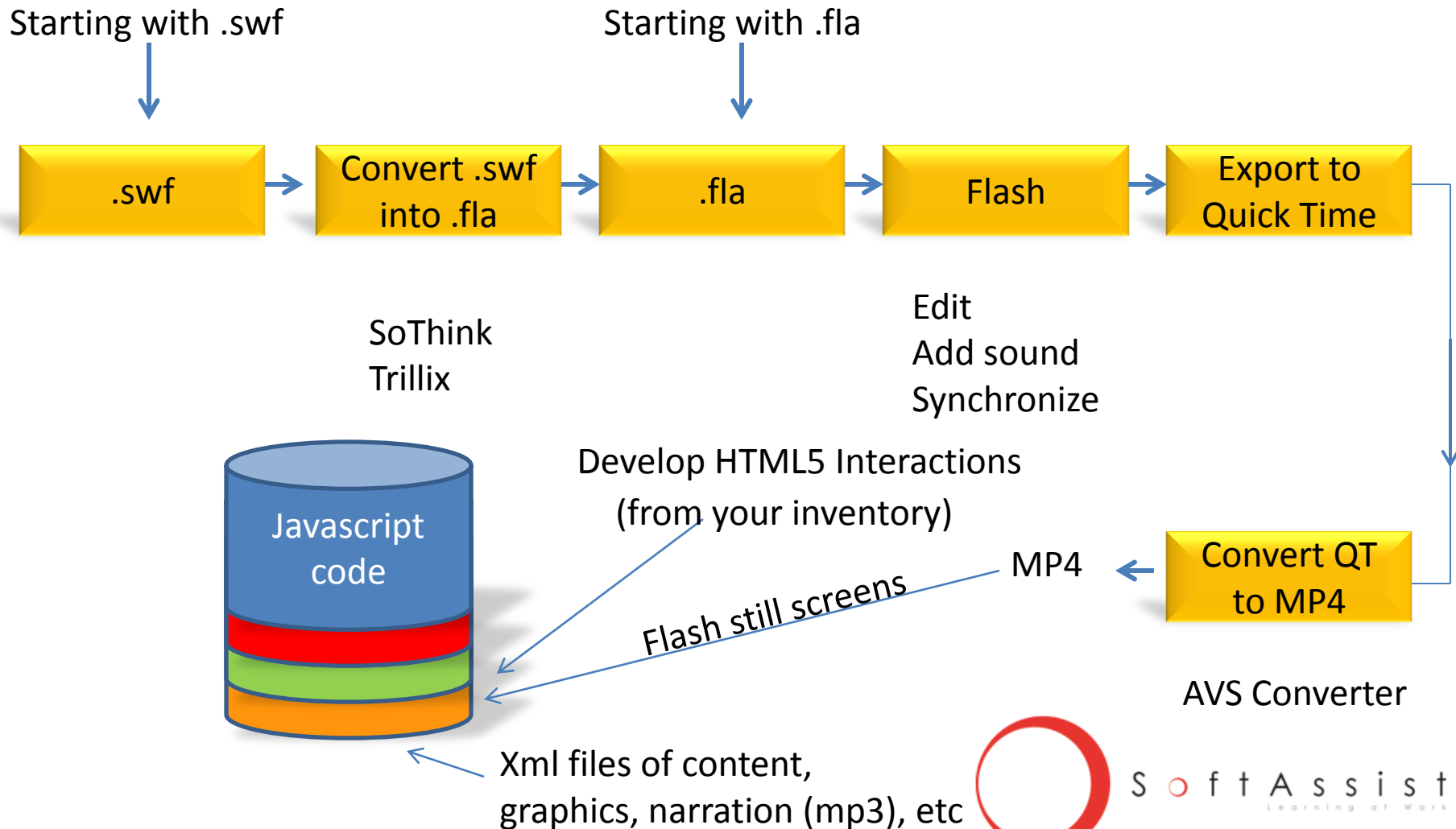
What is Converted and What is Developed



Animation or movements, but no interactions, will be converted into an mp4 and an ogg video file. Audio and narrations will be converted to mp3.

If you have an animation and an interaction, you must show the animation and then initiate the interaction, or, have the animation on one screen and the interaction on the following screen.

