The Practical Guide to Creating a Video Learning Program with Knovio

knovio

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Creating a Video Learning Program with Knovio

by Michael E. Kolowich, Founder and CEO of KnowledgeVision

Video-based online learning is increasingly popular across the corporate, professional, and educational world, and with good reason. Visual learning content, delivered on-demand and just in time, to a learner's device of choice, is both convenient and effective. And when combined with state-of-the-art tracking tools and analytics, it provides an unprecedented level of feedback to the learning content creator about how both the content and individual learners are performing.

Until recently, the challenge has been how to create, host, organize, distribute, and analyze these video learning programs in the quantity and to the standards that meet the high expectations of learners, without "breaking the bank".

Knovio was explicitly created to meet this challenge, by capturing and packaging online the most fundamental building blocks of any professional learning program: the words of a subject matter expert and the presentation-based charts and illustrations that reinforce those words. And it does so in an easy-to-learn, easy-to-use package that is deceptively powerful.

This guide provides you with step-by-step directions for building and managing a learning program with Knovio. And it does so by walking through a real-life case example of how a forward-looking leadership development program author built her online program with Knovio.

The Components of a Knovio-Based Learning Program

Before diving into the details of how to create a Knovio-based learning program, it's important to understand the basic components of such a program -- both from the learner's perspective and from the content creator's perspective.

The Learner View

The learner's view of a Knovio-based program is actually quite simple -- there are two components: Knovios and Showcases.

- A **Knovio** is what we call a piece of content displayed in a special browser-based multimedia Knovio Player. This content can be a simple video, a self-paced slide deck that we call a "flip deck", or a synchronized multimedia presentation consisting of slides, video and/or audio narration, and a collection of other tools to navigate the presentation, interact with it, or assess the learner's understanding of the material.
- A **Showcase** is a way to organize multiple Knovios into an online collection in the form of a structured microsite with its own unique web address, guestbook registration, customizable layout, search tools, and menus for navigating through the collection.

The Knovio Player

Customized branding

Title & Description

High-quality video stream

Footnotes & Links

Handouts & attachments

Chapter navigation

Thumbnail navigation

Quizzes & Assessments

Question box

Download attachments

Full-screen Display

Zoom Control

Animated slides

Instant re-cueing

Adjust audio

Searchable transcript

Catalyze

Module 2: Leadership, Unpacked

Module 2: Leadership, Unpacked

This 45-minute session gives participants a chance to consider what it really takes to maintain a productive and highly engaged team. And where they stand on providing those things to their employees.

Notes and References

Handouts: Case Studies and Notes

Topics

1. Introduction to Module 2
2. Today's goal
3. Prep for Today's Session
4. A Word about Case Studies
5. 1st Case Study: "Take a Number!"
6. "Becoming the Boss"
7. Sources of authority
8. Roles of a leader
9. What makes or breaks a 21st Century leader?
10. Five Roles of 21st Century Leaders
11. Case Analysis: Leadership roles
12. Case analysis: Bad management habits
13. Assessment: What does YOUR team need from you?

1st Case Study: "Take a Number!"

- MANAGER: Jeremy (8 direct reports, 6 yr. in role)
- TEAM MEMBERS: Ann (7 yr. tenure), Mark (11 months' tenure), and George (2 yr. tenure)

Case Study: "Take a Number"
Seminar: Leadership, Unpacked

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35:18

Questions or Comments   Transcript   Instructions

Name

Email

Question

Submit

Search transcript...

The Knovio Showcase

Custom Branding

Title and Description

Featured Category

Thumbnail Tiles

Completed Content

New Content

Search titles & description

Multi-level Category Menus

Completion Progress

Category Launcher

Catalyze

Sessions   Refreshers   Search

Catalyze 1:1 Online Learning Center*

Sessions   View All

Leadership, Unpacked Catalyze 1:1

Good to Great – Which Foot Forward?

Getting More Done

Adaptive Leadership: DISC Catalyze 1:1

Module #2: Leadership, Unpacked

Module #3: Good to Great

Module #4: Getting More Done

Module #5: Adaptive Leadership

Refreshers   View All

"Becoming the Boss" (Linda Hill)

LIVELAB: Adopt "Power Questions"   New

"Leader" vs. "Manager"?

5 Roles of a Leader in 21st century

Power Question: A short, open-ended, multi-purpose question that expresses genuine curiosity, takes thought to answer, and develops new thinking habits in those you use it with regularly.

What do YOU think we should do?
What are our next steps?
How can I support you in this?

Three Leadership Myths

Twelve Power Questions

The Difference Between Leaders and Managers

Five Key Roles of 21st Century Leaders

The Content Creator's View

From a Content Creator's perspective, the Knovio-based learning program is managed through a series of tools that are all accessible by logging in through the **Sign In** button at **www.knovio.com**, or directly via **login.kvcentral.com**. These tools include:

- The Library Manager (accessed via the **Manage** menu choice), which gives the content creator the ability to manage all of the content in a Knovio account, including quizzes.
- The Creation Tools (accessed via the **New+** menu choice), which give the content creator the ability to upload and create new videos, flip decks, and multimedia presentations, create quizzes, and organize your Knovios into showcases.
- The Analytics Dashboards (accessed via the **Analyze** menu choice), which offer a deep selection of insights into how your content is performing, and how individual learners are understanding and retaining the content.

What You'll Need

While all Knovio accounts -- even the free Knovio Lite Edition -- offers at least limited ability to create and organize Knovios into showcases, one of the following four subscription editions is required in order to take full advantage of Knovio's complete suite of learning and analytics features:

- Knovio Enterprise Edition (for enterprise-wide deployment)
- Knovio Corporate Edition (for company workgroups)
- Knovio Premier Edition (single-user for businesses)
- Knovio Gold Edition (for teachers and other education professionals in schools)

Overview: Creating a Learning Program in Knovio

Typical steps to create a Knovio Showcase are:
1. Plan your learning program
2. Create your Knovios
3. Embed quizzes and assessments
4. Customize your Knovios
5. Arrange your Knovios into a showcase
6. Add guest book and access controls
7. Share (and monetize) your program
8. Analyze the results

The rest of this guide will take you, step-by-step, through this process. In addition, I'll discuss using Knovio with a third-party Learning Management System.

