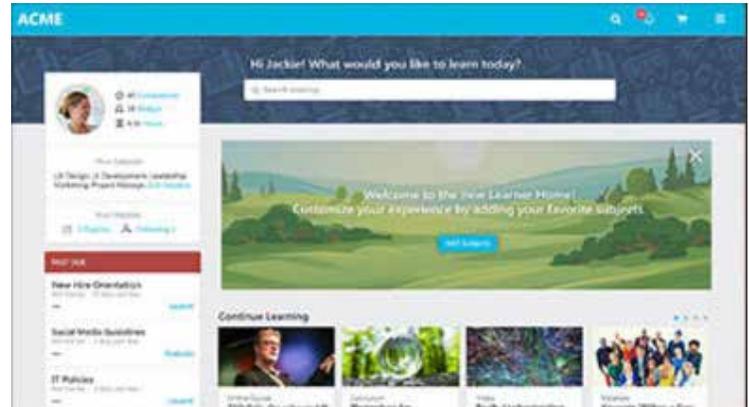


Hosting - Learning Management Systems (LMS)

Background: Hosting a course means finding a place to put the on-line course. For example, websites are hosted on a web server. Courses can be hosted in a variety of places.

Typically courses have been put on [Learning Management Systems](#) (LMS). Users browse to the LMS, create an account and drill down through a series of pages until they find the course. LMSs allow a student to register, manage prerequisites, keep track of grades and offer features like message boards and a variety of other things. Some LMSs will track time and even video the student to make sure no one is sitting in for them.



Cornerstone LMS

How are courses built? Sometimes courses are simply made up of a set of PDFs and videos that are uploaded to the LMS and organized into courses and smaller categories called *modules*. Instructors will create a quiz in the system and the LMS will grade it. Assignments are all stored on-line and students are expected to read, watch and take quizzes. Students either progress through modules over a semester, or they click through them at their own pace.

Additionally, many courses are designed in Adobe Captivate or similar programs. Think of these programs as “Powerpoint on steroids.” Content lives on slides and you can do all kinds of things with these slides. You can add quizzes and learning interactions in Adobe Captivate and connect all the data to the LMS. If you use all the features in Adobe Captivate, you don’t need many of the features in the LMS. You can mix and match so many tools in these toolboxes that it can make it nearly impossible for a student to even figure out how to use it! All LMSs are different and require testing to make sure everything works correctly with your Adobe Captivate course and different devices. Navigating them, and the courses contained within them is always slightly difficult compared to modern user experiences on-line and with mobile apps.

Here’s where this document gets a bit technical: Clicks, quizzes and slides loading in an Adobe Captivate project can create *data*. This data can be used for many things, but if we choose to record clicks and page loads, the data must be stored somewhere. When you put Adobe Captivate projects on an LMS (or create your own database), the data it generates is stored there. When teachers or students log in, the data is tied to them and is used to track many things, for example:

- 1: pick up where the student left off or allow them to choose to start from the beginning
- 2: turn on and off buttons to indicate to the student that they have been there before
- 3: show if the student has passed or failed a module
- 4: lots more