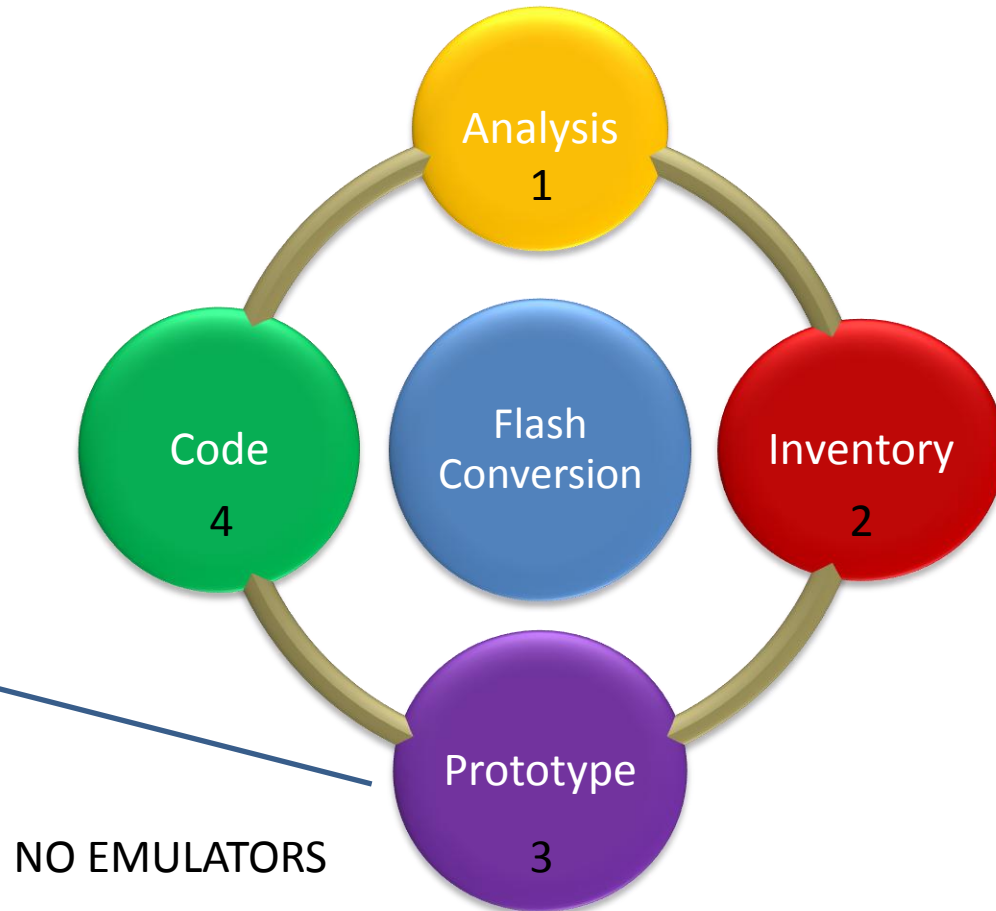
Flash Interactions – What is the process?



Conversion Issues

DECISIONS

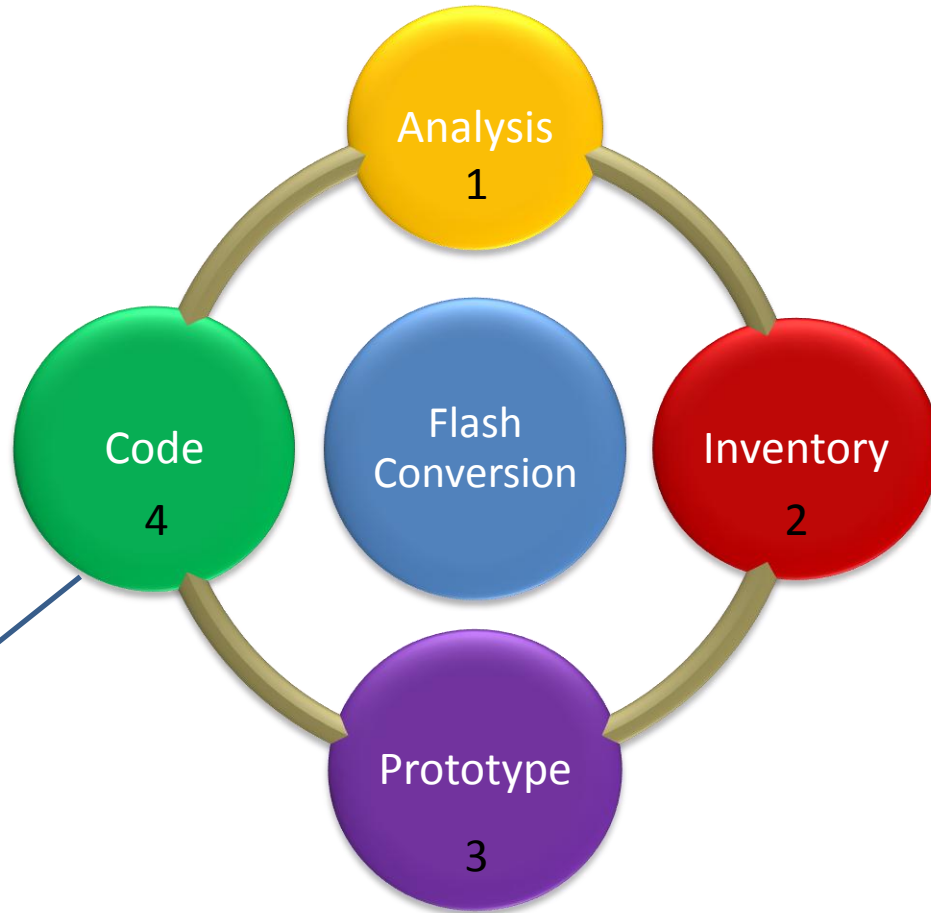
- Quick Tests
- ISD Re-design
- Responsive Design
- Standards
- Fluidity