Throughout this ebook, we'll be using a real-life case example, following the development of a blended learning program by veteran leadership trainer, Kirstin Lynde, for her company, Catalyze Associates. The training would consist of a series of self-paced multimedia presentations in Knovio,

interspersed with one-hour one-on-one coaching sessions. At each step along the way, you'll learn how Kirstin approached developing her learning program in Knovio.

Step 1: Plan Your Learning Program

While Knovio makes it easy (and tempting) to just dive in and start creating learning content, it's worth taking some time up-front to plan your learning program. Here are ten questions to ask...and answer for yourself:

1. **Sequenced or just-in-time learning?** Many traditional learning programs are formatted like a course: they are carefully sequenced with a syllabus to cover a set of topics that build on each other in a logical progression. An increasing number of learning programs, though, are formatted as "just in time" nuggets, that are designed to deliver compact content on-demand at just the moment they're needed. Understanding where your learning program fits on the spectrum that runs from structured, sequenced course to a library of just-in-time assets will affect everything from how you organize your learning showcases to the length of the typical segment.
2. **Video or audio narration...or no narration at all?** Knovio is capable of offering a complete multimedia experience for learning: video of an instructor synchronized with slides, footnotes, navigation, and other interactive elements. We understand, though, that video narration may not be possible or desirable in all instances, which is why we offer audio-over-slides narration as well. And there may also be cases in which narration is not necessary, or where independently-produced video may need to be part of your program: we support that, too, with video-only uploads and presentation flip decks. While the decision of whether and how you narrate can be left as a segment-by-segment decision, it's not a bad idea to map out your approach in advance so you can offer a consistent face to your program.
3. **Who are the participants?** Specifically, whose knowledge are you training on -- your own, or that of a subject matter expert or other third-party source? And who will actually make the presentation? These questions matter when choosing a production approach in Knovio.
4. **What media and/or visual aids are available?** Are there presentation slides (typically in the form of a PowerPoint or PDF file) and/or video clips available to illustrate the subject matter?
5. **Self-production or professional recording?** Knovio supports two different forms of content creation. On the one hand, it offers an easy set of tools for recording multimedia presentations from your desktop camera or microphone, and even tools for using a synthesized voice to "auto-narrate" your presentations in nearly two dozen different languages. On the other hand, Knovio also provides tools for incorporating professionally recorded video into synchronized multimedia presentations, for the best possible image and audio quality.
6. **Will you need to quiz or assess your learners?** Some types of learning applications -- particularly programs for compliance, certification, or continuing professional education credit -- require that quizzes or assessments be administered after a learner views the program content. In other cases, you may want to insert quizzes or even open-ended questions to enhance the interactive experience. In either event, Knovio makes it easy to create and embed either multiple-choice questions -- scored or unscored -- or open-ended response questions into any Knovio content.

7. **Do you need to track the progress of individual learners who access your content?** Knovio offers ways to track how individual learners are watching and interacting with the content and answering assessment questions. This is done by adding a guestbook to your Knovios or showcase, requiring that viewers identify themselves before accessing the program. This opens up a wide range of deep and unique viewer-level analytic tools.
8. **Do you need to control access to your content?** Some learning programs can be open to the public, while others must be accessible to a defined list of viewers. Knovio can accommodate both and open and closed access model. It even allows content to be locked down for access from specific domains or IP address ranges.
9. **Do you intend to charge money for the learning content?** Knovio has a set of "paywall" tools which allow you to accept credit cards or PayPal for learning content. This might be appropriate, for example, for continuing professional education applications which charge by the CPE credit hour.
10. **Do you intend to use your Knovio content with a Learning Management System?** Knovio integrates smoothly with most learning management systems (LMS), by way of a standard known as "SCORM". This guide will show you how to snap your Knovio content into your corporate LMS.

Once you've answered these questions and planned the content you want to create or host in Knovio, you're ready to begin.

Case Example

In our case example, here's how Kirstin answered the eight planning questions before building her blended learning program in Knovio:

1. **Sequenced or Just-In-Time** -- Kirstin decided to design her program as a sequenced series of nine 30- to 45-minute recorded training modules on Knovio, intended to be viewed in order, with live one-on-one sessions after each recorded session. She decided to complement this sequenced series with a collection of brief "refreshers", excerpted from the original sessions. These refreshers were intended as just-in-time segments, available on-demand to her students, as a way of refreshing their memory on key concepts covered in the sequenced course.
2. **Video or audio narration** -- Kirstin decided to use video narration for her program, because the use of gestures, facial expressions, and props helped her connect more fully with her students.
3. **Participants --** In this program, Kirstin would be personally presenting her own material. This is an ideal scenario when you have a subject matter expert who's comfortable presenting the content herself.
4. **Visual aids --** Kirstin would be basing her online learning program on a live training program that she uses with larger groups in corporate America, as well as with Harvard Business School. This program has a series of animated PowerPoint decks -- complemented by several video clips -- that could be adapted to the online training without a huge amount of effort.
5. **Self-production or professional recording** -- While she certainly could have recorded her program with a webcam, Kirstin had ready access to a professional-grade camera and studio, and decided to record her video segments separately and import the video into Knovio.
6. **Quizzes and Assessments** -- Kirstin decided to use Knovio's quiz capability, but in an unusual way. She wouldn't use scored quizzes to determine whether her students "passed" or "failed",

but rather to collect mostly ungraded open-ended answers to "thought questions" that could inspire discussion topics in her next one-on-one with those students.

7. **Track progress** -- Because she wanted the answers to her open-ended quiz questions to be linked to the student who wrote the answers, Kirstin decided to require that students sign in to her online course.

8. **Control access** -- Likewise, Kirstin wanted to restrict who could access her course content, limiting it to a specified "guest list" that included only her students. She decided, however, that she would only require that her students enter their email address, and would not require a password.

9. **Charge money** -- Kirstin would not be charging money within the application itself.

10. **Learning Management System** -- This course would not be using a separate learning management system; all of the student tracking would be done within the Knovio system.