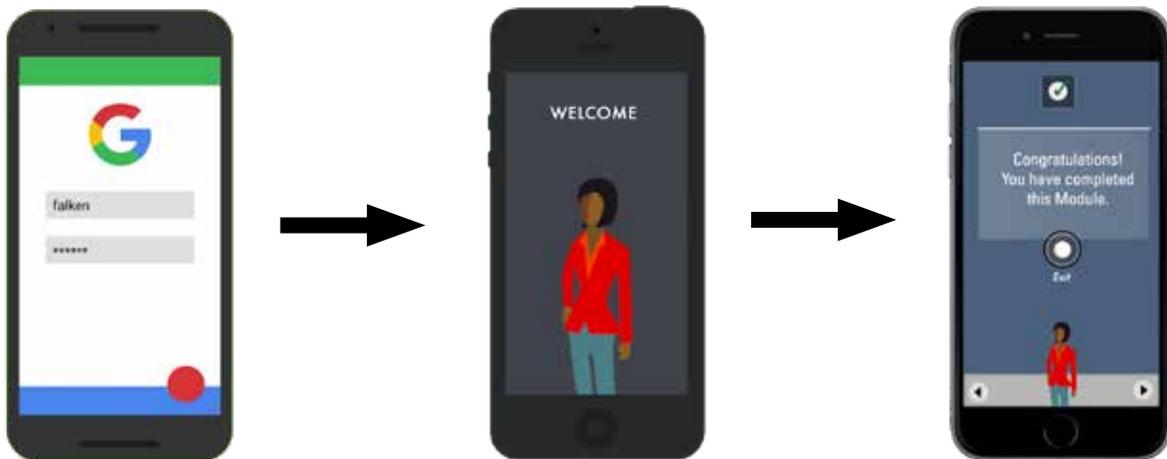
So now that we know a bit about the relationship between an Adobe Captivate project and an LMS, get ready for a curve ball. We might not even need an LMS at all. Adobe Captivate projects can be hosted on their own, just like a website. The learner types in `www.name.com/course` and voilà! You can load the course. If we set it up correctly you can load it on a phone, tablet or computer.

Hosting Our Courses - The Web Server (No LMS)

As previously mentioned, websites are hosted on a web server. The technology used to make a website is no different than the technology used when we export our Adobe Captivate courses. Adobe Captivate courses and websites are created in HTML. Many apps are built this way too. To put it simply, our courses can be hosted like a website. We would choose to do this to allow our learner direct access to the courses, without having to drill down through the LMS to find them. We could link to individual courses from your website, or in emails and PDFs.

Option #3: Creating a registration system, tracking clicks, user paths and individual users in our own database.

The user experience: When a learner clicks a link to one of the modules in our course, they would come to a login screen similar to those you see when you launch an app or go to a site like Paypal. A new user would be prompted to create an account. We can offer sign on from any social media site or email. I suggest we use Gmail or Email. Logging in then takes the user to the welcome page. They begin the course. The main advantage here is that when they leave and return to the course we can populate the pages with the users predefined choices. They can leave and come back and the course will remember many of their clicks. The user can begin on their desktop, switch to mobile and complete the module on their desktop and all their data will be retained. One simple example of this is that if they click a button to enter a topic and complete the section, we can show a check mark, or make the button gray signifying that it was completed. When they leave and return to the experience, the "button state" will be retained. The learner does not need to remember if they completed a section.

