

# Reduce. Reuse. Repurpose

*The Business Benefits of  
Lectora for Authoring*

# Reduce. Reuse. Repurpose.

## The Business Benefits of Lectora for Authoring

- **Adaptive Learning** using pre-assessment
- **WCAG** compliant learning game
- Usability testing using **xAPI Data**
- **Modular Development:** do more with less

*That's not enough time!*

*I don't have the budget!*



How are we going to  
keep all courses  
consistent!?

*How am I going to  
get courses  
through review?*

*I'm not sure  
how to do that...*

Hire  
more people

Use tools  
that help you solve  
more business  
problems

Work  
Faster!



# Adaptive Learning

1. Please enter your name for the badging report.

2. Please tell us how you heard about this course by selecting a source.

Select your starting point from the personalization menu above to start earning badges. Earn badges based on the pages and sections you view. Switch sections at any time during the course, in any order, and as often as you like.



Select a section from the personalization menu to start learning.



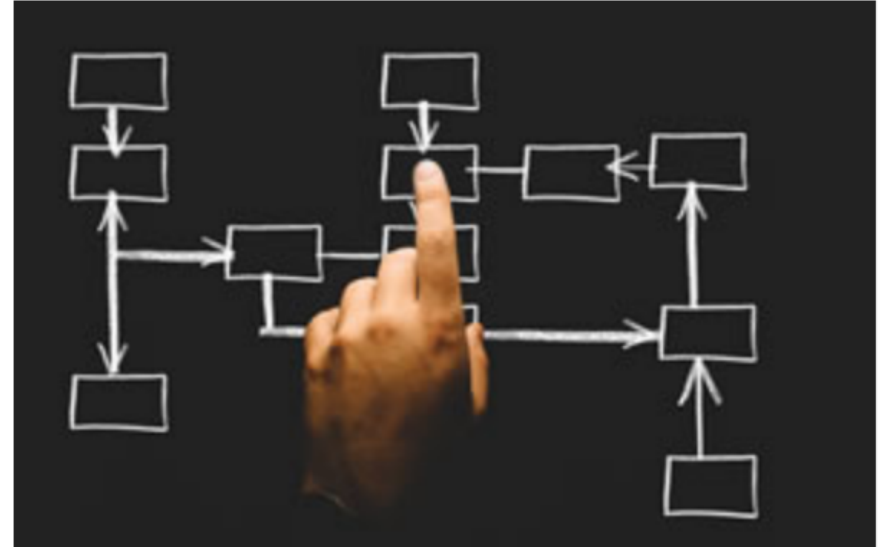
Select your starting point from the personalization menu above to start earning badges. Earn badges based on the pages and sections you view. Switch sections at any time during the course, in any order, and as often as you like.





## The Need for Personalized Learning

Personalized learning that adjusts to a large diverse employee base are just what our company needs to comply with diversity regulations.



Page c1,



HOME/  
FINISH





Select a section from the personalization menu to continue learning.

Select your starting point from the personalization menu above to start earning badges. Earn badges based on the pages and sections you view. Switch sections at any time during the course, in any order, and as often as you like.

Click to finish the course now and see the badges you earned.



## Congratulations, you earned the following badges!



**This is your personalized path. Compare it to other users.**

c1,c2,c3,c1,c2,c3,c4,c5,c6,c7,

Your total pages visited is **11**

Get Bonus Materials

## Congratulations, you earned the following badges!



**This is your personalized path. Compare it to other users.**

d1,d2,d3,d4,d5,d6,d7,d8,a1,m1,p1,c1,c2,c3,c4,c5,c6,c7,c8,m1,m2,m3,m4,m5,m6,m7,  
m8,a1,a2,a3,a4,p4,a4,a5,a6,a7,a8,c8,c7,c6,c5,c4,c3,c2,c1,