Step 2: Create Your Knovios

Whether you are creating a video-only Knovio, uploading a PowerPoint presentation to make a flip deck, or want to create a full-blown narrated multimedia presentation, the creation process typically starts this way:

1. Sign into Knovio (click the Sign In button at **www.knovio.com**)
2. Choose the blue **+ New** button from the main menu. This will bring you to the Start Screen, which will give you a whole array of starting points.
3. Start creating a Knovio by dragging either a presentation slide deck (typically PowerPoint, but could be a PDF file) or a video file to the "Upload Files" box.
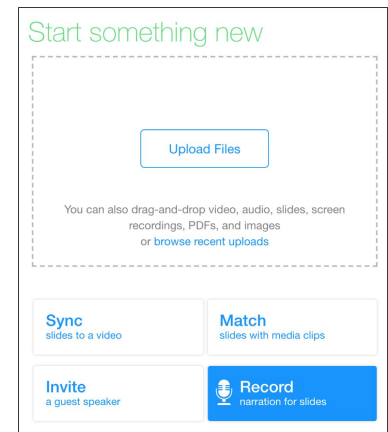
Once you've chosen and uploaded a presentation or video file to start with, Knovio will automatically detect what kind of file you uploaded, and will give you an array of options that specifically apply to that type of content.
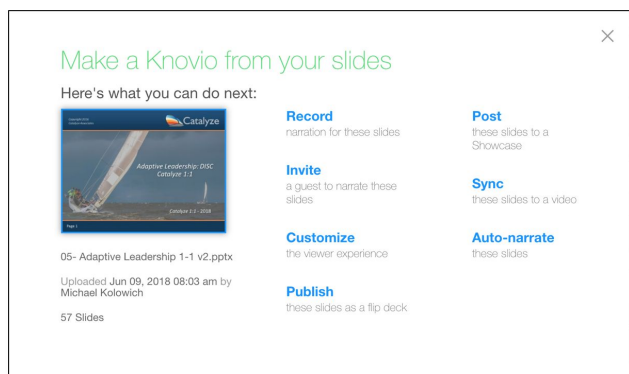
For example, if you start with a PowerPoint or PDF presentation file, Knovio will offer you options to:

- **Record** video or audio narration with your webcam or microphone, synchronized to your slides;
- **Invite** a guest presenter to add their video or audio narration to those slides;
- **Publish** the slides to either a self-paced or auto-play "flip deck" slideshow;
- **Customize** a flip deck with a different player design;
- **Post** your slides as a flip deck to a Knovio showcase;
- **Sync** your slides to a pre-recorded video of the presentation; or
- **Auto-narrate** and even auto-translate your presentation narration.

Similarly, if you start with a media file, like a QuickTime or MPEG-4 video file, you'll see another set of options, tailored to what you can do with video:

- **Share** the video in a Knovio player as a link with someone else;
- **Send** the video in a trackable email message;
- **Embed** the video on your website;
- **Post** the video as part of a collection in a Knovio Showcase;
- **Customize** the player design and behavior before posting it or sharing it; or
- **Sync** the video with slides to make an interactive multimedia presentation.
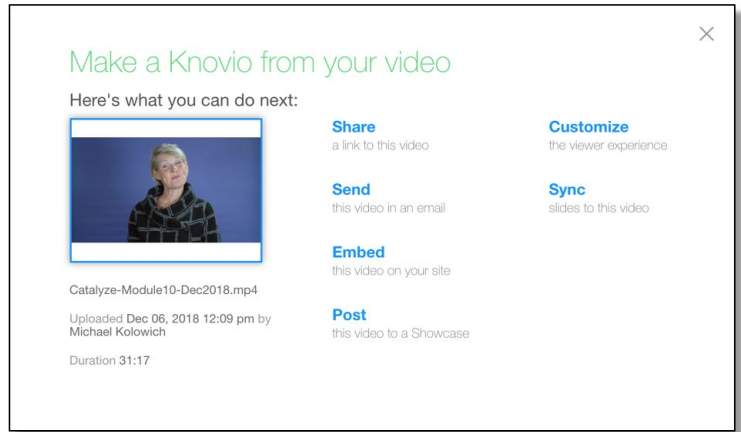
If you're going to be making the presentation yourself, the easiest way to do so in Knovio is by using your webcam and/or microphone to record narration synchronized to your presentation slides:

1. Follow the directions above to upload a PowerPoint or PDF file, and choose **Record** from the options list to open the **Record Screen**.
2. In the Record Screen, you can change the order of your slides, add or replace slides, add or edit speaker notes, add media clips, and even add quizzes.
3. If you have a webcam, you'll see its image in the preview window; if you prefer just audio rather than video narration, then turn it off by toggling the "Camera is on/off" link to OFF.
4. Press "Record Slide" and after a three-second countdown you'll be recording narration for your slides. Use the "Next Slide" or "Stop Recording" button to record continuously, or one slide at a time. If you need to make a correction, select the slide you'd like to re-record and select "Re-Record Slide".
5. Select "Preview" to take a look at what you recorded, fine tune it, and "Save" when you're satisfied.
6. Name your Knovio, add a description that will be displayed by default in showcases and some player layouts, and add any tags you might need in order to organize your completed Knovios (you can also add tags later).
7. You'll now be presented with a list of options about what you can do next. The remainder of this guide will show you how to apply some of these options.
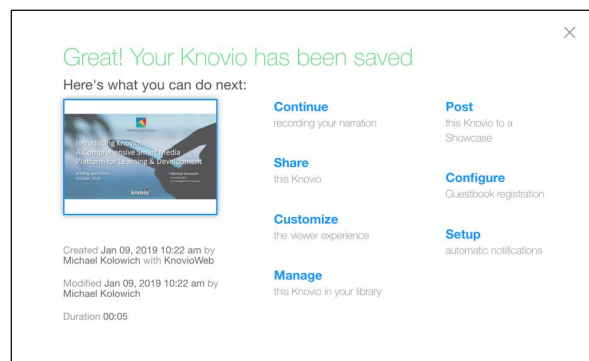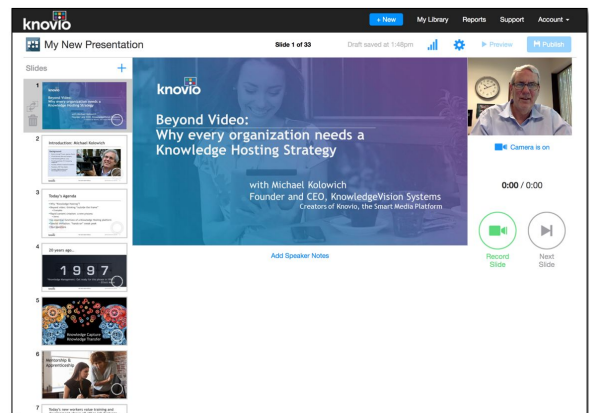
In our case example, Kirstin wanted to use a higher-quality video source than a webcam could provide -- especially since she had access to a professional camera and small studio. She recorded the video portion of her presentation, using a teleprompter to help keep her language crisp and precise. Then she used Knovio's Sync tools (not covered in this guide) to synchronize the slides to the video recording of her presentation.