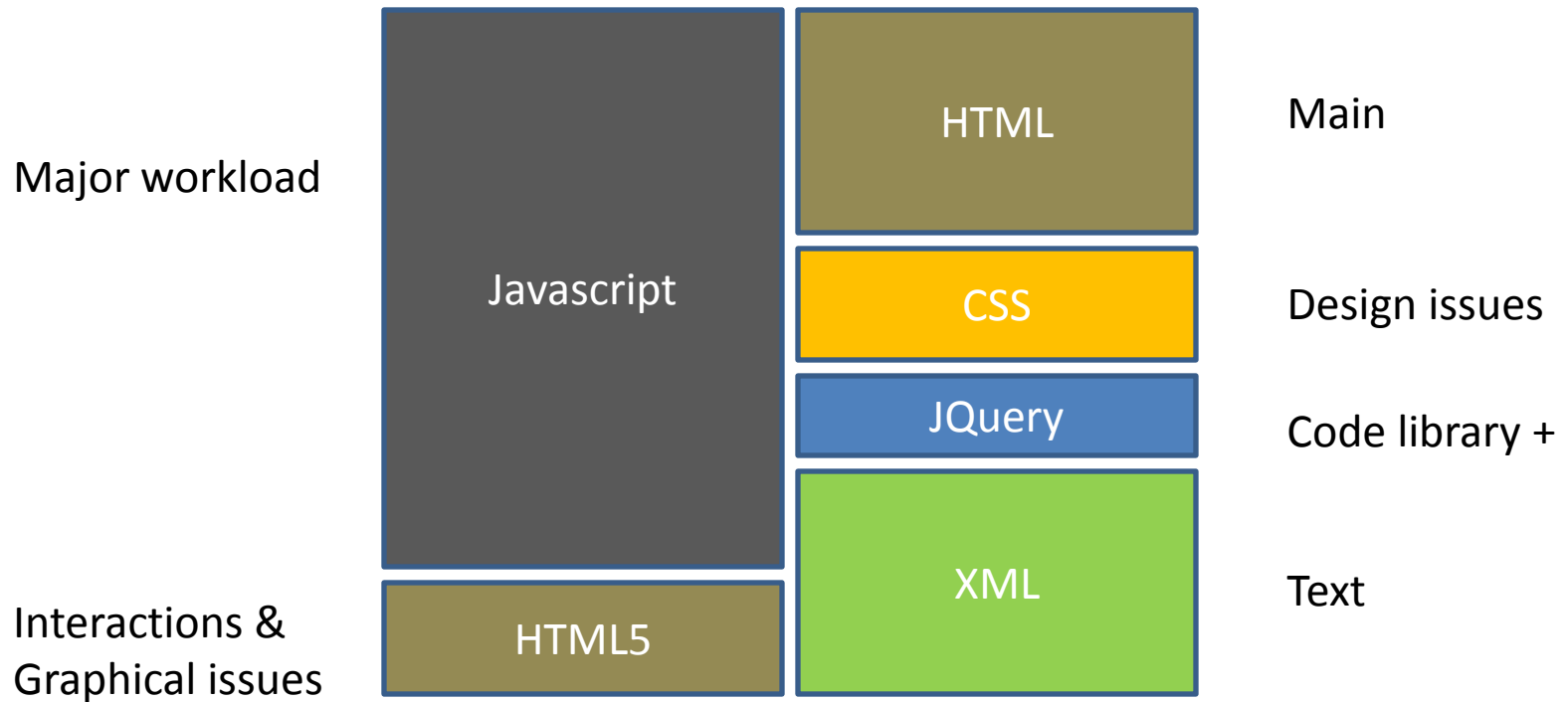
Conversion Issues

DECISIONS

- Test
- Re-design
- **Test Again**
- Help Desk
- **Expect changes**



Development



Resources

http://mobiledevices.about.com/lr/native_apps_vs_web_apps/1864073/2/

<http://msdn.microsoft.com/en-us/magazine/hh335062.aspx>

<http://html5test.com/>

<http://caniuse.com/>

<http://www.html5rocks.com>

<http://html5doctor.com/multimedia-troubleshooting/>

<http://blog.teamtreehouse.com/beginners-guide-to-responsive-web-design>

<http://diveintohtml5.info/>

<http://www.iorgsoft.com/compare/mp4-vs-h.264-comparison.html>

<http://praegnanz.de/html5video/>

<http://www.streaminglearningcenter.com/>

<http://www.coronalabs.com/products/corona-sdk/>

<http://www.netmagazine.com/news/are-css3-and-html5-new-flash-111301>

Other Webinars

1. **Three Approaches for Increasing Creative Instructional Designs**
2. **Why Projects Fail: Tips for Recovery**
3. **Responding to the 54%: What to do after the Training?**
4. **Investment Strategies for Learning**
5. **Five Learning Trends: Impact on You and How to Prepare for the Future**

Q&A and a BigThank You!

Dave Goodman
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dgood@softassist.com

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