



Rapid Interactivity for Effective Learning

## Case Study

Consulio uses Raptivity to quickly create 'Clever' and 'Engaging' eLearning content



## Introduction

**Consulio** was formed during the Founder Institute semester, as a one-to-one video consultation service. Its primary goal is to connect experts from the EU funds domain ([http://ec.europa.eu/grants/introduction\\_en.htm](http://ec.europa.eu/grants/introduction_en.htm)) with users who seek online consultation related to occupational retirement. Consulio has also collaborated with Simulus group and Cognita, a leading international schools group, to develop and deliver e-learning content for various business organizations, particularly from the financial sector.

## Background

Consulio's core eLearning business involves developing the overall instructional design for its clients who include corporate, private universities and non-governmental organizations. Most of these clients prefer presentations while creating or conceptualizing new e-Learning content. There are some styles favored more by some domains though, for instance, non-governmental organizations usually favor game based learning, whereas the financial sector mostly uses simulation based learning techniques.

Consulio's Founder and CEO, **Iva Matasić**, had earlier worked as a web design instructor for Adobe Flash. Hence, most of the client requirements were created and delivered using Adobe Flash as the core development tool. Gradually, Iva began to realize that her customers were looking for something more than just plain Flash presentations. And hence began the search for an interactivity building tool.

## Business Situation and Problem Definition

Iva Matasić, being an instructional designer by profession, had also worked as an e-learning manager, e-learning tutor and e-learning course designer at some point in time. She worked on various e-learning projects for about 10 years. Initially a trainer at Adobe Flash, she had an excellent experience with the software and mostly used it in all her work related applications.

While working on various projects from different segments, Iva realized that her customers had a liking towards courses which had more interactions. She too started preferring them because it kept the learners engaged. She also observed that Flash as an application was quite difficult to learn and most of the users deployed it to create basic animations. Her customers had started demanding for more interesting and engaging interactions and to create such interactions, Flash was very time consuming and needed a lot of patience.



## The Challenge

Although Iva's company was equipped with instructional designers and web designers, yet she and her team were under constant pressure to satisfy the customers' demands of delivering interesting and engaging interactions within timelines which were mostly crunched. Iva's customers from all the segments had been demanding for real interactivity in their courses; which would help them keep their learners' engaged. Visualization and interactivity, two key elements of learning, were missing in Consulio's Flash presentations. Working with Flash took longer time to create actual and dynamic interactions like games and simulations. Iva was looking for a tool that was easy to use and gave quick results.

## Solution

### The Approach

Iva came across Raptivity while looking for a rapid interactivity builder tool. After using Raptivity, Iva realized that it was a powerful software which could create rapid interactions and visualizations and was very easy to use. In fact, ever since she started integrating Raptivity's output in her client courseware, she has been completely satisfied with the end results. In Iva's own words, *"When I found out about Raptivity, an interactivity building tool available in the market, I didn't believe that it was possible that such a software existed which can create interactions and visualization like Flash, with the most important benefit: ease of use. But it did. Raptivity proved it. I am completely satisfied with this software."*

Now, Iva exchanges Flash possibilities with Raptivity. She mostly uses LMS Moodle and sometimes Articulate for integration with Raptivity. According to Iva, LMS Moodle and Raptivity are the best tools available in the market to create excellent e-learning content. This can be attributed to their ease of use and the amazing features and abilities these tools possess. Some of the advantages that could be attributed to the use of these tools are listed below:

- Interactive demonstration of course content
- Easier and quicker way of creating interactive material
- Multimedia based approach to create a valuable learning experience
- Enhanced collaboration between trainers and learners of online courses
- Enhanced Learner engagement



## Resulting Benefits

After implementing Raptivity, Iva has been able to successfully cater to her customer demands, while fine tuning the course creation process. Raptivity helped them in reducing the time taken for creating interesting and engaging interactions. Earlier where it took Iva an average of three hours' time to create interactions on Adobe Flash with an expert base, Raptivity lowered the time by one-third bringing it down to half an hour.

The library of interaction models available within Raptivity, allows course creators to build challenging examples. Raptivity enables a total beginner to make interactions at par with the output of Adobe Flash Pro. According to Iva, Raptivity has an intuitive interface, which has helps in taking the user experience to the next level.

The most important and noteworthy outcome of using Raptivity in Iva's case is that her customers are now satisfied and happy with the interactive content.

*"3D interactions are our favorite. Wheel of fortune is totally interesting too."*



*"Raptivity is tool that enables all our e-learning content come alive."*

*"Raptivity as tool is very intuitive, easy to use, and the interactions that we worked on are amazing. Amazing not only for us, but most importantly for our customers."*

*"Raptivity is easy to use, enables a total beginner to make interactions like Adobe Flash Pro. I like it's intuitive interface and user experience which is really high on the engagement quotient."*

## Experience of Iva's Clients:

*"Using Raptivity in our user experience projects allowed us to achieve different level of dynamics and interactive events that we know are most important in web based learning. In a simple way we have done content more interesting and customizable for different occasions and for all ages, and we kept complete control over the interactivity actions we added."*

*"Raptivity does not require designers or programmers to create more activity, which is why it is easy to use and lets you enjoy your actions in a few clicks only." says Sylwia Rudnik, one of Iva's customers."*



*“During project mecso: <http://mecso.gong.hr/> people enjoyed working on simulations from finance sector. We had 2 groups one was learning without Raptivity and the other one with Raptivity. Raptivity simulations and learning showed better in evaluation through their test. By using Raptivity we have reached an additional dynamics of our e-content. We made content more interesting and customizable for different occasions and for all ages. And we achieved this in a simple way.” - Albert Jedrejčić, Gong, <http://www.gong.hr>*

## **About Raptivity**

Raptivity® is an amazingly powerful, yet simple interactivity building tool which helps you create outstanding learning content without any programming. It has a diverse set of 180+ customizable interactions which helps in adding a new dimension to learning.

### **Raptivity at a glance:**

- Quickly and easily create engaging learning interactions by simply adding content
- Craft compelling content using the finest collection of interactions such as games, simulations, interactive diagrams, virtual worlds and more
- Publish output in Flash and HTML5 formats
- Access your interactions on any device
- Integrates seamlessly with other authoring tools and platforms
- Unmatched support response time

Take a [free trial](#) now!