Your total pages visited is **46**

Get Bonus Materials



🖨️ 🔍 100% 📺 View only

360:360 | fx | 5/5/2021 22:04:04

	A	C	D	E	F	
1	Timestamp	Name	Source	Pages	Badges	Path
342	8/3/2020 18:49:46	olu	Webinar	11	2	a1,a2,a3,a1,a2,a3,a4,a5,a6,a7,
343	8/4/2020 9:20:54	JB	Blog	8	2	d1,d2,d3,d4,d5,d6,d7,
344	8/4/2020 9:24:38	JB	Blog	8	2	p1,p2,p3,p4,p5,p6,p7,
345	8/5/2020 14:53:37	hilarie	Webinar	20	2	m1,m2,m3,p3,p4,p5,p6,p5,p4,p3,p2,c2,c3,c4,c5,a5,a6,a6,a7,
346	8/6/2020 4:21:41	st	Webinar	8	2	d1,d2,d3,d4,d5,d6,d7,
347	8/6/2020 4:53:12	Sam	Webinar	58	6	d1,d2,d3,d4,a4,a3,a2,a1,a1,m1,d1,p1,c1,a1,a2,m2,d2,p2,c2,a2,a3,m3,d3,p3,c
348	8/6/2020 8:26:09	Kim	Webinar	19	2	d1,d2,d3,d4,d5,d6,d7,d8,d7,d8,d1,d2,c2,c3,c4,c5,c6,c7,
349	8/7/2020 9:53:53	saad	Webinar	5	1	a1,a2,d2,c2,
350	8/11/2020 15:01:21	Heidi	Webinar	8	2	d1,d2,d3,d4,d5,d6,d7,
351	9/9/2020 9:51:38	Ann	Webinar	20	3	m1,a1,a2,a3,a4,a5,a6,a7,a8,d1,d2,d3,d4,d5,d6,d7,d8,c1,c1,
352	9/15/2020 8:08:57	LG	Webinar	21	3	a1,a2,a3,a4,a5,a6,a7,a8,d1,d2,d3,d4,d5,d6,d7,d8,m1,m2,m3,p3,
353	9/24/2020 6:23:12	ameeta	Webinar	8	2	d1,d2,d3,d4,d5,d6,d7,
354	9/29/2020 20:02:05	Mariana	Webinar	26	3	d1,d2,d3,d4,d5,d6,d7,d8,p1,p2,p3,p4,m4,m5,m6,m7,c7,c8,a1,a2,a3,a4,a5,a6,
355	10/7/2020 3:27:21	Gerry	Blog	8	2	d1,d2,d3,d4,d5,d6,d7,
356	10/9/2020 7:21:07	Me	Webinar	12	2	a1,a2,a3,a4,a5,a6,a7,a8,p8,m1,c1,
357	12/27/2020 1:06:16	boo	Webinar	8	2	d1,d2,d3,d4,d5,d6,d7,
358	1/13/2021 5:01:02	Sebastian Wolgast	Webinar	10	1	d1,d2,d3,d4,d5,d6,p6,m6,m7,
359	1/14/2021 19:01:22	Callista	Webinar	8	2	d1,d2,d3,d4,d5,d6,d7,
360	5/5/2021 22:04:04	Chris W	Webinar	11	2	c1,c2,c3,c1,c2,c3,c4,c5,c6,c7,

# WCAG Accessible Learning Game

***MOUNTAIN PANIC!***



# ***MOUNTAIN PANIC!***

Start



# MOUNTAIN PANIC!



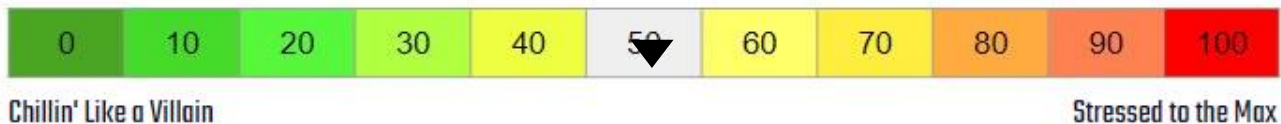
Here you are, one week into a 2-week backwoods backpacking excursion. Your pack is loaded with ample provisions. The weather has been in your favor, and you've managed to regularly replenish your water supply along the way. All seems well so far but you are too experienced to let your guard down. You know everything can change in a heartbeat. Remember, stress is your enemy! Stay calm and keep your wits about you to conquer your Mountain Panic. Are you ready to face the challenge?

