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THE ULTIMATE GUIDE TO

E-LEARNING PLATFORM

WHAT IS
E-LEARNING

E-learning in a Nutshell

Before we delve into e-learning, let us cover a small part of its history. The term e-learning was first introduced in 1999 at a CBT systems seminar and since then, it buzzed in the tech industry. Online learning and virtual learning joined the group and the revolution started off. Up till 2000, learning was an indoor activity and there wasn't any concept of distant teaching. Physical presence of teacher and students was a must but then, the internet happened and it changed the norms of learning for-ever.

Coming on to e-learning, it is a technological practice where training or education is delivered in a digital medium. Qualifications and certifications are just a tap away and electronic devices such as laptop, mobile, tablet are used to educate the learners. E-learning is supported by multiple formats including PDF documents, interactive slides, PowerPoint presentations, etc. They may include learning through games, activities and clickable elements. Additionally, e-learning apps or softwares also feature various tricks of assessment and quizzes. As the learner advances the course, he explores more areas of learning in a specific niche. E-learning is on the boom and by every passing day, distinctive ways are being introduced to empower this digital medium of learning.

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FUTURE OF
E-LEARNING

1 According to research and market forecasts, by 2025, e-learning will grow to a humongous figure of $325 Billion.

By 2025
$325 Billion.

2 Lynda, an online learning platform raked in **$103 million** in venture funds and two years later, it was acquired by LinkedIn for **$1.5 Billion**. It is now known as LinkedIn learning.

$103 Million.

lynda.com®

$1.5 Billion.

Linked in

steady growth of

7%

for the last 3 years

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3 Len Markidan, one of the top marketing strategists stated in his article that online courses made **$46 Billion** last year.

$46 Billion.

4 E-learning is fueled with AR/VR big time. Sony's PSVR sold about **$500 million** worth of units.

PSVR sold worth
$500 Million.

5 Walmart leveraged e-learning by using VR to train their employees for the Black Friday season. They also taught their employees to manage shelves efficiently, thanks to e-learning through VR.

6 Home Depot and Coca-Cola used apps and games to teach their employees efficiently. According to the stats, half of the people used that app.

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BENEFITS OF
E-LEARNING

Accessibility

Participants can learn without any restrictions of venue, time, attendance, etc. While the conventional learning methods involves various aspects to which learners are bound to follow, e-learning empowers a person to study at work, home or on his daily routine work.

Cost-Efficient

No air fares, no venue charges nor heavy prices for printing study material. E-learning is undoubtedly a highly cost-effective solution for companies and students as all that they need is a laptop and an internet connection.

Highly Absorbing

E-learning uses a collection of various techniques and tools that includes audio, video, e-books and blogs. Learning digitally enables to absorb the information at pace. Moreover, the curriculum for e-learning program is tailor-made and irrelevant elements are excluded that makes a participant focused on the niche rather than diving into the non-pertaining subjects and details.

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Minimal Distraction

Learning is an activity that is bound to be distraction free. Right educational environment is necessary and with e-learning, one can pick the venue that suits to learn effectively.

It is predicted that by 2019

50%

of all classes will be delivered online

Plenty of Choices

A huge advantage of e-learning is its vast scope and the availability of various options to learn from. One can choose from distinctive skills, qualifications and subjects. Learners can get professional certifications that are in-demand in their industry or they can even pursue for entire degrees.

Personalized Support

While e-learning courses have virtual learning environment, it enables learners to participate in communicating and discussing with fellow participants. Course instructors can be reached at a click and participants can submit assignments and ask questions online.

