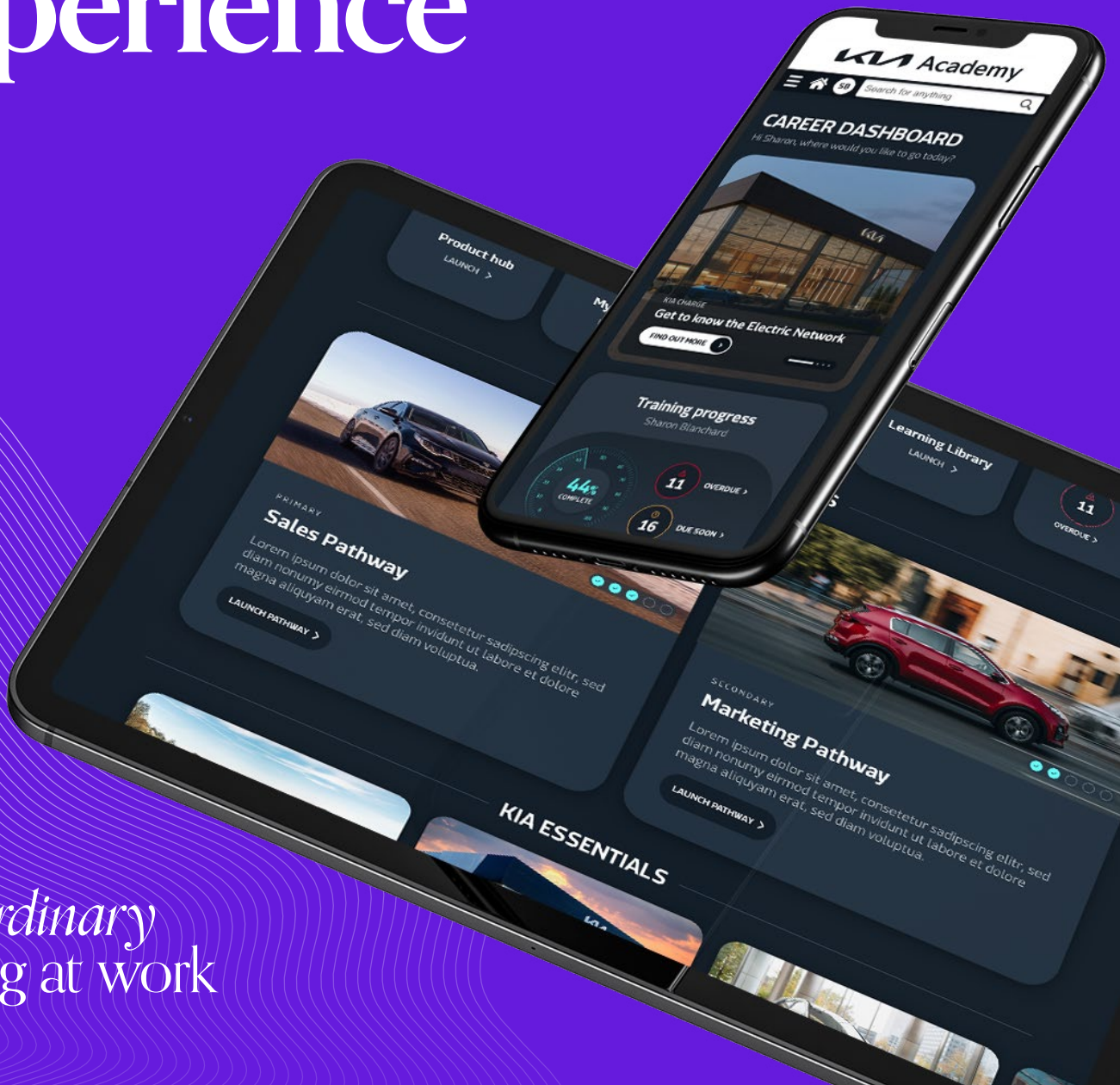
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Choosing Your Platform: *A* Decision *Guide for Your Digital Learning* Experience