**Instructions first, please!**



## Instructions

You are starting this adventure with 50 Stress Points.  
At each challenge, read the scenario and select one of three actions.  
The choice you make will affect your stress level:  
Calming = Reduces your stress level by -10 points  
Neutral = Does not alter your current stress level  
Triggering = Raises your stress level by +10 points  
Choose wisely to eliminate ALL your stress points and win the challenge!



Chillin' Like a Villain

Stressed to the Max

Close

# MOUNTAIN PANIC!

You've been climbing for a while and have gained significant elevation. You can't pinpoint exactly why, but you can't shake the feeling that something isn't quite right. Your muscles tense and your tension rises as you begin to wonder if you may have veered off your planned trail.

**What do you do next? *Choose your action then select Submit.***

- Stop to catch your breath; check your phone to confirm your location by satellite and make a plan.
- Take a quick rest break then keep pushing forward.
- Push harder so you can reach the summit faster.

Submit



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You can't pinpoint exactly why, but you can't shake the feeling that something isn't quite right. Your muscles tense and your tension rises as you begin to wonder if you may have veered off your planned trail.

**What do you do next? Choose your action then select Submit.**

- Stop to catch your breath; check your phone to confirm your location by satellite and make a plan.
- Take a quick rest break then keep pushing forward.
- Push harder so you can reach the summit faster.

You keep trekking upward, thinking you'll soon clear the treeline. The more you walk, the more stressed you get. You stop and reach for your smartphone in frustration. Add 10 stress points. **Your Score 60**

Next



# MOUNTAIN PANIC!

Your phone is not where it should be. You pat your pockets, casually at first, then frantically. You drop and ransack your pack, and then turn out your pants and jacket pockets one more time. It's no use. Your heart races as you come to grips with the gravity of your situation: you are lost in the mountain wilderness without your smartphone.

**What do you do next? *Choose your action then select Submit.***

- Sit down, close your eyes, and breathe deeply; inventory your resources as you repack carefully.
- Shout a string of profanity that would make a sailor proud, then crumple into an exhausted heap and cry.
- Shove everything in your pack quickly and hit the trail. You're losing daylight.

Submit



# MOUNTAIN PANIC!

Your phone is not where it should be. You pat your pockets, casually at first, then frantically. You drop and ransack your pack, and then turn out your pants and jacket pockets one more time. It's no use. Your heart races as you come to grips with the gravity of your situation: you are lost in the mountain wilderness without your smartphone.

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- Shout a string of profanity that would make a sailor proud, then crumple into an exhausted heap and cry.
- Shove everything in your pack quickly and hit the trail. You're losing daylight.

You keep trekking upward, thinking you'll soon clear the treeline. The more you walk, the more stressed you get. You stop and reach for your smartphone in frustration. Add 10 stress points. **Your Score 70**

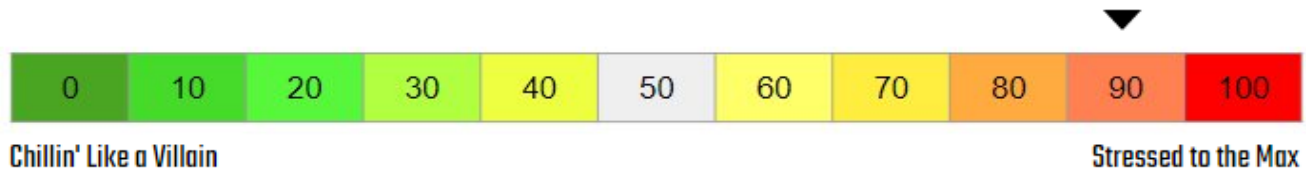
Next



Congratulations! You arrived at the trailhead safely with water to spare.

How well did you manage your stress level?