Step 3: Embed Quizzes and Assessments

Under many circumstances, you may want to administer a quiz or "knowledge check" during or after a Knovio presentation. This can be either to formally assess whether a topic was adequately learned, or just to create some "interactive moments" to keep the learner engaged. Whatever the motivation, Knovio offers some simple quiz and assessment objects that can be embedded within a Knovio.
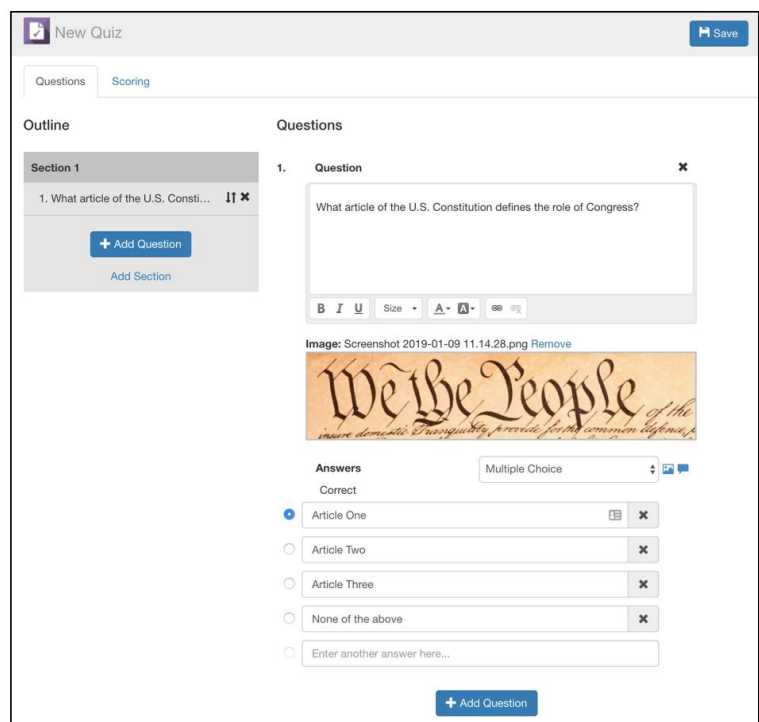
Knovio quizzes can be:
- Graded or ungraded (with specific pass/fail scoring criteria)
- Multiple-choice or open-response
- Single-part or multi-part
- Accompanied by an optional personalized completion certificate when the quiz is "passed".

Quizzes are created and managed from the Knovio Library Screen, and then inserted into Knovio presentations.
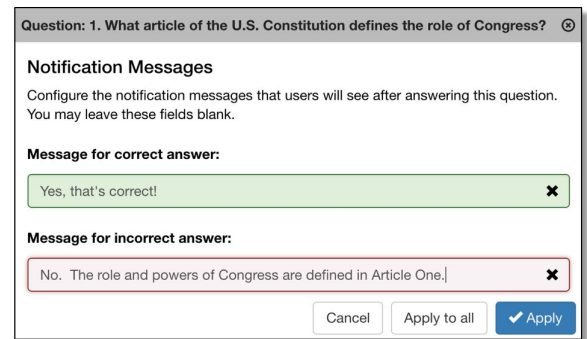
To create a quiz in Knovio:
1. Open the Library Screen by clicking **Manage** in Knovio's main menu bar.
2. Choose the Quizzes option from the Library's sub-menu.
3. Click the blue + New Quiz button
4. Type the first question in your quiz into the box that's displayed. You're given various formatting options for your text, and you can even add an image by clicking on the image icon.
5. Choose what type of quiz question you're building --

Multiple Choice, Multiple Choice (ungraded), or Open Response (ungraded).

6. In the case of a multiple choice question, type several alternative responses.
7. In the case of a graded multiple choice question, click the blue button next to the correct response.
8. If you want to give real-time feedback about correct and incorrect responses to a graded multiple choice question, you may click on the 💬 icon and enter the text to be displayed in the case of a correct or incorrect response.
9. Save your quiz and name it for future use.