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TYPES OF
E-LEARNING

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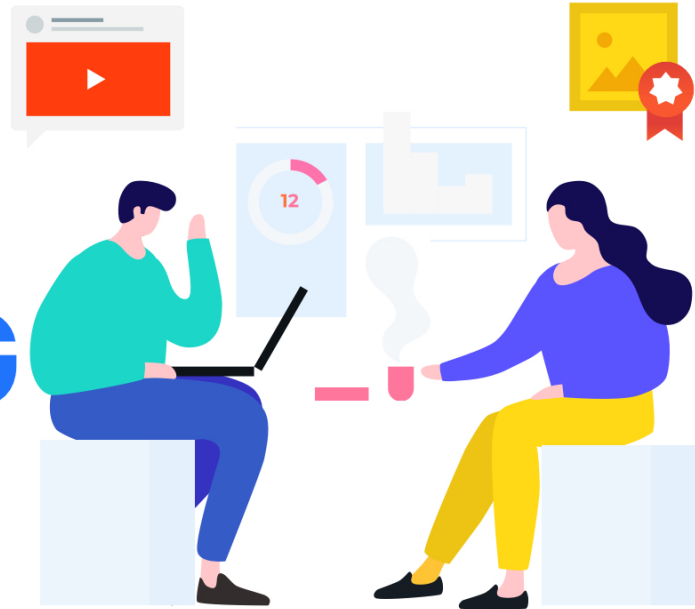
While e-learning is fusion of technology and education, it has mainly two types:

Asynchronous Training

This web-based learning allows the learner to complete trainings without having a live interaction with the instructor. The information is available and accessible 24/7 on self-help basis. Just whenever they need, they can learn via programs that are available online without any boundness of time involved.

Synchronous Training

It is also a web-based learning that needs an interaction between participants and the instructor in real time. A perfect example of this type is e-learning via virtual classrooms. Participants can interact with their instructors and with each other through chat, video and audio conferencing along with other interactive mediums.

Auditory learners represent 30% of the population

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TREND TO FOLLOW
E-LEARNING

Video Learning

Video emerged as the king of content in 2018 and it seems like it will hold the throne in the upcoming years too. Visual learning is a great way to attract and engage learners efficiently. Tutorials and e-learning tutorials will feature branching scenarios, knowledge checks and branching scenarios to train and develop employees in an interactive way.

Modile Learning

Apps are making it big globally. Brands are developing e-learning apps to chip in more customers. The trend seems to be raking in fame and fortune and there isn't a full stop to it. Personalized learning, push notifications and gamification are some of the great ways how e-learning is thought to play a huge role in the app development niche.

Microlearning

Adapting a spot-on approach, companies are engaging their employees in training and development programs that deliver the exact know how andinsights they need. Micro-learning is beyond video and mobile apps including games, quizzes, etc. This e-learning trend is goal and objective specific. The trend is here to stay and it won't take much time to spread globally.

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AR and VR

Gone are the days when gadgets of Augmented and Virtual Reality were expensive to use. With brands, phones and apps adapting the technology, this technology is getting affordable. Leveraging e-learning, VR is being used in creating simulations of workplace environments where employees learn to handle difficult situations. Moreover, AR is used in QR codes that provides accountability of workplace processes and equipment.

Gamification

Learning in a fun way is getting huge and organizations are adapting e-learning to spread the word about their products. Usage of badges, levels and leaderboards is getting bigger. Additionally, employees feel empowered and progressive by going on a new level, earning a digital point makes them feel content and by this way, incentives are awarded after a learning milestone is achieved.

For 2018, Organizations are heavily investing on

DIGITAL LEARNING TO EMPOWER

train their employees and with e-learning growing at a rapid pace by every passing day.

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E-LEARNING
CORPORATE ECOSYSTEM

An LMS

A learning management software (LMS) is an application that is utilized to manage, convey, track, and report training. Most present-day choices are cloud-based frameworks or platforms that can be used on laptops, tablets, mobile phones, etc. This make learning, training and development very easy to apply and learn.

Why use an LMS?

An LMS deals with the tedious and consistently repetitive tasks to save your time and effort. Suppose that you have a large number of employees and you have to prepare them for a milestone in a specific time, with records taken all through.

You could in fact do this without anyone's help on a spreadsheet. But it would cost a plethora of emails, collection of answers, live sessions, etc. An LMS streamlines the whole processes and introduces engaging and new ways to train your employees

90%
of students think online learning is better than traditional classroom experiences

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E-LEARNING
CORPORATE COURSES

Courses can create in an LMS or they can be built with third-party softwares known as "Authoring tool".