**Your Score 90**



**Try to beat your score!**





Reflection

Gamification

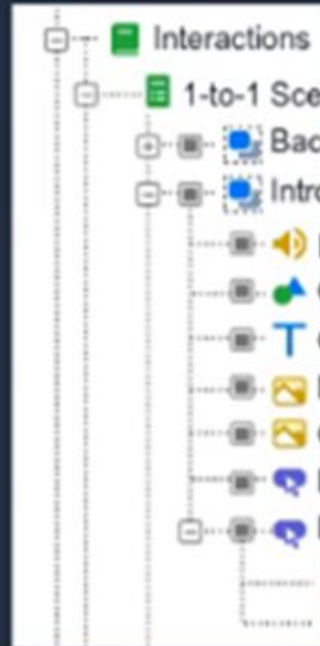


Questioning  
IS  
Interactive!



# xAPI Data

# Lessons Learned

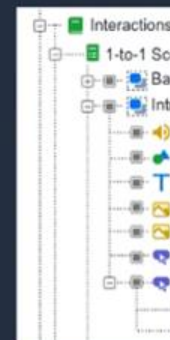
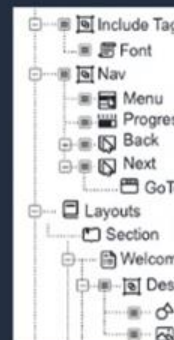


# Lectora UI Test - in Lectora!

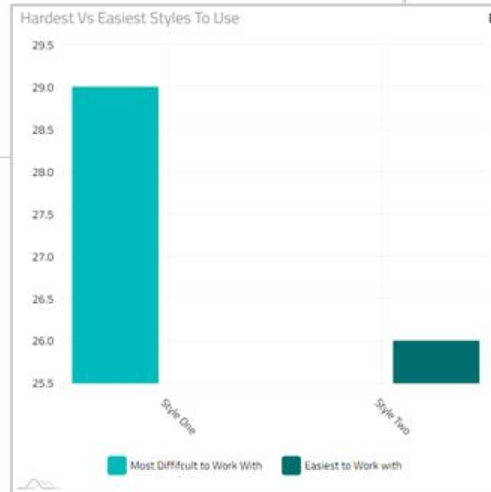
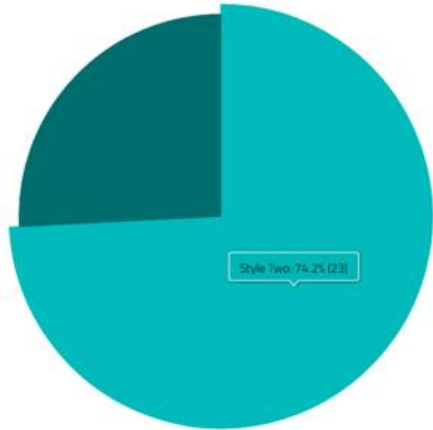
The screenshot shows the Lectora software interface. At the top, there's a menu bar with options like FILE, HOME, DESIGN, INSERT, TEST & SURVEY, TOOLS, VIEW, PROPERTIES, and POSITION & SIZE. Below the menu is a toolbar with various icons for text, formatting, and navigation. On the left, the Project Explorer shows a tree view of the course structure, including sections like 'Course Elements', 'Chapter 1', 'Chapter 2', and 'Chapter 3'. In the center, a video call window shows a woman named Jerry Green. Below the video call, a slide titled 'Style B' contains the following instructions:

- Locate the **Text** object named **Course Title** in the Project Explorer.
- Study its Text icon.
- Now, click all the Text icons.

As you answer the following questions, think back on the exercise you just completed.