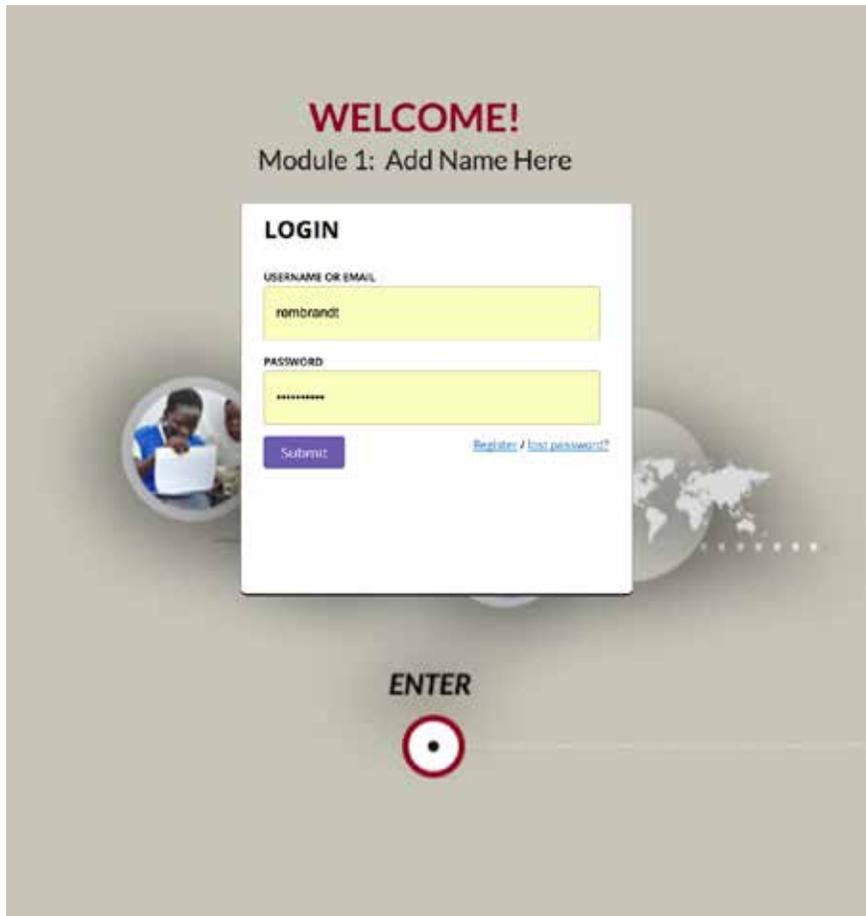


The database we would use is called [Firebase](#), by Google. Below are a few popular sites and apps that use it:



Option #3.5: Creating a login system that locks unregistered users out, and leads individual users to a completion page that offers certificates.

This option is currently in production for another client. The main reason we developed our Adobe Captivate project this way is because the client had 2 requirements: 1. Students pay for the course, 2. Completed courses offer certificates. Keep in mind that the user registration data is not tied in any way to buttons and pages. When a user returns to the course, we have a way (cookies) to allow them to pick up where they left off, but that's it. We can't show buttons with check marks signifying completion on sections. This is not a priority for this use case. It will still be a good user experience, but not perfect.



With option 3.5 a pop up with “login” or “register” keeps users out of the course unless we let them in. We would simply create a free subscription, requiring no financial transaction. If a user is not logged in, they can not access the course.

One nice thing about this is a [dashboard](#) to track registrations, and keep in touch with users via email.

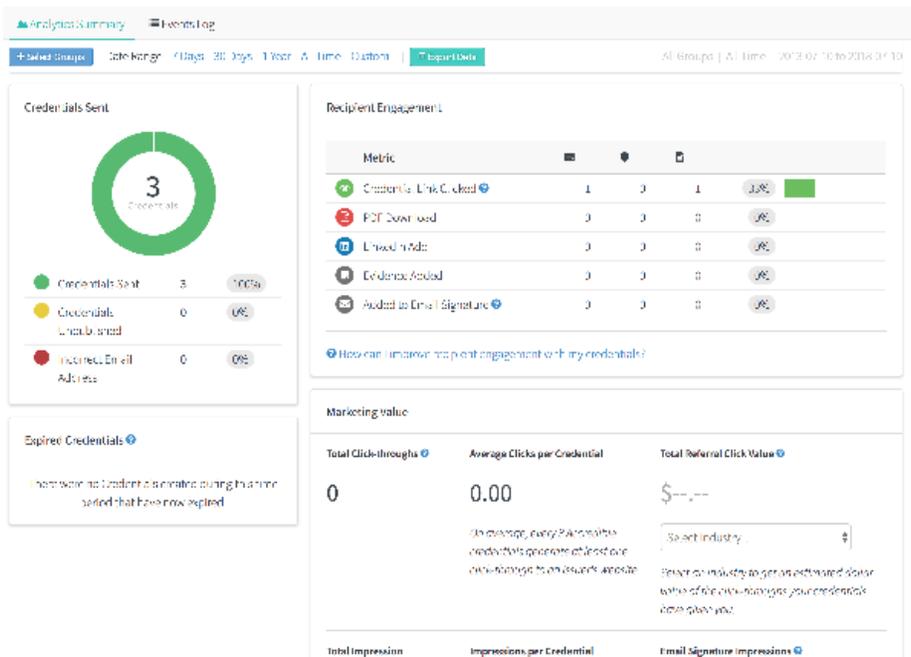


Option #3.5: Continued

Certificates: Certificates do not have to be official, but if we choose to track who has completed the course and wanted a certificate we can have them fill out a simple form and then it shoots them off an email with containing something we create. See the example below:



