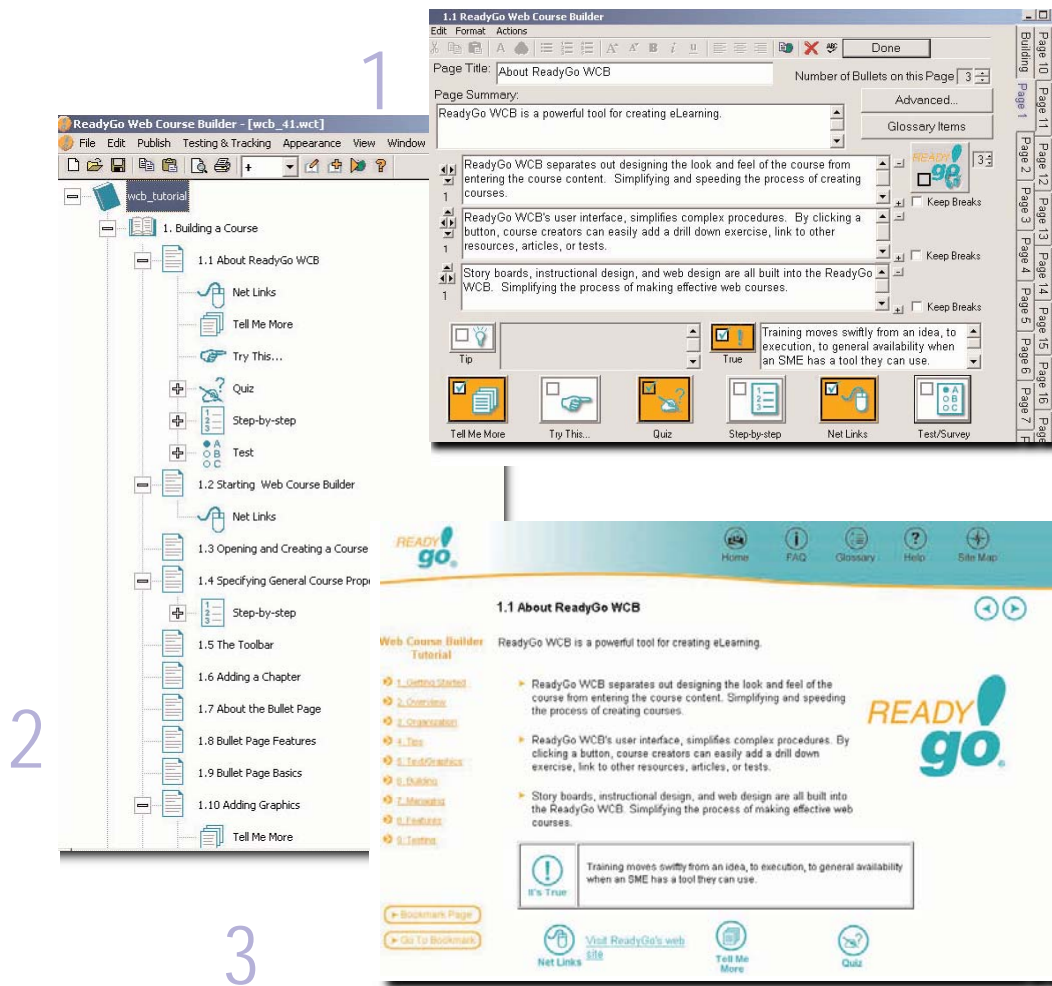


# Web Course Builder

Quickly *and* efficiently *produce web based training*



## What We See Happening

Management needs to improve productivity and reduce costs by deploying online training. Since 80% of all training content is internal, they need a tool to quickly create web content. The tool must enable classroom trainers, subject matter experts, and product managers to build, deploy, and maintain their knowledge.

## Our Solution

ReadyGo Web Course Builder provides powerful, effective, and intuitive creation of web based training. WCB's user interface dramatically simplifies complex authoring procedures. By clicking a single button, course creators easily add drill-down exercises, links to other resources, tests, etc. Story boards, instructional integrity, and web design are all inherent in the product resulting in course development that is 3-10 times faster than that using other tools.