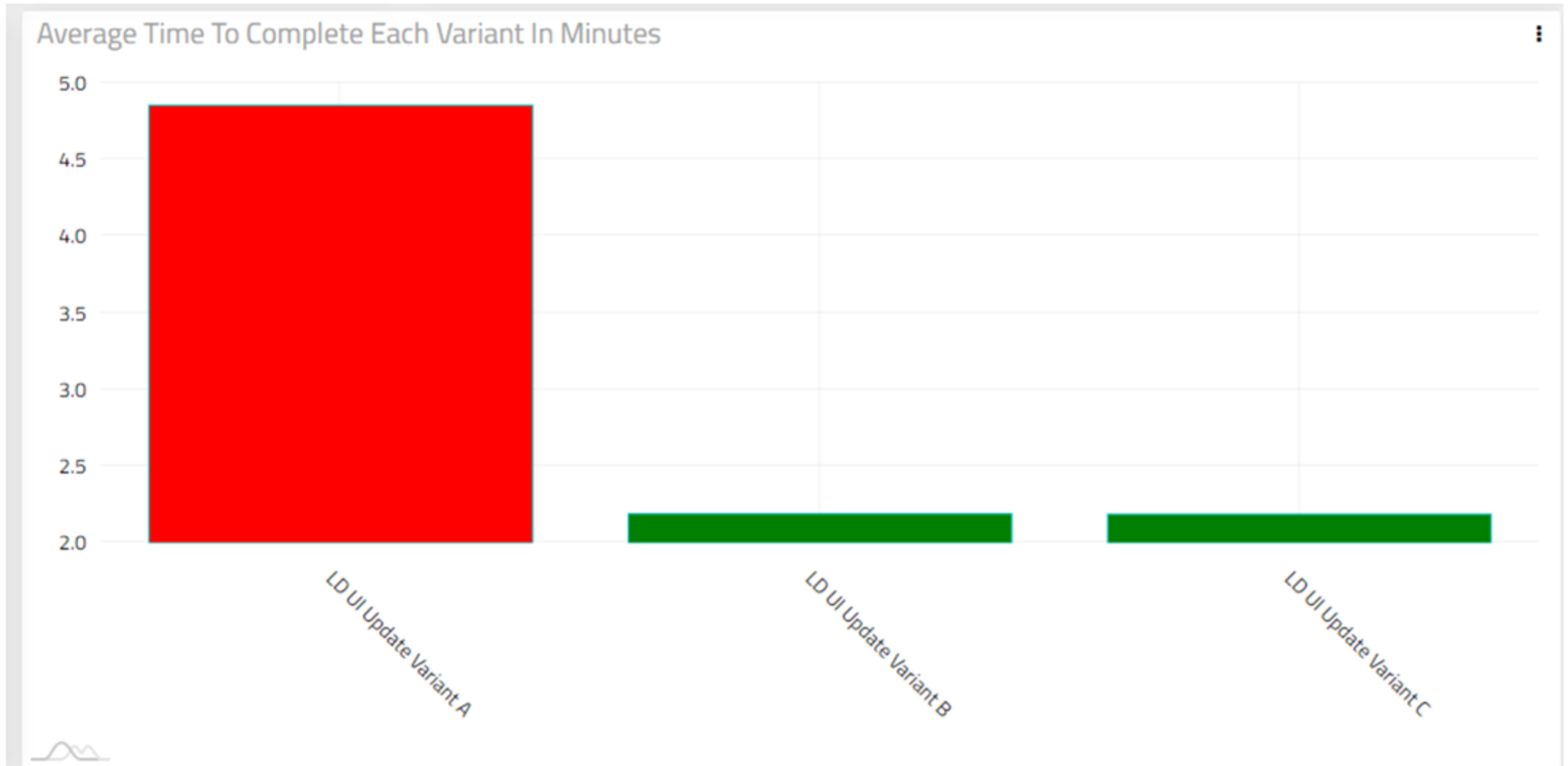
# What users told us



## What Do You Like Most About Your Favorite Design?

- ✓ **The color scheme is much better on Style Three**  
Has a metric of 1.00
- ✓ **Color**  
So you can see the difference quickly, almost without looking  
Has a metric of 1.00
- ✓ **Bright Colours. Clear Icons. Easiest to find the corresponding icons.**  
Has a metric of 1.00
- ✓ **The colours and icons are clearer and more distinct.**  
Has a metric of 1.00
- ✓ **Easy to find what I'm looking for.**  
Has a metric of 1.00
- ✓ **Colour, Shape, Colour, Font, Colour .... oh ... did I mention colour?**  
Has a metric of 1.00
- ✓ **Easy to identify colored icons**  
Has a metric of 1.00
- ✓ **intuitive**  
Has a metric of 1.00
- ✓ **Colors and bold icons**  
Has a metric of 1.00