You can natively build the course on an LMS by using drag and drop feature.
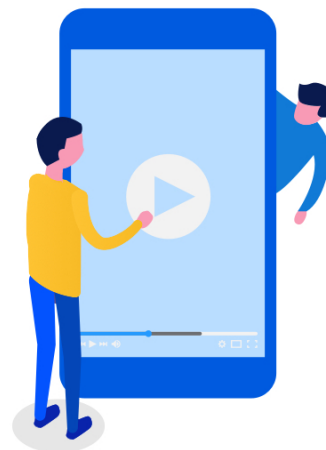
1 Documents like PDFs, PowerPoint presentations, .doc files, etc.

DOC

PPT

PDF

2 Video files like mp4s can be uploaded on emails. Video tracking features records a learner's journey while watching videos.

60%
of all online video is now consumed on mobile.

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3   Videos from websites such as Vimeo, YouTube, or Wistia can be embedded.

4   Surveys and exams are set up in the LMS for employees. They can include choose the best answer, multiple choice, true or false, etc.

5   For mixed learning courses, live training sessions led by instructors can be scheduled too.

E-LEARNING
LEADING BRANDS

HR Systems (HRIS)

Integrating an LMS in your HR system will make the data synchronized between the two systems. Moreover, system update and user creation get automated too. It greatly helps in scaling up training, improves accuracy of organizational records and saves time.

By 2019, 50% of all college students will be engaged in eLearning. eLearning is $56 billion industry and grows fast.

50%

25%

4.6M+
Students
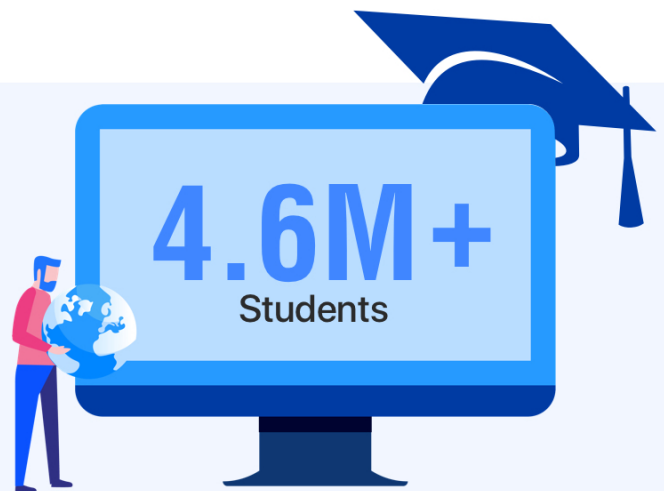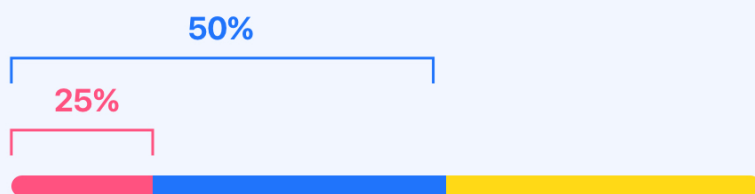
Today, almost 4.6 million students are studying at least one of their courses online.

CRM (Customer Relationship Management)

CRMs tracks business collaborations and connections that an organization holds. A CRM-LMS integration has various advantages for your staff. It also involves training and development of employees along with keeping their course records that will help you know where to put the training effort and where to hold on.

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Intranet/site

You can push data on an a website or online portal. The online platform may collect data and information from various resources and can be operated by employees via personal dashboard. By this way, e-learning will be set as a milestone for every employee that would count in their personal and professional achievements.

Webinar (Virtual classrooms)

Webinars are one of the most effective way to build employees. When a course is enlisted as a webinar in the LMS, it creates a roaster of employees that have registered for it. The webinar tool will track the attendance and will integrate the information into the LMS.

E-commerce

If you are selling online courses, it's critical to consider how that fits into the community but there are a few alternatives. You may set up a retail online store powered by the LMS. Moreover, another option is to integrate a webstore into an LMS. Every course will have a unique url so that the integrity of the webstore stays safe. The learner would be then redirected to the payment screen.

Google Analytics

An LMS integrated with Google analytics is a great platform to gain insights about your web store such as its sales, traffic and goals. Analytics will provide you a forecast and current situation of your [ecommerce store](#) that will help you in making strategies for future.