Extraordinary learning at work

Connecting the Dots

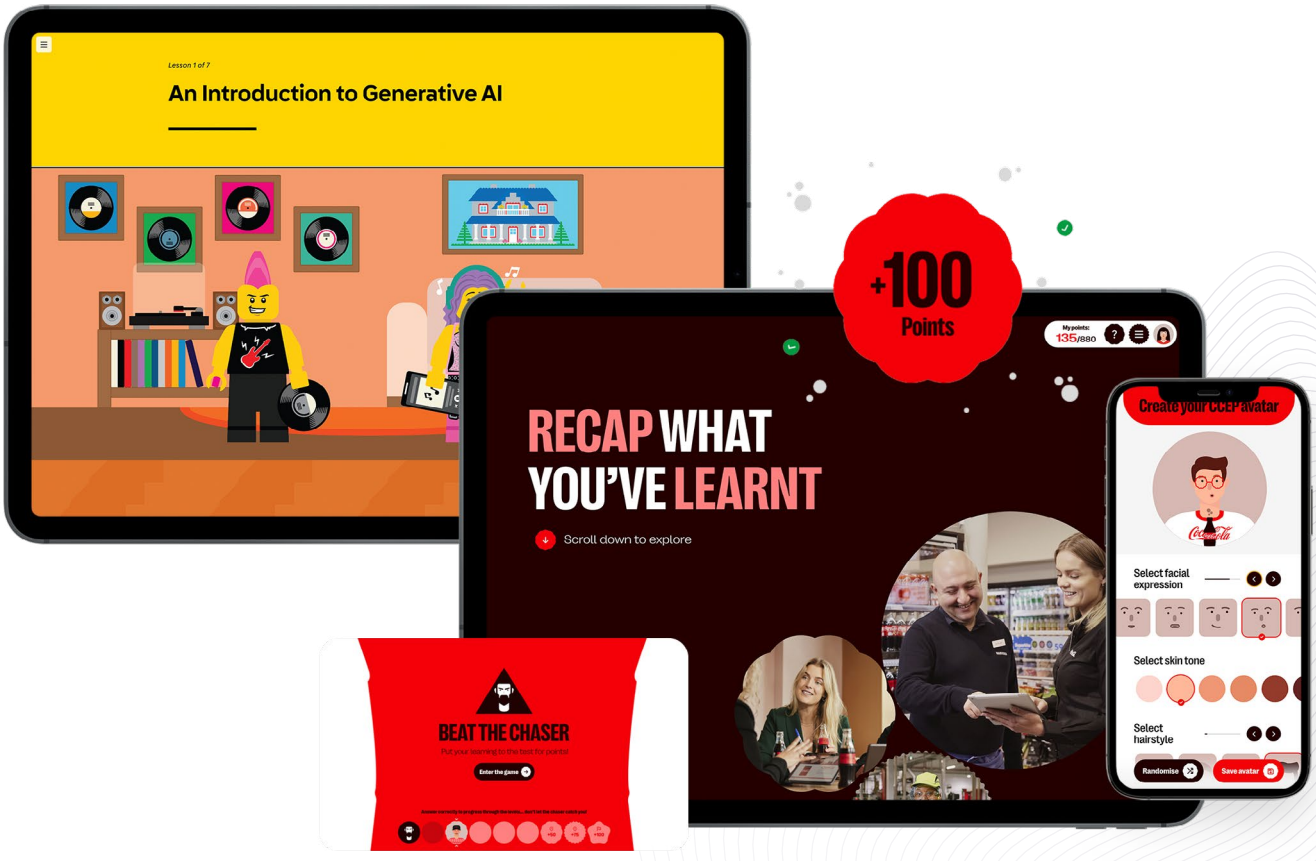
In our recent article, we explored when to use authoring tools versus custom development. Now you're facing exactly that choice for your project. This guide will help you make the right decision for your organisation.

What you're building

You're creating a digital learning experience that's:

- **Always available to your people**
- **Consistent across your organisation**
- **Interactive and engaging**
- **Trackable and reportable**
- **Updatable as your content evolves**

This isn't just about digitising existing materials – it's about creating an experience that drives engagement, embeds knowledge, and delivers measurable outcomes.



Your Two Options

The decision framework from our article applies directly here. Let's look at what each approach means for your project.

Option 1: *SCORM Package Within Your LMS*

How it works: We build an interactive experience using an authoring tool, then package it into an industry-standard format (SCORM) that plugs directly into your existing learning management system.