# The Data Story



# Lectora ModDev

# eLearning Solutions That ROCK!

## CREATE LEARNING



### Authoring Tools

Lectora®  
ReviewLink®  
CenarioVR®  
AssetLibrary™  
The Training Arcade®



### Custom Learning

Learning Program Strategy  
Instructional Design & Dev  
Online Course Conversion  
Outcome-Based Learning

## SOURCE LEARNING



### Off-The-Shelf

Soft Skills  
Leadership Training  
Employee Development  
Workplace Safety  
Cybersecurity  
Compliance

## EXPERIENCE LEARNING



### LMS / LXP

Content Management  
Learning Paths  
VILT / ILT  
Gamification  
Mobile / Video Coaching  
Reporting & Analytics



# Primary Research



## Custom Teams

- Best practices & methodologies
- eLearning Brothers + Customers



## Customers

- Customer focus groups
- Surveys
- 1:1 interviews



## Support

- Customer Success team analysis
- Informed by hundreds of Lectora support use cases

# MODULAR DESIGN SYSTEM:

A collection of reusable components, guided by clear standards, that can be assembled together to build any number of applications.

- [Designbetter.co](https://designbetter.co)

# Why Lectora ModDev?

## A solid baseline for eLearning success



### **Speed**

The heavy lifting is already done

### **Consistency**

You know where everyone started

### **Support**

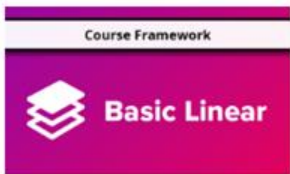
Eliminate variables when troubleshooting

