



Raptivity Software Makes Interactive Learning Easy



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Introduction

As every educator knows, the most effective way to present information so it can be understood and retained is by creating an interactive learning experience. Individuals of all ages learn best by personally interacting with the material. With interactive content, learning experiences become memorable, while drop-out levels are dramatically reduced.

Thanks to the computer, an expanding array of interactive learning opportunities is available to learners throughout the world at times that are most convenient to them. New advanced learning technologies enable content developers to insert game-based learning, exercises, scenario-based simulations, 3D virtual universes and other scenarios into their eLearning curricula.

But interactivity often comes with a serious downside. Custom content can be expensive and time consuming to produce, straining or exceeding the budgets of many learning organizations. For example, a single hour of custom e-learning content can take more than 220 hours to create, while development of an hour of simulation-based eLearning often exceeds 750 hours. That translates into a cost-per-student ratio that is often impossible to justify.

In addition, expertise required to develop interactive content often exceeds the capabilities of trainers and subject matter experts assigned to create or repurpose existing courses.

The new realities of eLearning content development are occurring as schools, universities and workforce learning organizations are striving to make learning more enjoyable for learners, and more relevant to them. Organizations today place a high priority on recruiting and retaining today's young, discerning and computer-savvy individuals who have grown up playing sophisticated computer games.

Career-oriented individuals now entering the workforce value education, yet are easily bored with passive learning experiences. As employers work to meet their expectations, they are also demanding that their training organizations embrace broader talent management concerns, and align learning with business goals.

In short, effective learning is more important than ever. Fortunately, it is now possible to create compelling and effective eLearning content that not only provides true interactivity, but is also affordable and easily created by individuals who have little experience in content development.



Raptivity Software: Interactivity at Your Fingertips

A newly developed tool called Raptivity has become a valuable solution to the challenges facing today's learning providers. Developed by the Harbinger Group, a global provider of software products and services, Raptivity is the world's first rapid interactivity builder. It is designed to enable trainers, educators and subject matter experts to create true learning outcomes with meaningful interactivity.

According to Doug Harward, President of Training Industry Inc., *"the future growth of eLearning is contingent upon the availability of user generated tools and technologies, which makes it easier for inexperienced users to create content. Raptivity is a robust example of the field's promising new evolution."*

Raptivity is a scalable and extremely affordable tool that makes learning both challenging and enjoyable. It enables developers to create instructionally sound, customized and trackable Adobe Flash interactions quickly and easily without Flash programming. With its patent-pending technology and open architecture, Raptivity is at the forefront of rapid interactivity technology.

Four unique features help make Raptivity an indispensable tool for courseware developers.

Easily used with other tools

The interactivity created using Raptivity can easily be embedded into eLearning content through favored authoring tools. Course creators can also take an interaction created or customized using Raptivity, and reuse it elsewhere, such as a PowerPoint presentation, a product web site, an online meeting or a help file.

More than 200 interactions

Raptivity provides a pre-built library of 200-plus rapidly-customizable interaction models, far more than other tools. They include 3D, games, videos, simulations, and numerous other interaction models based on the best practices in instructional design. Each can be customized by users to create an unlimited number of variations



Numerous options available

Raptivity maps the available interactions to a variety of instructional design methodologies. Designers can select the learning theory they have been using, such as Bloom's Taxonomy, Gagne's Nine Events, and Keller's ARCS Model. It also allows course creators to fashion their own instructional design methodology, and map Raptivity interactions to each step in the methodology.

MyRaptivity expands capabilities

Developers can create their own interaction models for Raptivity with a unique and simple new tool called MyRaptivity. After they have developed interaction logic using Flash, they can employ MyRaptivity to create variations of those interactions. By doing so, they can leverage the Raptivity user base within their organizations, saving the time and effort required for communication, making program changes, fixing bugs, and other functions.



How Raptivity Works

Raptivity offers a pool of pre-built ready interactions. The patent-pending technology of Raptivity allows course creators to take any of these interactions, customize them according to need with an easy-to-use interface, and create a single Flash file output.

According to Vikas Joshi, the innovator of Raptivity and a recognized Thought Leader in Learning Technology, "Trainers, educators and subject matter experts prefer an easy tool for content development and therefore rapid authoring tools become their obvious choice. However, they have to turn to complex tools for adding interactivity. Raptivity enables them to create sophisticated, interactive custom content for mission critical training issues with no programming skills needed."

For customization of interactions, Raptivity provides an easy-to-use four-way customization interface that requires no programming knowledge. Wizards and form filling interfaces make customization simple and fast. With the in-depth customization offered by Raptivity, course creators have complete control over the look and feel of their interactions. They can change the text, customize fonts and colors, alter backgrounds, as well as import specific images, audio/ sound files and videos.

Raptivity interactions are mapped to various steps of different instructional design methodologies such as Bloom's Taxonomy, Gagne's Nine events, Keller's ARCS Model, Experiential Learning. Course creators who are accustomed to using a particular instructional design methodology can continue following that same methodology. Raptivity suggests various interactions that are suitable for a particular step in an instructional design methodology. Course creators also have the flexibility to create their own learning theory and map Raptivity interactions to various steps in the learning theory.

When selecting the interactions, course creators also have plenty of flexibility. They can select a specific interaction by going to the particular pack and category or by using instructional design methodology. They can also find the interaction by using the Search Box.

Once the interaction is ready, course creators can simply publish it as a single Flash file. When the output is ready, the versatile Flash file can be used with numerous eLearning tools.