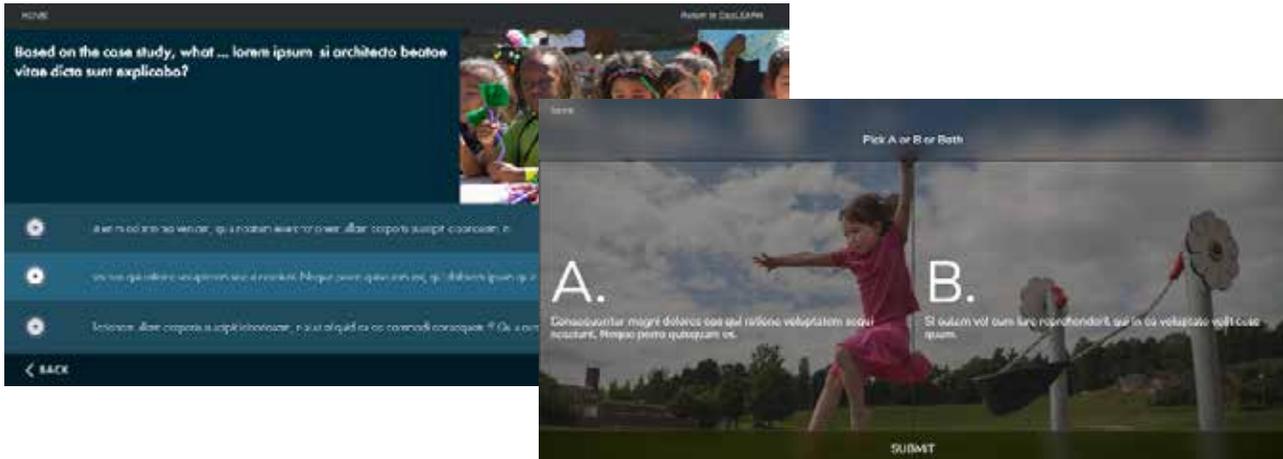
The service to create and manage certificates is called [Accredible.com](https://www.accreditable.com) They also offer a dashboard. We could compare registrations vs. completions by cross referencing the dashboards.



Option #4, Just put everything on-line

As I said at the beginning, Adobe Captivate creates HTML pages. We can simply put everything on-line and do some basic or even extremely detailed aggregate data via Google Analytics. (Keep in mind, we'll use Google Analytics with all our options.)

If your goal is to simply get information out the public we have the tools to create a beautiful and engaging experience for any visitor to your pages.



Google Analytics will still provide valuable information for us. The Adobe Captivate published content can be uploaded to an LMS at any time, or registration systems can be built around your content in the future.

Data: We track on-going progress and changes in decision-making, not pre/post tests.

Advanced Analytics



Buttons are assigned point values to be calculated in the LMS. These point values will show the learner "completed" or "incomplete" status of each module. Additionally we choose are assigned meaningful names to be tracked with Google Analytics



Goal Conversion	Goal Name	Goal Value	Goal Count	Goal Rate	Goal Type
100%	Goal 1	100	100	100%	Completion
100%	Goal 2	100	100	100%	Completion
100%	Goal 3	100	100	100%	Completion
100%	Goal 4	100	100	100%	Completion
100%	Goal 5	100	100	100%	Completion
100%	Goal 6	100	100	100%	Completion
100%	Goal 7	100	100	100%	Completion
100%	Goal 8	100	100	100%	Completion
100%	Goal 9	100	100	100%	Completion
100%	Goal 10	100	100	100%	Completion

Goal and Event Flow Reports show user paths in real time. This allows us to assess where students choose to click and the branches they use. Data can be gathered over time, or even live with a group, remote users, or both.

[For more information on Google Analytics click here.](#)

Summary

I hope by providing this document you have the tools to make an informed choice on next steps for hosting.

My goal is to create courses that people actually want to participate in. Often, a great deal of money and effort goes into making on-line educational experiences, and many of them fall short. We should remove any roadblocks to an easy and positive overall user experience for our learners.

Brian Rembrandt