



Rapid Interactivity for Effective Learning

Case Study

Pearson uses Raptivity to Create
Interactive Online Courses



I was looking for a cost effective and rapid way to create and deliver quality highly interactive online courses. I wanted a solution which would enable me to create learning objects using any content without the need to hire a development house which is very costly and time consuming. I also wanted to be able to easily present these interactions to the clients.

Ann –
Project Manager at Pearson.

Pearson Business Environment

Pearson, incorporated in 1897, is an international media and education company with its principal operations in the education, business information and consumer publishing markets. The company delivers the content in a range of forms and through a variety of channels, including books, newspapers and online services. It is both the largest education company and the largest book publisher in the world.

Pearson Education is a provider of educational materials and learning technologies. It provides test development, processing and scoring services to governments, educational institutions, corporations and professional bodies' worldwide. It publishes across the curriculum and provides a range of education services, including teacher development, educational software and system-wide solutions.

Business Situation and Problem Definition

As the global leader in educational publishing, Pearson provides textbooks, testing, and curricula to students, teachers and administrators both in print and online. The usability and persuasive design of the online courses are critical to more than 100 million customers as well as to the company's business objectives.

The Challenge

Ann has been working as a project manager with Pearson for 6 years. Her role involves all aspects of the curriculum development for client projects including colleges, associations and corporations. She hires and manages freelancer writers, subject matter experts, and editors who develop the curriculum for online and onsite courses using content from Pearson text books and ancillary materials.

Ann faced a lot of time and cost constraints when it came to delivering highly interactive online courses that met the project's timeline and budget. Courses were many times less interactive than desired in order to develop them within these constraints. Some online lesson presentations are sent out to be created by a development house because of their knowledge of and experience with flash and programming. However, this increases the time **and** the budget. She wanted to make the courses more interactive and engaging at less cost and time.

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Need for interactivity

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.

"Since all the interactions are customizable, Raptivity can be used with content from any subject area. Raptivity has a wide variety of interactions from which to select. Games, drag and drops, quizzes, and interactive diagrams are a few activities that come to my mind that I used for developing interactive learning interactions."



Business Problem and Solution

The Approach

Ann realized that to meet the demand of developing interactive online courses in less time, she would need to consider how to accomplish the following:

- ➔ Reducing the development house production cost
- ➔ Decreasing the production time needed to create the course
- ➔ Making the courses more interactive and enriching

To accomplish the above objectives, Ann opted to use Raptivity for many online courses. Through the use of Raptivity, she was able to create interactive learning objects for courses quickly and easily without the need for experience with programming or flash. In addition to creating courses rapidly, she was also able to share and publish them online with ease.

