Lectora®

Authoring Tool Comparison

itcLearning

ENHANCE

your organizational learning and performance.

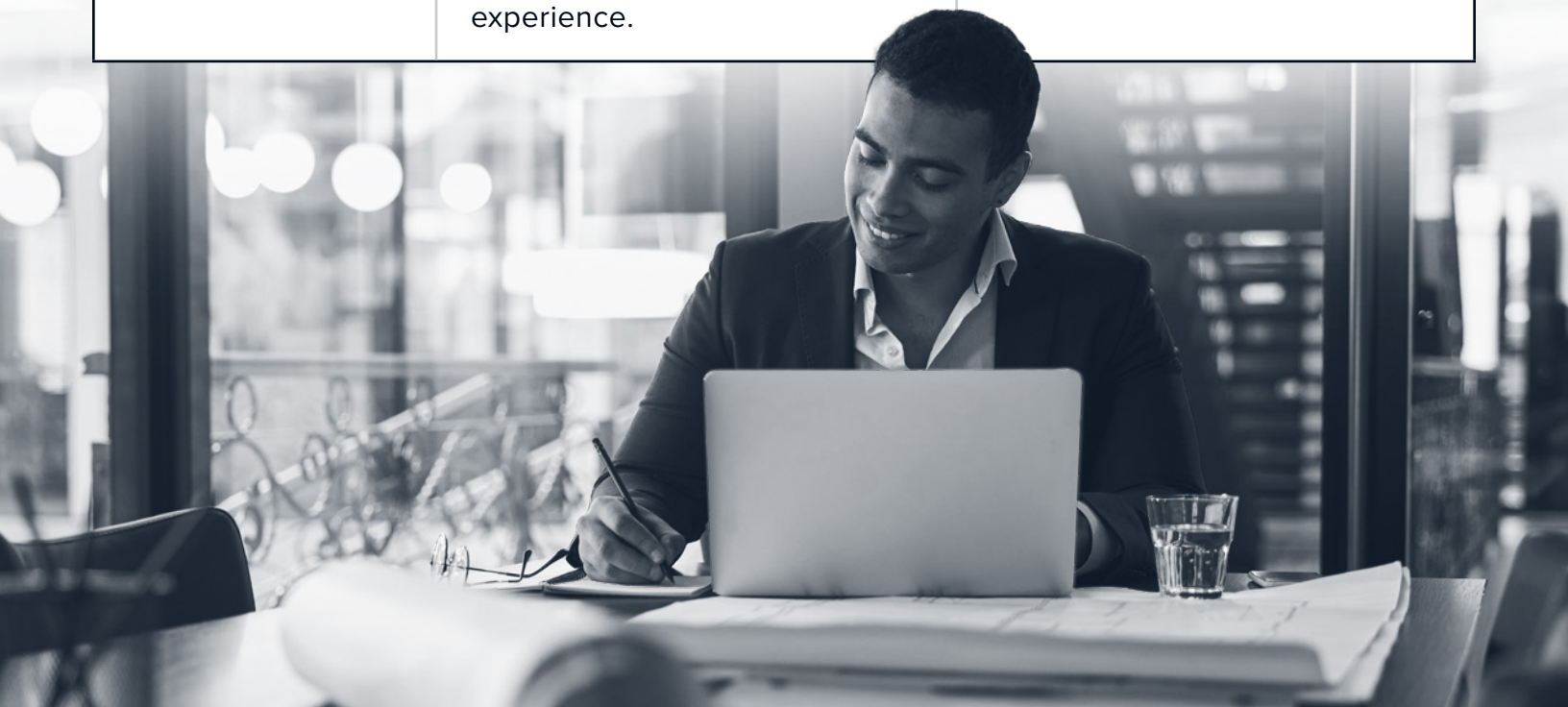Not all rapid authoring tools are created equally.

When investing in workplace resources, it's essential to step back from individual features and consider how well the tool is suited to advance your overall organizational learning and performance goals.

How does Lectora® stand out in the crowd? See for yourself.