Social Media Integration

Modern learner needs connectivity to social platforms and LMS vendors can connect their social media sites to the platform such as Facebook, Google, etc.

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GROWTH OF
E-LEARNING MARKET

E-learning market has grown by 900% since 2000. Businesses and universities tend to explore new options to fuse learning with technology. It is a reliable and perfect way of extending learning course material to distant and remote audiences and by this way, learning can be done in a flexible and repeatable manner.

EUROPE & THE U.S. UTILIZE **70% OF THE WORLD'S E-LEARNING**

Since 2000

200%

Businesses and universities tend to explore new options to fuse learning with technology.
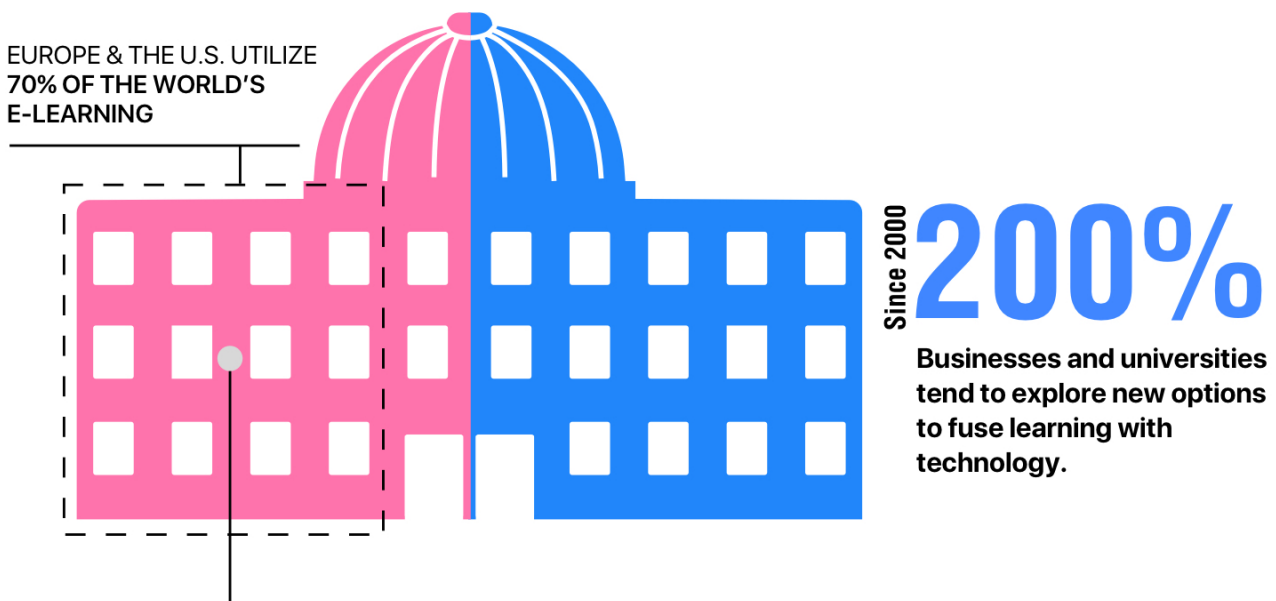
4.6M+ COLLEGE STUDENTS TAKE AT LEAST 1 ONLINE COURSES & 6.7 M POSTSECONDARY STUDENTS IN THE U.S TAKE AT LEAST 1 ONLINE COURSE

According to a survey, organizations that empower their employees by e-learning cut their operational costs till 70% and this technology is practiced by tech giants such as Microsoft, IBM, Siemens, Perkins Coie LLP, Qualcomm, etc.

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The future of e-learning is surely bright and with world's leading organizations investing heavily in the niche, e-learning is destined to make it big in coming years.

Need an e-learning solution?

If you are looking for an e-learning solution development company, Cubix can provide you consultancy on what fits your solution the best and how to get it developed at minimal cost with top quality software development practices attached to it.

52%

People using e-learning use it in bed after waking up...

46%

People using e-learning use it in bed before they go to sleep

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