Add more questions as needed by clicking the blue **Add Question** button. And if you want to intersperse questions throughout your Knovio, you may divide the quiz up into sections by clicking the Add Section link in the left sidebar of the Quiz Manager Screen.
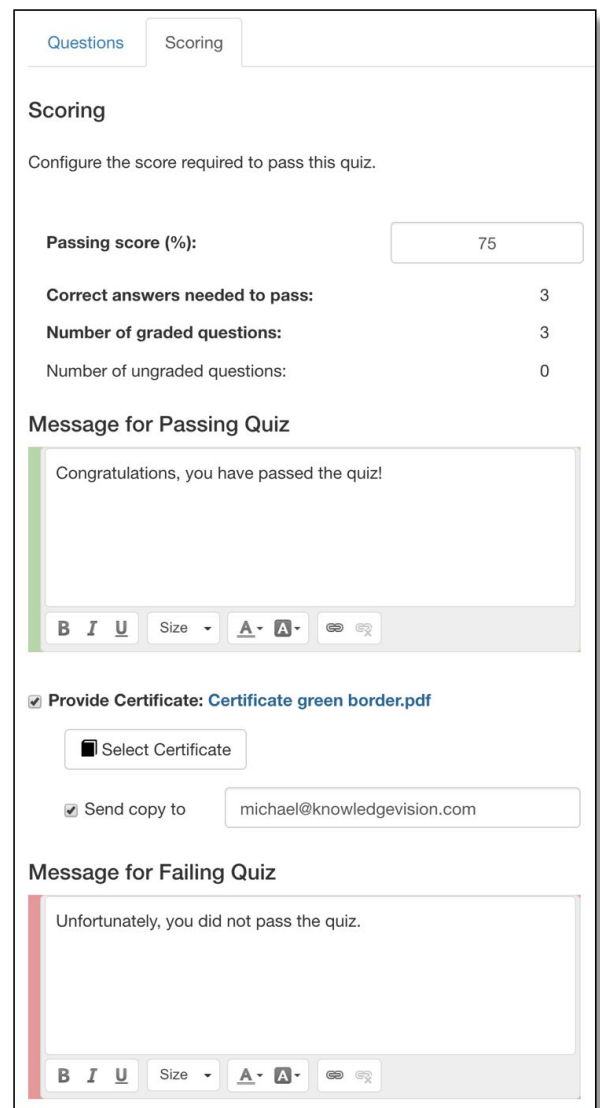
Once you've created a quiz, it can be inserted into a Knovio presentation when either recording it or editing it. In the Record Screen, look for the blue + button at the top of the slide list; clicking it will give you the option to "Add Quiz". You can then select from the list of quizzes you've saved. If you created a multi-section quiz, you'll see slide images representing each section, which you can drag and drop to the appropriate point in the presentation.

If scoring your quiz results is important, the Quiz Editor allows you to set up pass/fail criteria for your quiz, along with messaging for students who pass or fail, and even a way to generate a downloadable personalized completion certificate when a passing score is achieved. This can all be accessed by editing a Quiz and selecting the Scoring tab in the Quiz Editor.

Case Example

In our case example, quizzes were very important to Kirstin as a way of periodically engaging her learners, asking them to share their thoughts, reactions, and ideas, and to collect information that could be used in follow-up one-on-one sessions in her blended learning experience.

One of Kirstin's students might encounter as many as six or seven questions -- the majority of which asked for

open-ended responses -- and none of her quizzes would be scored. In other words, there were no "right" or "wrong" answers, and therefore no notion of "pass" or "fail".

Instead, Kirstin would look in her Knovio analytics (more on this later) to see the answers that her students entered, and use these responses to prepare for her next 1:1 coaching session.

To the right, you can see the Knovio-based outline of the questions for one of Kirstin's on-demand interactive multimedia sessions.

Step 4: Customize Your Knovio Experience

Once you've created a Knovio, you'll have the option to customize the design and layout of the player in which it's presented, as well as to control how that player behaves.

To access the customization options, select **Customize** immediately after you've saved a Knovio, or select the **Customize** link for any presentation in the Knovio Library. You'll see a screen that looks something like this:
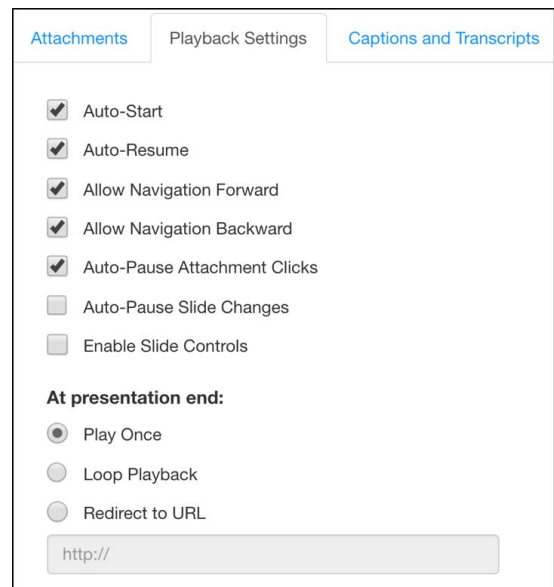
The Customize Screen contains a series of tabs and links to help you tailor the viewing experience to what you want to accomplish. Here are some of the features:

- **Replace Template** - This allows you to choose from a number of different player layouts or "Templates". While the default video, multimedia, and flip deck layouts are appropriate for a large percentage of applications, this selection lets you browse and assign many other player designs to your Knovio. It's also a place where you can apply "Favorite" template designs that you craft with the Advanced Templates Settings.
- **Chapters and Footnotes** - When you open this tab, you'll see a list of slides and timings, along with an editable list of Chapter Titles (that are shown in the navigation section of many templates) and a place to enter or edit footnotes and speaker notes for each slide.
- **Zooms** - A distinctive feature of the Knovio player is its ability to enlarge either the video or slides at different stages of a multimedia presentation. This can be used to show more slide detail, emphasize what the speaker is saying or showing, or just to inject variety and energy into a presentation. This can be controlled either by the viewer or by the content creator. Set the zoom for any individual presentation slide by positioning the slider along a continuum that goes from "all video" on the left to "all slide" on the right.
- **Attachments** - Many Knovio player templates can show attachments that can be downloaded by the viewer. This tab makes it easy to upload an attachment, name it, and to set the order of multiple attachments.
- **Playback Settings -** This tab is where you can define and control the behavior of your Knovio player, and what to do when the presentation is finished. The illustration to the right shows a typical configuration for a learning program:
  - The Knovio automatically starts playing when accessed;
  - When viewing is interrupted, it automatically picks up where it left off when viewed again;
  - Forward and backward navigation is allowed (some compliance applications disable this so viewers can't skip ahead or back);
  - It automatically pauses when downloading an attachment; and
  - It plays through once and stops, rather than looping (such as for a trade show display) or redirecting to a specific web page.
- **Captions and Transcripts** - This tab is where you can upload closed caption files (in WebVTT format) or interactive transcripts (in .json format). Closed captions will automatically appear over the video, while interactive transcripts require that you select a player template that will display searchable, follow-along transcripts.