Introduction

	Lectora® by ELB Learning	Other Authoring Tools*
Key Differentiators	Powerful, scalable, robust, and efficient; collaborative; new ID to expert dev.	Course player constrained; template limitations (Articulate 360).
Authoring Environment	Desktop app (Windows) or Lectora Online (Windows, Mac, and Linux); similar authoring experience across platforms.	Storyline is Windows only. Captivate is Windows or Mac. No web-based version for either.
Skill Level	Beginning instructional designer to advanced eLearning professional.	Beginning instructional designer (Rise); intermediate ID (Storyline); intermediate to advanced ID or web developer (Captivate).
Rapid Authoring Methodology	Save development time with ready-made, mobile-friendly, interactive templates.	Player (Storyline); templated (Captivate, Rise).
Mobile Approach	Responsive Course Design (RCD) with WYSIWYG views; create once, adjust as needed to control the mobile experience.	Fluid Boxes (Captivate); Adaptive Player (Storyline); templated (Rise).

WCAG & Accessibility

	Lectora® by ELB Learning	Other Authoring Tools*
WCAG & Accessible Experience	Better screen reader experience with Set Focus & skip navigation features; customizable interface; guided by people who use assistive technology.	Inflexible media player in Articulate & other tools. No accessibility updates in Captive in 4 years. MSAA IE only (Captivate).
WCAG Compliance	Built-in WCAG 2.0 compliance checker and guidance.	Dependant on author knowledge and implementation.
Accessibility Community	Dedicated Lectora Accessibility User Group (LAUG).	General community support.
Narration	Automated Text to Speech (TTS) and closed captions; multiple language support.	Automated Text to Speech (TTS) and closed captions.

QA & Workflow

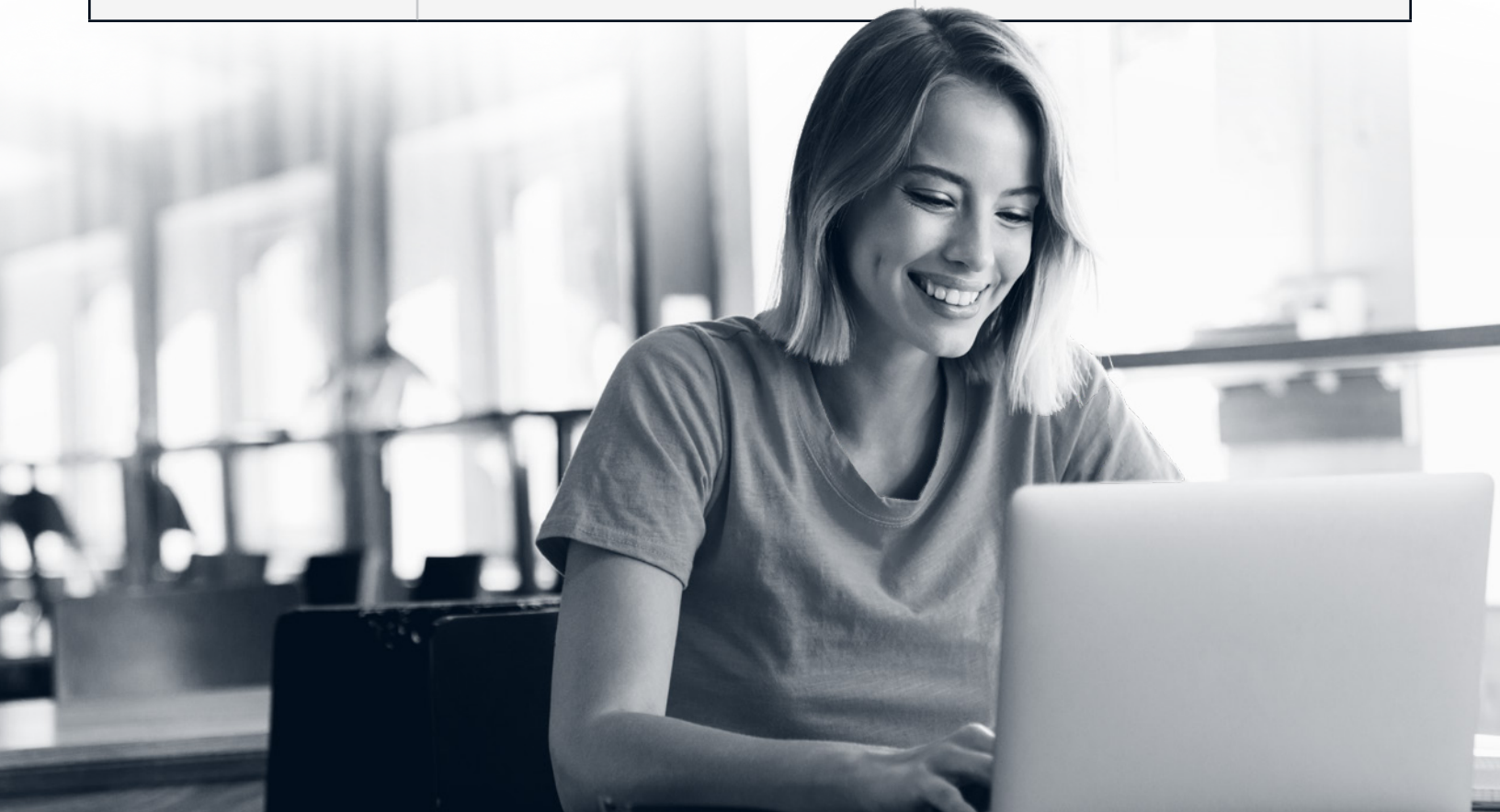|	Lectora® by ELB Learning	Other Authoring Tools*
SME Reviews	Robust preview, markup, and issue tracking for unlimited reviewers across all devices using ReviewLink®—included with any subscription; no license or installation required (browser based).	Storyline's Review360 is a hosted site that is shared with Rise. This may create a longer course list to manage. Adobe Captivate Reviewer requires a special publish format and reviewers must install a separate app.
Collaborative Authoring	Multiple authors can work on the same project globally; assign tasks and communicate changes to remote team members.	Storyline 360/Rise, Elucidat, Gomo, and some others offer collaborative authoring.
Version Control	Automatically log course revisions, track version history, and completion; check-in and check-out changes (Lectora Online).	None