Raptivity also offers a wide variety of interactions which are available as packs. Course creators can choose the interactions and start using them. The library includes interactions such as learning games, branching simulations, videos, 3D interactions, interactive diagrams, surveys, puzzles, animations and many more such interactions.



In addition, all the 200-plus Raptivity interactions are trackable. Raptivity tracks completion status, score and learner responses and makes each interaction SCORM/ AICC trackable. Interactions can be tracked using any SCORM compliant LMS including Blackboard, WebCT, SumTotal, Plateau, Saba and more. The tracking information can also be made available as JavaScript or Flash Shared Object.



Raptivity: A Closer Look

Courseware creators also enjoy these other Raptivity features:

Pricing

No pay-per-learner fee is imposed on users of Raptivity. The interactivity created using Raptivity can be published for royalty free distribution to any number of learners. Customers can create millions of interactivities, paying only for the license.

Flexibility

Raptivity can be used with existing Course Creation Systems, LCMS and Live Collaboration Systems. Once an interactivity is created using Raptivity, users can embed it with hundreds of authoring tools, LCMS, LMS, CMS and live collaboration systems with zero effort.

Versatility

Regular upgrades and modifications make Raptivity an ever more indispensable tool. For example, recent improvements include rich text formatting capabilities for Raptivity interactions, and an attractive new look and enhanced user experience. In addition, trainers and educators who use Blackboard or Moodle can now integrate learning interactions built using Raptivity.

Raptivity's rich text formatting capabilities allow interactivity creators to present their textual content more creatively. Course designers can now stress on important words, phrases, or sentences with selective fonts and colors and enhance learning effectiveness. They can also give a more professional look to their content with alignments, indentation and bulleting.



3D TurboPack

Training becomes even more interactive with optional 3D TurboPack. Six interaction models enable users to create virtual world learning experiences involving walk-through, journey, 3D object manipulation and more, using the familiar Raptivity toolset.

Raptivity 3D TurboPack includes 3D objects such as cubes, 3D e-books and panning cards which provide a nonconventional content navigation mechanism. 3D objects act as a visual navigator that leads to different sections of content. In addition, the pack also includes interactions such as car driving, walk-through and peak climbing which simulate real-life experiences.

Raptivity Standard Packs

Raptivity offers three optional Standard Packs that are tailored to the customer's specific training needs:

* **Standard Pack 1** enables developers to create engagement by challenging the learners, testing their knowledge and seeking their feedback. It includes brainteasers, questions and surveys. It is popular with course creators in the academic sector and employee training creators.

* **Standard Pack 2** offers enhanced presentations with meaningful interactions. It is designed for educators seeking to present content in a compelling and visual way.

* **Standard Pack 3** features animated content and enriched technical training with overview visuals, flow diagrams and software simulations. Its interactions are especially useful for IT and other technical training creators.

Raptivity Booster Pack

The optional Raptivity Booster Pack 1 contains an additional 35 interactions that let users select from a wide variety of customizable games to enhance learning, augment training and energize learners. Developers can create a variety of simulations easily for including in soft skills training and exercises. They can use an assortment of learning aids to make learning convenient, fast and fun.



Case Studies: Customer Experiences with Raptivity

Satisfied customers throughout the world have found inventive ways to incorporate Raptivity into their online learning curricula. Here are two examples.

Calgary Board of Education

In Calgary, Canada, the Calgary Board of Education offers online courses to students via a virtual school called CBe-learn. Junior and senior high school students can participate in a variety of options ranging from individual online courses that supplement their in-class curriculum to full-time distance learning from home. Numerous online courses are offered by CBe-learn, most of them created by the certified teachers on its faculty.

The program offers flexible and responsible learning environments, and engaging courses that make learning fun. Raptivity is an important ingredient to the success of the customized online courses, says Sharon MacLachlan, a mathematics teacher there. She says the ease of Raptivity enables busy teachers unfamiliar with Flash to create compelling and informative courses for their students. "Raptivity is so simple that virtually anyone can use it," she says. She says the software's extensive array of interaction models "adds great variety to our courses."

Assisted by user-friendly learning tools like Raptivity, the Calgary Board of Education intends to broaden the use of distance learning courses throughout the school district, MacLachlan reports. She says it is encouraging the district's 7,000 teachers to incorporate blended learning within their classroom instruction.



Gensco, Inc., Tacoma, Wash.

Gensco is a multi-state distributor of heating and air conditioning products serving the Northwestern U.S. Training Coordinator Morris Mutal employs Raptivity as part of a blended learning program for some 700 company team members. To date, more than 120 courses have been developed on products, sales and customer service training, operations and process training, human relations, and management issues.

“The Raptivity interactive tool helps enable us to develop courses that are challenging and interesting,” says Mutal. “There is such a variety of interactivities that we are only limited by our imagination.” He says the flexibility of Raptivity, coupled with its remarkable ease of use, enables him to create high quality, entertaining and instructive courses. That view is continually reinforced by positive feedback from the company’s sales, sales support and corporate team members, he says.

For example, he says, photos of Gensco’s products and other customized content are easily inserted into courseware using Raptivity, without knowledge of Flash.

Mutal, who says he is not a trained educator or computer whiz, also praises Harbinger for its timely responses whenever he has a question.

For More Information

To learn more about how to create learning interactions for your eLearning program, visit Raptivity at www.raptivity.com

You will find all the information you need about the exciting features you have just read about. Best of all, you can download a free trial to give Raptivity your own private “road test.”