- **Advanced Template Settings** - Depending on the template you choose, these settings allow you to customize color scheme and logo, and turn on and off various features of the player template, like footnotes, question box, etc. Once these settings are made to your satisfaction, they can be saved as a "Favorite" and applied every time you publish a new piece of content.

Case Example

Kirstin created a variation of the Default Multimedia player template, to incorporate her company branding colors and logo, and saved it as a Favorite for her longer course sessions, which featured chapter navigation, thumbnails, a question box, and even a searchable transcript. She also decided to enable auto-start and auto-resume, and to apply different zoom settings throughout the presentation to enlarge certain slides -- especially when they contained a lot of detail. Many of her presentations involved handouts, so there needed to be a way for learners to download them at a click. An example of this template can be seen to the right.
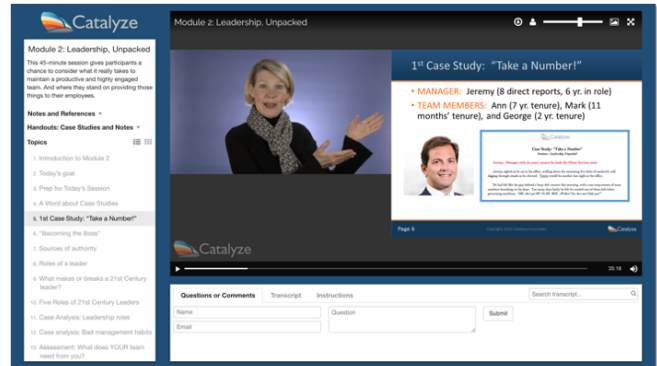
For her short, 2-3-minute "refresher" excerpts, though, Kirstin pursued a different approach. Because these were short segments, there wouldn't be chapter navigation and she wouldn't need downloadable handouts. Nor would she need to have a question box or searchable transcript. In these segments, she wanted to simply focus on the video and the slides. So she chose a different template (nicknamed the "Pioneer"), tailored it to be consistent with her brand image, and saved it as a favorite. An example of that template can be seen to the right.

Step 5: Arrange Your Knovios into a Showcase

While Knovio-based learning can certainly be developed and distributed as individual programs, they are most powerfully deployed as part of a Knovio showcase. Knovio Showcases are a way to create instant collections of smart media -- video, multimedia presentations, and presentation flip decks -- and present them in an attractive grid or list layout, complete with pull-down menus, at their own unique and easy-to-remember address on the World Wide Web.

You'll start building a showcase for your learning program by logging into Knovio and clicking the **Manage** button in the top menu bar. From there:

1. Click on **Showcases** in the submenu.

2. Click the blue **+ New Showcase** button to open the "Create a New Showcase" Screen.
3. Give your Showcase a name that will be displayed across the top of its home page.
4. Give your Showcase a description that will also be displayed on the home page.
5. Finally, choose a subdomain name for your showcase. All Knovio showcases are hosted on the videoshowcase.net domain, but you can customize your own subdomain (e.g. **mydomain.videoshowcase.net**). Pick any subdomain you want -- as long as another Knovio user hasn't taken it, it's yours!
6. If you want to add a footnote for copyright information, links to your website, etc., then type it into the Showcase Footer field.
7. Press the **Done** button, and your showcase will be ready to add Knovio smart media to it.
8. Click the blue **+ Add Presentations** button on the right-hand side of the screen. This will open an "Add Presentations" Screen.
9. Choose the Knovios you'd like to add to the showcase by clicking on the checkbox next to the name of the Knovio you'd like to add. The list is ordered with most recent Knovios first by default, but you can click on the various column headers to sort the list however you'd like. If you've tagged your Knovios, you can choose to filter your view to show only Knovios with certain tags.
10. When you're finished adding Knovios, Click the blue **+ Add Presentations** button.
11. For each Knovio that you've chosen to add to the showcase, you'll now have the option to assign a name and description specifically for use in the showcase. (By default, your Knovio will be given the same name and description in the showcase as you've assigned it in the Library, but you may change it.) You also have the option to create a custom link address for the showcase page on which that Knovio will be shown. For your information, the full URL (or internet address) of the Knovio's showcase page will be shown here. If you want to accept either the default or your edits, then press **Add and Continue**.

Once you've worked all the way through the Knovios you've added, you'll see a summary screen showing all the Knovios you've added to your showcase. From this screen, you can change the order in which the Knovios are displayed -- by the date you posted them to the showcase, the day they were created, alphabetically, or even a custom order via drag-and-drop.

You can also click the ✎ icon to edit the name and description of the showcase entry, or ✖ to remove a Knovio from your showcase. And, of course, you can use **+ Add Presentations** to add more Knovios to your showcase.

Once you've got content in your showcase, you can customize it to suit your company or organization's brand. On the Showcase Management page, choose **Setup and Branding** to get started.

Here, you'll see an array of options to change the title, subdomain, logo, and colors of your showcase. You can also add a banner image that will extend across the top of the home page of your showcase. Click **Edit Branding** to open up the Edit Showcase Branding Screen.

As your collection grows, you may want to organize the content into categories, and introduce pull-down menus to help viewers navigate your collection. For an extensive set of instructions on how to do this, please refer to a companion guide, "The Practical Guide to Showcasing your Videos with Knovio", that is available at **www.knovio.com/guides**.

Case Example

It was very important to Kirstin to organize her learning program into a showcase, so that her students would have a convenient and easy-to-remember way to navigate directly to the online resources for the course.

