



Rapid Interactivity for Effective Learning

Case Study – Tony Leonard

Raptivity for smart and creative work



About Tony Leonard

Tony and his team work towards building an attractive and easy to use, web and mobile design for businesses. The company specializes in design solutions, websites, CD/DVD-ROM and e-Learning.

Tony's co-ordinates: Phone: 502-548-8644, Website: <http://tonyleonard.net>

Background

Tony is into creating interactive and modern multimedia applications that helps build a strong online presence for businesses to achieve their goals. He is passionate about helping them improve their brand awareness in addition to generating more traffic to their websites, mobile applications and social media platforms.

He believes that online training is the next big thing as it is a natural solution to many common problems facing training deployment. His team comprising of project managers work one on one with customers and instructional designers to gather all the desired information. Once this is done, they then work towards creating the requisite module. Going forward, it is given to a team of graphic designers who design and develop a module that supports Tin Can API and integrates with LMSs.

Business Situation

Recently, Tony and his team finished creating a module to understand and analyze the Profit and Loss Account statements of a restaurant called Outback Steakhouse based out of Florida, USA. To familiarize the new managers of Outback Steakhouse with the P&L Accounts, Tony and his team was assigned the task of creating several modules for the same.

The Challenge

Before coming across Raptivity, Tony's skill sets were limited by his creativity. He says *"Being a creative person, I should have been able to materialize my ideas. But lack of adequate resources usually made me step back and wonder how I would go about it."*

There were times when Tony fell short of time to create what a customer required. Not being able to outsource the work, greatly affected the quality of some of his projects.

Prior to Raptivity, Tony used tools like Flash, Photoshop etc. While using these tools he witnessed lot of problems in terms of lack of knowledge about how to use these tools and their user interface. He wanted a tool that would be easy to use and would give him the desired result in no time.



Solution and the Approach

Tony was introduced to Raptivity in 2007. He reminisces *“I was giving a presentation at one of the Adobe conferences and someone was doing some very cool stuff creating an e-learning module. I couldn’t help but watch them create four interactions in less than five minutes which would have actually taken me a week to do. I was intrigued to know about this software. It is only when I struck up a conversation with that person that I got to know it was Raptivity and from that point onwards I became a huge fan of this product”*

He goes on to add, *“While working on the Outback Steakhouse project of building modules to acquaint new managers with P&L accounts, we used Raptivity to create an entire course to help them understand its intricacies. The result was tremendous, as there was an extraordinary improvisation in the knowledge levels of the managers.”*

Some of Tony’s favorite Raptivity interactions include Flash Cards, Tic-Tac-Toe, Drag and Drop Quizzes, Interactivity Diagrams and Simulations.

“The basic concept of getting people to understand how a profit and loss statement works is overwhelming. But if you try to make it fun and deliver it in small bites, it’s not at all difficult. You should be able to create something that is engaging enough and holds the learner’s attention.”

Tony used Raptivity along with Articulate. The best thing that he likes about Raptivity is that every single interaction appears to be owned by the customer which is not the case with Articulate. He believes that Raptivity is polished and professional software and goes on to say, *“Tell your developers Thank You!”*

One of the things in Raptivity that he truly values is the Raptivity help guide (http://www.raptivity.com/Trainer/Raptivity_Learning_Interaction_Guide/Index.html).

Whenever he is stuck while using Raptivity, he just visits the help guide to understand how to proceed further.



Resulting Benefits

Since the time Tony and his team have started using Raptivity, the quality of the applications they create; have enhanced to a great extent. The productivity of the team along with the quality of the output has increased tremendously. According to Tony, *“The quicker you get things in front of your customers the better you are and Raptivity allow me to do that.”*

With Raptivity, the overall speed of execution has become phenomenal. Tony is now able to create interactions just within a couple of hours, as opposed to the four to seven days he took previously for the same task.

Recently, while giving a presentation at the Adobe Group, where Tony is a Group manager, he created four interactions within fifteen minutes while talking to everyone. He recalls, *“It was great! Everything went off very smooth. I even made people go through the Raptivity software. They loved how each interaction was out-of-the-box and unique.”*

Experience of the Clients:

Earlier, Tony created modules in HTML for Outback Steakhouse and was not quite satisfied with them. After using Raptivity, he exclaims, *“This is exactly like the real world. This is what we wanted. Raptivity allows me to deliver and exceed my customers’ expectations. They are happy, coming back and spinning more money.”*

He goes on to add, *“Now, with Raptivity supporting HTML5 my customers have the ability to extend these applications to hand held tablet devices which has worked wonders for them. This kind of ‘Just in time’ (JIT) learning has allowed new managers of Outback Steakhouse to pull up their tablets during lean hours and jump right into their courses.”*

Tony’s Testimonials:

“My elearning business has grown 25% after I started using Raptivity and now with HTML5 I can see it growing more.”

“Raptivity allows you work smart and creative. You don’ have to be a technical guru to do what needs to be done. Keep up the good work. You make me look smart.”

“The fact that you guys are implementing Tin Can – its hot. That will save 100’s of hours of our work.”



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!