### **Onboarding**

Assets for training videos and exercises

### **Accessibility**

Test components for keyboard navigation and screen readers



Basic Linear



Linear - Randomized Test



Linear - Test Sections



Linear - Randomized Test Sections



Chapters in Order



Chapters in Order - Knowledge Checks



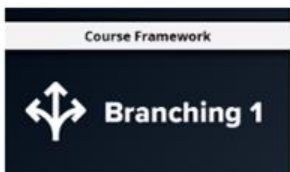
Non-Graded Pre-Quiz - Test



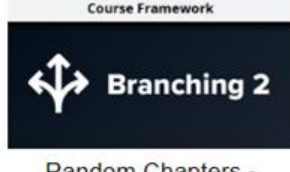
Graded Pre-Quiz - Test Out



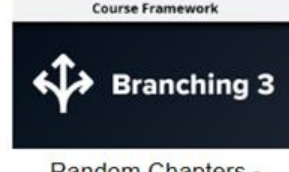
Pre-Test - Chapter Completion



Random Chapters



Random Chapters - Knowledge Checks - Final Test



Random Chapters - Knowledge Checks - Final Test - All Graded

**Build Process**

**Choose a Framework**

**Add Page Templates**

**Style Pages**

**Lectora<sup>®</sup>**

**WATCH & LEARN**  
webcasts **atd**

## Build Process

Choose a Framework

Add Page Templates

Style Pages

Course Framework



Basic Linear

Title

Attention Getter

Objectives

Content Pages

Ungraded  
Knowledge Check

Summary

Graded  
Test

Certificate

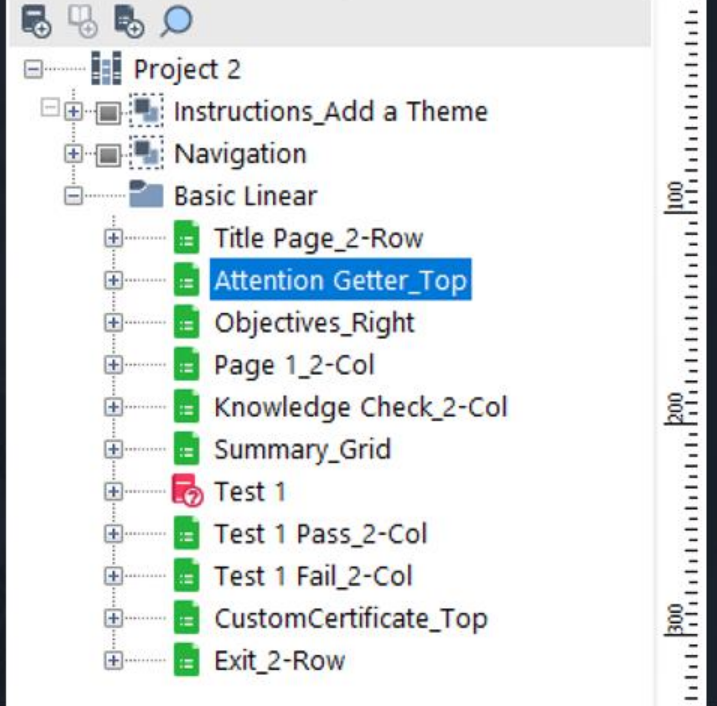
Exit Course

FILE HOME DESIGN INSERT TEST & SURV



## Project Explorer

ICON View Project Explorer



Lectora Trial Version - Project 2.awt

FILE HOME DESIGN INSERT TEST & SURVEY TOOLS VIEW PROPERTIES

Edit Run Preview Debug Preview Page in Browser\*
 Show Grids Snap to Grid Add Guide - Options
 Show Guides Snap to Guides Clear Guides
 Show Rulers
 Zoom In Refresh Action Pane
 Zoom Out Skin: Modern Page Events Pane
 75% Display Reset Layout
 Panes

Modes Grid and Guides Display

Project Explorer

ICON View Project Explorer

- Project 2
  - Instructions\_Add a Theme
  - Navigation
    - Basic Linear
      - Title Page\_2-Row
      - Attention Getter\_Top
      - Objectives\_Right
      - Page 1\_2-Col
      - Knowledge Check\_2-Col
      - Summary\_Grid
      - Test 1
      - Test 1 Pass\_2-Col
      - Test 1 Fail\_2-Col

Welcome to this Framework  
 In the Lectora Studio interface, select the Project Themes  
 tab, select the Project Themes  
 desired theme:  
 to-Nav theme to use the  
 in this framework, or  
 theme with styled navigation, then  
 Framework Navigation group in the  
 folder.  
 is added at the top of the  
 page. They are fully editable and  
 save.  
 To add Lectora Style Packs and  
 templates to this framework, visit  
[www.elearningbrothers.com/moddev](http://www.elearningbrothers.com/moddev)

**Attention Getter!**

- Use this introduction page to grab attention.
- Focus on impact and outcomes—What's In It For Me?
- Use an image that's bold or entertaining.

*To swap this page, browse the library for an alternate layout or interaction.*

Resources My Library Stock Library Tools

x 272 y 896 75%

**Build Process**

**Choose a Framework**

**Add Page Templates**

**Style Pages**



Lectora Trial Version - Project 2.awt

FILE HOME DESIGN INSERT TEST & SURVEY TOOLS VIEW **PAGE PROPERTIES**

Cut Copy Paste Paste As + Clipboard

Style Painter

AU Chapter Section Page Frameworks Add Structure

Add object Quick Insert

Text Style Text Color Text Text Scaling

Scale: 100% Size: 14pt

Find Find Next Replace Edit Publish Publish

Project Explorer

ICON View Project Explorer

Project 2

- Instructions\_Add a Theme
- Navigation
  - Basic Linear
    - Title Page\_2-Row
    - Attention Getter\_Top
    - Objectives\_Right
    - Page 11
      - 3-Panel Click to Reveal - 3-Col
      - Tag\_Style Pack\_3-Col
  - Instructions\_Use this Wireframe
  - HideContent

Wireframe

Project Themes

To use the wireframe

Navigation

at the top of the page is editable and

Style Packs and Frameworks, visit <https://www.pearsoncmg.com/moddev>

VAR(CurrentPageName)

Use this space to introduce your subject. Be sure to introduce the subject and tell your learner what to do next.