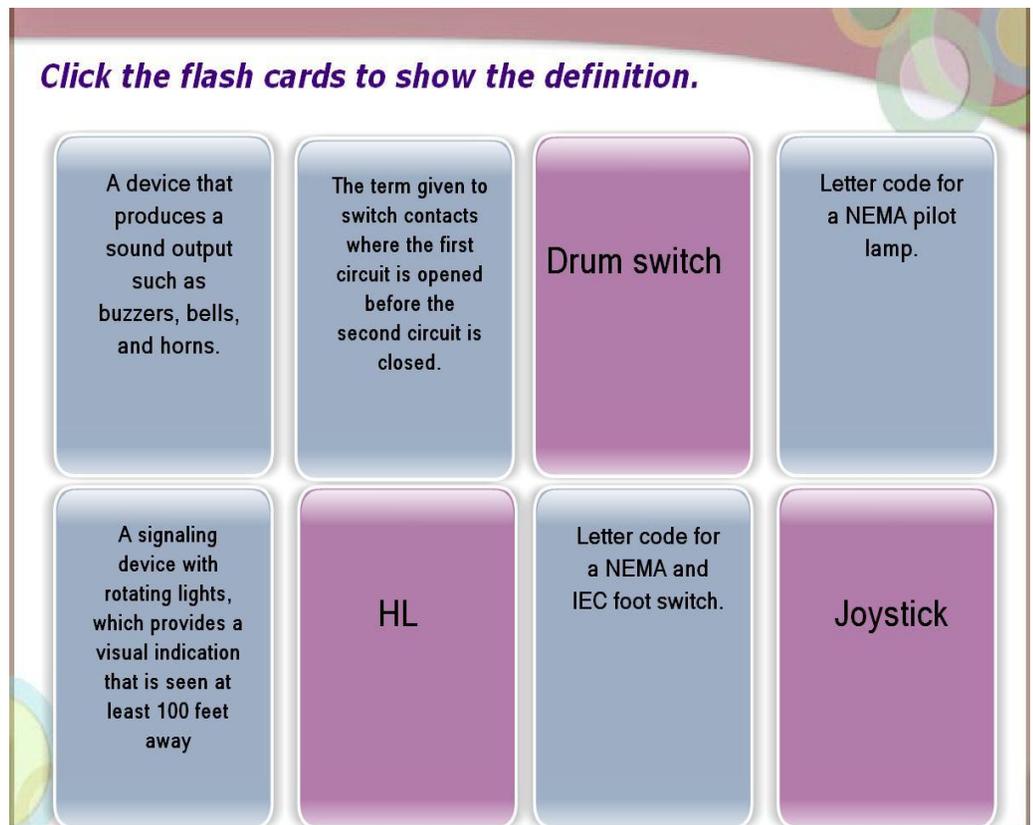


Image 1: Interaction sample from one of the courses created by Ann

“Raptivity is a great tool for creating interactive & engaging learning objects that can be customized for any content. Raptivity helped reduce our production time and cost in several projects. Examples of courses created using Raptivity include business, allied health, and criminal justice courses”

Ann

Resulting Benefits:

Reduced Production Cost and Time:

The use of Raptivity has considerably decreased the cost and time required to develop many online courses. The interactivities can be created and added to the course in a fraction of the time and cost by eliminating the need for hiring and involving a development house.

Customer Satisfaction:

Courses including Raptivity interactions have been well received by instructors and students. For Ann, it has turned out to be one of the easiest ways to create interactive and engaging activities for courses without the need for any programming skills.

Wide Variety of interactions:

Raptivity has a wide variety of interactions from which to select. Games, drag and drops, quizzes, and interactive diagrams are few that Ann has used for developing interactive learning objects. These interactions can be imported into the lesson presentation screens quickly and easily. She has used Raptivity interactions in business, allied health, and criminal justice courses.

Customization:

Raptivity interactions are easily customizable and can be used for any subject area and any grade level. This diversity allows the learning objects to be created and adapted for K12 content, university courses, or corporate training.

Instructional Value:

Raptivity provides good instructional value making the presentation of content both engaging and interactive.

Visualization:

The use of Raptivity allows clients to easily review the content during the development process and to visualize it as it will appear in the final form.

Changes in the course:

Raptivity makes it easy to cater to the changing needs of clients. Raptivity interactions are easily edited, allowing for collaboration and client changes to be made quickly and shared via WebEx meetings to get their approval right on the spot.



Raptivity saves the time considerably. I create the interactions myself. A task which would take couple of months now gets done within few weeks due to Raptivity.”

Urinary System Terminology Matching

Urinary System Term		Description	
Antidiuretic	Ahuria	Without the formation of urine	Body tissue contain an abnormal
Calculus	Cystocele	Hernia of the bladder that protrudes into the	Medicine that decreases urine secretion
Cystodynia	Unuresis	Difficult or painful urination	Any abnormal concretion
Dyuresis	Edema	Bedwetting	Pain in the bladder

 Your Answer Correct Answer

Click a *term* on the left hand side and then click its matching *description* from the right hand side.

Image 2: Interaction sample from one of the courses created by Ann

About Raptivity- Rapid Interactivity for Effective Learning

Raptivity, the award-winning rapid interactivity builder, helps you create true learning outcomes with meaningful interactivity. The Raptivity library of pre-built interactions is based on best practices in instructional design. The library of learning interactions includes learning games, simulations, videos, 3D objects, virtual worlds, animations, puzzles, surveys and many more. Raptivity allows complete customization of each interaction and outputs your interactivity to a single Flash file which fits right into your eLearning tools. Raptivity includes 170+ interactions available in the form of over 15 convenient packs. Each pack is designed to suit your various eLearning needs.

Take a free trial : <http://www.raptivity.com/free-trial> now!