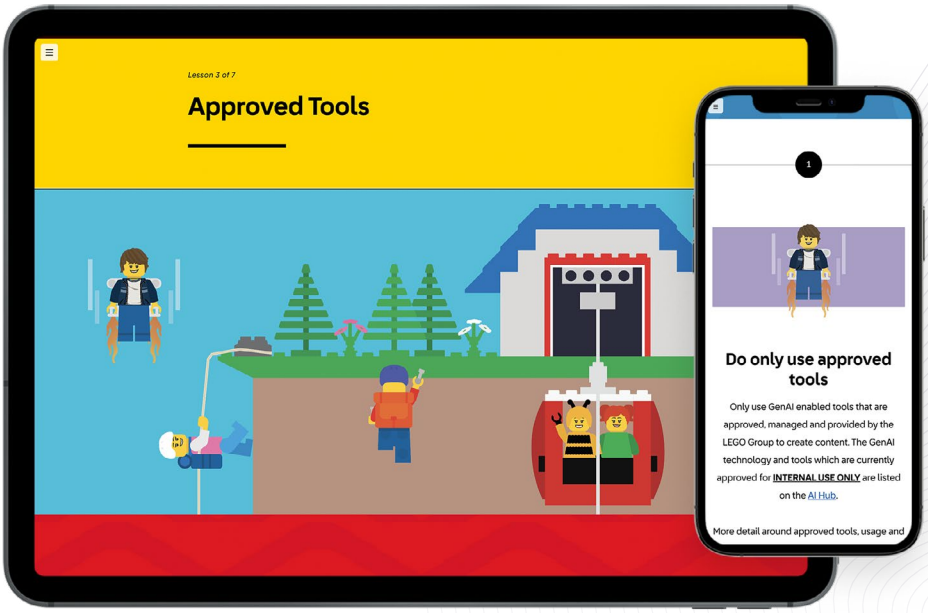
What you get:

- Interactive modules with videos, graphics, and knowledge checks
- Progress tracking, completion rates, and quiz scores through your LMS
- One integrated system – no new logins or platforms to manage
- Relatively straightforward updates when content needs refreshing

What you're trading off:

- Less flexibility for complex gamification features
- Limited customisation once built
- Constrained by what SCORM and your LMS can support together

Best suited for: Projects where speed matters, you want to leverage your existing infrastructure, and the learning follows relatively standard paths.



Option 2: *Purpose-Built Custom Experience*

How it works: We create a bespoke platform specifically designed around your learning journey, hosted separately but connected to your LMS through single sign-on (SSO).

What you get:

- Complete control over user journey and interface design
- Deep gamification – badges, unlocks, progress tracking built into the core experience
- Modular structure that's easy to expand as your needs evolve
- Detailed data capture tailored to exactly what you want to track
- An experience that feels distinctly aligned to your brand

What you're trading off:

- Longer development timeline
- Requires hosting and ongoing technical maintenance
- Updates need developer involvement
- Higher initial investment

Best suited for: Projects where the experience needs to stand out, you have specific requirements that templates can't deliver, and you're building something that will evolve significantly over time.



Making Your Decision

Based on the framework we outlined in our article, here are the key questions to consider:

Do you need something genuinely unique, or professionally executed? If your learning journey follows standard patterns, Option 1 delivers professional results efficiently. If you want an experience that reflects your organisation's distinctiveness and creates genuine engagement, Option 2 makes sense.

How often will content change? If you'll need frequent updates, Option 1 lets your team make changes without developer dependency. If updates are less frequent but need to be more substantial, Option 2's modular approach handles major changes more elegantly.

What's your timeline? Option 1 gets you live faster – ideal if you're replacing an urgent problem. Option 2 takes longer but delivers something more future-proofed.

What data do you actually need? If completion rates and quiz scores from your LMS are sufficient, Option 1 works perfectly. If you need granular insights into how people engage with specific content, Option 2 gives you that flexibility.

What We Need to Decide Together

To properly scope either option, we need clarity on:

Structure & Flow:

- Will users move through content sequentially or choose their own path?
- Do different audiences need different journeys?
- How modular does this need to be?

Content & Features:

- What specific interactive elements matter most to you?
- How important is gamification to driving engagement?
- What assessments or certifications are required?

Data & Reporting:

- What metrics matter to you beyond completion rates?
- Who needs access to reporting and how often?
- What business outcomes are you trying to measure?

Technical Considerations:

- What level of IT involvement is realistic for your team?
- Are there specific integration requirements with other systems?
- What are your hosting preferences and constraints?

Next Steps

1. Review your complete content requirements
2. Clarify the must-haves versus nice-to-haves
3. Discuss your team's capacity for ongoing management
4. Make the platform decision confidently

Once we've aligned on the approach, we can scope the creative direction, development timeline, and investment accurately.

The goal isn't to force-fit this into either approach – it's to match the right solution to your specific challenge, resources, and timeline. We're happy to schedule a working session to run you through this.

Book here for a quick chat **https://calendar.app.google/pD9B5pcTE9HhfpP8A**

Want to see examples of both approaches in action?

Check out our portfolio at **vimeo.com/showcase/11252732**

