



3 Types of Authoring Tool (AND THEIR USE CASES)

So, which is the best eLearning authoring tool?

The truth is, there are many different tools out there, each with its own set of features that suit a different purpose.

Let's take a look at the most common types:

1. Standalone authoring tools

Just as Photoshop was created as a graphics editor, a standalone authoring tool is a solution specially designed for eLearning development.

These tools take time to master, and sometimes they require training to get started.

Best fit for:

- eLearning developers who work with multiple customers and need to create different types of learning content;
- Large eLearning departments with complex tasks (different kinds of courses, various mechanics, etc.);
- Experienced eLearning developers who need to create original customised items from scratch.

2. PowerPoint-based tools

These tools allow you to quickly turn existing PowerPoint presentations into online courses you can upload to your LMS.

The most significant benefit of a tool like this is the familiar interface, making it easier to create courses.

Best fit for:

- Teams who need to have content done quickly (yesterday!);
- Companies that use in-house experts for creating content;
- Smaller companies that don't have dedicated specialists for developing and designing e-courses.



3. Cloud-based tools

As the name of the category suggests, this type of tool allows you to create inherently web-styled content, meaning content that ends up looking and feeling similar to a web page.

These types of tools are great because they can be accessed from anywhere.

You can easily create professionally designed pages, interactions, and assessments — and all of these can be done by multiple authors working on the same project.

Best fit for:

- Teams who have many authors and need collaboration and review features;
- Teams who need better work flexibility.

It's important first to make sure you understand the needs, requirements and goals of your specific training project.

As we saw in the previous section, most authoring tools have their own unique set of features and capabilities which cater to very different training needs.

Here are two critical questions to ask before you pick an authoring tool:

- What is the level of expertise of the person working with the software?
- What kind of eLearning course do you want to create, and what is the desired outcome?

With a clearer picture of your project, you can assess the tool's features to pick the right one.