CONTENT 01

CONTENT 02

CONTENT 03

CONTENT 04

To edit this Wireframe

- Introductory text found in the IntroContent tab of the Project Explorer
- Tab content can be found in the Content\_Tabs tab
- To adjust buttons or actions:
  - Edit buttons with the buttons panel
  - Edit which button shows by clicking by edit ShowMobile and ShowTabContent actions

Build Process

Choose a Framework

Add Page Templates

Style Pages

Resources My Library Stock Library Tools

x 409 y 865 75%



Project Explorer

ICON View Project Explorer

- Next
- Instructions\_Add a Theme
- Basic Linear
  - Title Page\_2-Row
  - Attention Getter\_Top
  - Objectives\_Right
  - Page 11
    - 3-Panel Click to Reveal - 3-Col
    - Tag\_Style Pack 3-Col
- Instructions\_Add a Theme
- Instructions\_Use this Wireframe
- HideContent
- Show/Hide/States

**Rockstar**

**VAR(CurrentPageName)**

Use this space to introduce your subject. Be sure to introduce the subject and tell your learner what to do next.

- CONTENT 01
- CONTENT 02
- CONTENT 03
- CONTENT 04

To use the wireframe...  
 Add navigation...  
 Add content at the top of the page...  
 To edit this Wireframe...  
 • Introductory text found in the IntroContent...  
 • Tab content found in the Content\_Tab...  
 • To adjust buttons or actions:  
 • Edit buttons with the button states pane...  
 • Edit which button should click by editing ShowMobile and ShowTabActions

**Build Process**

**Choose a Framework**

**Add Page Templates**

**Style Pages**

Project Explorer

ICON View Project Explorer

- Header Line6
- Star 1
- Star 2
- Star 3
- Star 4
- Star 5
- Star 6
- Star 7
- eLB Stand Alone Logo632
- Footer Background BG Color 2
- Footer Background BG Color
- Footer Line1
- Footer Line2
- Course Title Text
- Navigation
  - Exit
  - Exit
  - Back
  - Next
- Instructions\_Add a Theme
- Basic Linear
  - Title Page\_2-Row
  - Attention Getter\_Top
  - Dylan-web-27804
  - Tag\_Style Pack\_Top
  - Graphics
    - Callout Rounded Rectangl

Framework

Project Themes

to use the  
rk, or

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vigation group in the

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y editable and

Style Packs and  
ramework, visit  
thers.com/moddev

Rockstar

eLearning  
brothers

Check this out!

The new ModDev system in Lectora makes rapid eLearning development fun and easy!

Have fun with Lectora ModDev:  
Sign up for a 30 day free trial today!

X

< >

# ModDev Roll Call

Let's recap the Lectora ModDev elements and their purpose:



**Frameworks**  
unstyled  
course logic  
and flow



**Themes**  
perpetual  
“player” -  
header, footer,  
nav



**Page  
Layouts**  
that work with  
the modular  
grid system



**Wireframes**  
drag-in  
interaction  
templates



**Style Packs**  
creates a  
unified brand

# Takeaways

Tap into the power of **Lectora**<sup>®</sup> to help you:

- Target performance with **Adaptive Learning**
- Make an **Accessible** game to include all learners
- Get **xAPI Data** to guide business decisions
- Use **Lectora ModDev** for fun, fast, scalable eLearning—on time, within budget





# Lectora<sup>®</sup> + AssetLibrary + CenarioVR<sup>®</sup>

Industry-Disrupting Authoring Suites

**TRY EVERYTHING FOR 30 DAYS!**



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[www.eLearningBrothers.com](http://www.eLearningBrothers.com)

801.796.BROS (2767)