Kirstin organized her content into two showcase categories, called "Sessions" and "Refreshers". She designated each of these categories as "Featured Categories" on the home page of her showcase, which meant that a sampling of Knovios from each of the two categories would be displayed on the home page, along with "View All" buttons that would open up all of the titles in the category. She also chose to have the two categories to be displayed as menu choices on the top navigation bar of the showcase.
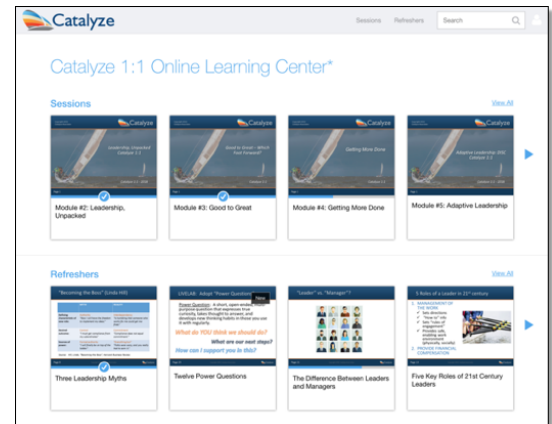
For the category pages themselves, she chose to arrange her sessions as a list of presentations since they were designed to be viewed in sequence, while the refreshers would be displayed as a grid. Here's what the two category pages in her showcase look like:

List View
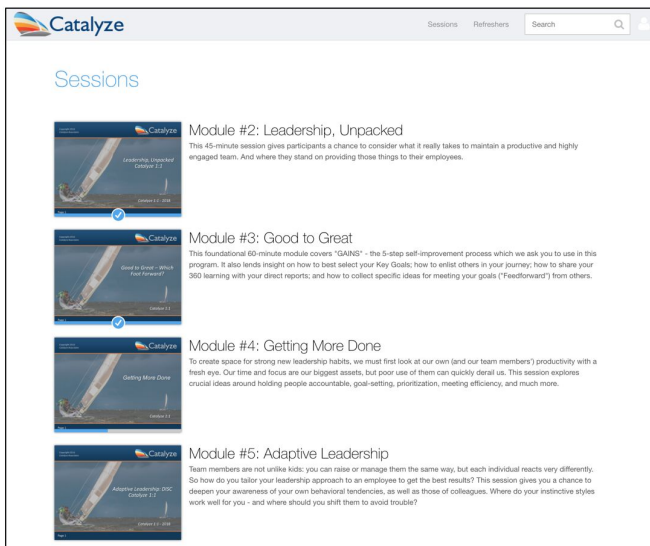
Grid View
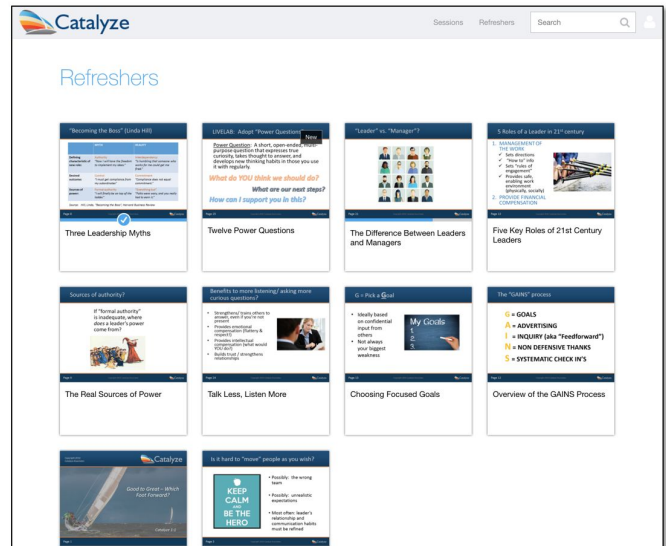
Step 6: Add Guestbook and Access Control

While you can certainly share your individual Knovios or showcases just by sharing their web address, you may want to track exactly who visits your content and what they watch. And you may even want to restrict access to specific authorized visitors. That's what Knovio's Guestbook and Guest List functionality is for, and you can apply Guestbooks and Guest Lists to entire showcases, as well as to specific Knovios.

When a viewer signs in with a Guestbook, Knovio records name, email, and other information about the viewer along with a detailed record of that viewer's engagement with your Knovio content.

To create a Guestbook for your Knovio or showcase:

1. Start from your Knovio Library Screen (click Manage in the main menu bar to get there), and click **Guestbooks** in the submenu bar.
2. Assuming you don't already have a Guestbook in your account, click the **+ New Guestbook** button.
3. From the "Create a New Guestbook" screen, name your guestbook (guestbooks, once created, can be named and re-used) and choose whether you'd like to allow anyone to register, or whether you'd like to restrict viewing to members of a guest list that you specify. For now, choose to allow anyone to register; you can add a Guest List later.
4. You'll then be taken to a page (see next page) where you can custom-configure your registration form. Here are some of the things you can do:
    ○ Add a logo image
    ○ Create a title for your registration form
    ○ Write a rich-text description for your registration form (including links)
    ○ Specify whether this form is open-registration or controlled by a guest list
    ○ Specify what fields are requested (with settings to require a response or choose from a drop-down list)
    ○ Add custom fields
    ○ Require that viewers enter a password for access
    ○ Name the submit button
    ○ Specify how long a viewer remains logged in (i.e. subsequent visits don't require re-registration)
5. At any time, you can Preview what your guest book form will look like.
6. When you're finished, click **Save Form**.
7. To assign this Guestbook as default for all Knovio content, you can do this in the Content tab.
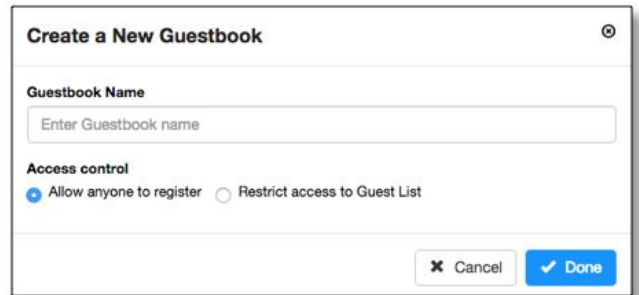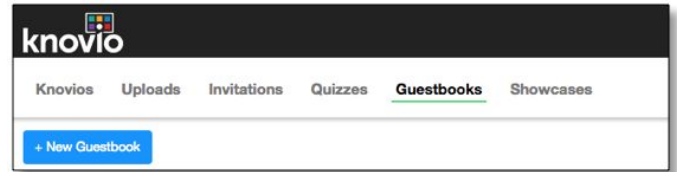
Form

▶ Preview ✔ Save Form

Logo Image

https://s3.amazonaws.com/present.knowledgevision.com/account/1d45ba33-ac00-47a1-8a86-772474ff640c/co | Browse...