"Using ReadyGo WCB we realized a 10 fold productive increase from using WYSIWYG tools. Our cost to produce 10 hours of training is now \$5,000, down from \$50,000"

- Daniel Purlich, Director of Content at Educaterra

## EXAMPLES

- A technology company frequently releases new products and services. They need to train their field personnel on demand. ReadyGo WCB provides a cost effective tool that their product managers use to create and update training they deliver through their intranet.
- A hospital is required to carry out annual certification training and testing for their employees and others who have privileges. Trainers and compliance staff use WCB and ReadyGo SST to deliver content and track results.
- Training developers want to offer "we build it - you edit it" courseware. ReadyGo WCB fills the need for a robust tool that can be delivered to the customers with the content. The developers can then quickly resell the content for delivery on other LMSs with a different look-and-feel.
- Marketing departments deliver customized online training to their customers as an added customer retention program. Sales people use ReadyGo WCB to create, maintain, and personalize customer courses.

- Government organizations in highly regulated fields and emergency services use ReadyGo to inform the public and staff about rapidly changing conditions and rules. The content inherently meets ADA 508 recommendations.

- Companies that buy LMSs with stock content find that they need to expand their training with material specific to their organization. Their subject matter experts enjoy using ReadyGo to develop SCORM/AICC enabled content that really works with their LMS and tracks more than just course start and finish.





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### Why use the Web Course Builder?

- Easy interface – anyone can create training
- Powerful features - architecture allows complete web customization and interactions
- Instructional design – creates pedagogically sound and interesting courses
- Fast creation - 5 ways to re-purpose Power Point presentations
- Open access – anyone with a browser can access courses produced with ReadyGo WCB
- Efficient Delivery – creates courses that download quickly and easily
- Platform independent – can be served on an Internet, Intranet, Extranet, LAN, DVD, or CD
- Adherence to Standards – generates courses in standard HTML and JavaScript, standard technology that can be served by any web server and read by any browser, including blind readers
- Integrates multimedia – any web viewable audio, graphic, simulation, and video can be included
- Inexpensive deployment – no plug-ins required

### What's Included with the Web Course Builder:

- Web Course Builder Authoring Tool
- Online courses that teach how to create effective courses, audio, graphics, simulations, and bring content to the next level
- Master templates for appearance
- Access to an extranet site with:
  - The latest updates to the Web Course Builder
  - Tips and techniques
  - Phone/Internet training courses
  - FAQ s
  - Technical Support

### What's Needed by Students:

- Browser to view eLearning
  - Microsoft IE 5.5 or later
  - Mozilla - Netscape, Firefox
  - AOL, Opera, Safari

### What's Needed by Author:

- PC to create eLearning
- Windows 95, 98, NT, 2000, ME, XP, 2003 or later
- Browser to view completed course

### Standards Supported

- AICC
- SCORM
- ADA, 508, W3C AAA - for blind readers
- CSS

### Development Tool Environment:

- Highly interactive layout leads the author through course creation
- Subject experts input course information through templates
- Complete control of the course appearance through style sheets (CSS)
- Full RTF support - drag and drop Office and other documents into WCB, formatting is maintained
- Update existing courses at any time and republish
- Easily rearrange course content with drag-and-drop interfaces

### Elements Produced with the Web Course Builder:

- Standard bullet pages with graphics. These provide an overview level of understanding
- Drill down pages that give in-depth explanations
- Interactive exercises so students can learn from practice
- Quizzes to reinforce content
- Tests to evaluate knowledge retention – unlimited number of tests per course – up to 100 questions per test including:
  - Multiple choice
  - True/False
  - Fill-in-the-blank
  - Numeric range
  - Matching columns
  - Multiple Selection
  - Picture-click multiple choice
  - Picture-click single answer
  - Drag-and-drop onto a picture
  - Drop down box
  - Ranking/Sequence
  - Container for your code
- Student certificates
- Surveys for student feedback
- Glossaries
- FAQs to address common issues
- Links to other web resources to expand the learning base
- Structured navigation without broken links
- All content is web-searchable

### Features of the Web Course Builder:

- Automatic creation of all navigation elements chapter, course indexes, links to services
- Visual layout tool to rearrange course
- Integration of any graphic, multimedia, audio, or simulation that is web viewable
- Creation and customization of look-and-feel
- Spell Check and Global Search-and-Replace
- Converts clip art (wmf & emf) files to web readable
- Assessment creation
- Pull down menu to quickly integrate over 30 LMS's
- Available in English, Danish, French, German, Hebrew, Italian, Portuguese, Spanish and Swedish.
- Unicode and Multi Byte support for international characters