Advanced Actions & Assessment

	Lectora® by ELB Learning	Other Authoring Tools*
Quizzing & Assessment	11 graded and non-graded question types; most accessible questions and surveys; CSV import and editing of question files for SME input.	Limited options in Rise; requires heavy "workarounds" to customize feedback; 20 types of form-based graded and survey questions (Storyline); 10 question types and import support (Captivate).
LMS Integration	Publish directly to CourseMill®, Rockstar Learning Platform, Arcades™, SABA, Docebo,and Healthstream. Integrates with any PENS-enabled LMS (e.g. SCORM Cloud).	Captivate requires some set-up. Limited customization in Rise makes LMS publishing more straightforward.
Publish Format	SCORM, xAPI, HTML5, AICC, and cmi5 .	SCORM, AICC, and xAPI.
Analytics xAPI	Java, JavaScript, HTML, CSS, ASP, JSP, PHP; web objects; send and receive external variables in published projects.	Adobe Connect Web Services (Captivate); web objects and limited JavaScript (Storyline); not supported (Rise).
Triggers, Actions, & Sequenced Events	Most robust custom events and interactions; easy behavior-based personalization for Adaptive Learning.	Other tools have timelines and limited events models.

Assets & Integrations

	Lectora® by ELB Learning	**Other Authoring Tools***
Design Assets	ELB Learning Asset Library (160+ million assets with eLearning templates, royalty-free images, video, audio, icons, cutout characters, and PowerPoint templates).	Adobe Stock (external resource and costs extra); Templates, cutout people, and icons (Captivate); 6+ million stock assets, cutout people (Storyline/Rise).
Virtual Reality (VR)	Easy VR scenario creation and integration with CenarioVR®.	Limited to none natively; some integrate with CenarioVR® objects.
BranchTrack	Fully integrated.	Scenarios can be inserted in Storyline or Captivate.
Screen Recorder & Video Editor	Easiest screen casting with video editing features most used by Instructional Designers; or embed video or animation created using third-party tools.	Native editing requires Adobe Creative Cloud (Captivate); limited video editing in tool (Storyline); or embed video or animation created using third-party tools.

Lectora®

Invest in a tool that grows with you.

The #1 choice of instructional design professionals, performance consultants, and the US government.

Get a 30-day FREE trial today!

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