Museum of Science

✖ Remove image

Title

Museum of Science Video Center

☐ Use name of Knovio or Showcase

Description

Welcome to this unique collection of videos from the Museum of Science in Boston. To register as a viewer, please enter your name, email address, country and state in the boxes provided below.

B *I* U | 16 ▾ | A ▾ A ▾ | 🔗 🔗 | ⌰ ⌰ ⌰ ⌰

☐ Use description of Knovio or Showcase

Access control
⦿ Allow anyone to register ◯ Restrict access to Guest List

Form Fields

☑	Name	⚙
☑	Email Address	⚙
☐	Company	⚙
☐	Job Title	⚙
☐	Phone	⚙
☐	Twitter	⚙
☑	Country	⚙ 🗑
☑	State	⚙ 🗑

+ Add Custom Field

| ☐ | Password: | |

Submit Button

Register ✏

Settings

Automatically log out users: After one year (default) ⬍

▶ Preview ✔ Save Form

There are four levels of security for Guestbook access to Knovio. In order from least secure to most secure, they are:

- **Open registration, without a password** -- anyone can register, and there is no validation either against an authorized viewer list nor is a password required.
- **Open registration, with a password required** -- anyone can register, and there is no validation against an authorized viewer list, but entry of a common password (same for all viewers) is required.
- **Guest list, without a password** -- viewers must enter an email address that matches an entry on an authorized user list, but no password is required.
- **Guest list, with a password** -- viewers must both match an authorized email and enter a unique password to gain entry to the content.

To use a Guest List on a Guestbook, you must first change the Guestbook's settings to "Restrict Access to Guest List". When you do this, you can customize the message that will be displayed if the email address and/or password don't match the guest list. This is also where you specify whether or not a password will be required.

Near the top right corner of your Guestbook Management Screen, you'll see a three-item submenu that offers you the chance to work with the form, work with the guest list, or see what content the guestbook is associated with. Choose "Guest List" to start building the guest list for this guestbook.

The easiest way to build your guest list is to import your guest list from a comma-separated value (CSV) file which is easy to generate from any spreadsheet program like Microsoft Excel, Apple Numbers, or Google Sheets. When you select Guest List from the submenu, you'll see a place to drag a CSV file to bulk-load your guest list. Note the instructions here about what fields should, at a minimum, be included: a field for email address, first name, and last name. Elsewhere on this screen, you have other options, including the ability to add names to your list, one by one.

Once you've uploaded the CSV file with your authorized viewers, you'll see a CSV preview screen similar to what you see to the right of this page. Here's what to do next:

1. Look over the records on the screen to make sure that the preview looks reasonable.
2. In the section marked "Map Fields to CSV", select from the three pull-down menus the fields in your CSV file that correspond to Email Address, First Name, and Last Name.
3. Click the blue **+ Add Users from CSV** button to start the import.
4. Confirm that the correct number of records were imported.
5. Your entire Guest List will now be displayed, in alphabetical order by email address.

Upload CSV File

CSV Preview

Gladys	Rim	T M Byxbee Company Pc	322 New Horizon Blvd	Milwaukee	Milwaukee	WI
Yuki	Whobrey	Farmers Insurance Group	1 State Route 27	Taylor	Wayne	MI
Fletcher	Flosi	Post Box	394	Rockford	Winnebago	IL

1-25 of 500 users

Map Fields to CSV

Select the columns that contain each user's email address, first name, last name.

EMAIL ADDRESS — Email Address
FIRST NAME — First Name
LAST NAME — Last Name

✖ Cancel   + Add Users from CSV

Guest List   ⓘ Upload CSV   More Options... ▾

ⓘ 500 users have not been assigned passwords   🔒 Generate Passwords

	Email ▲	First Name ⇕	Last Name ⇕	company_name	address	city
1.	adelina_nabours@gmail.com	Adelina	Nabours	Courtyard By Marriott	80 Pittsford Victor Rd #9	Cleveland
2.	adell.lipkin@lipkin.com	Adell	Lipkin	Systems Graph Inc Ab Dick Dlr	65 Mountain View Dr	Whippan
3.	ahmed.angalich@angalich.com	Ahmed	Angalich	Reese Plastics	2 W Beverly Blvd	Harrisbur
4.	ahoneywell@honeywell.com	Arlette	Honeywell	Smc Inc	11279 Loytan St	Jackson
5.	aja_gehrett@hotmail.com	Aja	Gehrett	Stero Company	993 Washington Ave	Nutley
6.	ajeanty@gmail.com	Alline	Jeanty	W W John Holden Inc	55713 Lake City Hwy	South Be
7.	alaine_bergesen@cox.net	Alaine	Bergesen	Hispanic Magazine	7667 S Hulen St #42	Yonkers
8.	albina@glick.com	Albina	Glick	Giampetro, Anthony D	4 Ralph Ct	Dunellen
9.	alease@buemi.com	Alease	Buemi	Porto Cayo At Hawks Cay	4 Webbs Chapel Rd	Boulder
10.	alecia@aol.com	Alecia	Bubash	Petersen, James E Esq	6535 Joyce St	Wichita F
11.	alesia_hixenbaugh@hixenbaugh.org	Alesia	Hixenbaugh	Kwikprint	9 Front St	Washingt
12.	alex@loader.com	Alex	Loader	Sublett, Scott Esq	37 N Elm St #916	Tacoma
13.	alisha@slusarski.com	Alisha	Slusarski	Wtlz Power 107 Fm	3273 State St	Middlese
14.	aliza@aol.com	Aliza	Baltimore	Andrews, J Robert Esq	1128 Delaware St	San Jose
15.	allene_iturbide@cox.net	Allene	Iturbide	Ledecky, David Esq	1 Central Ave	Stevens
16.	alpha@yahoo.com	Alpha	Palaia	Stoffer, James M Jr	43496 Commercial Dr #29	Cherry H

6. If you're going to require individual passwords for each viewer, press the 🔒 Generate Passwords button. Be aware that as soon as you do this, emails invitations will be sent to each member of your guest list, with their individualized password for viewing the showcase.

7. If you scroll to the far right side of the list, you'll see four icons -- ⓘ 🔒 ✏️ ✖️ -- that do the following:
   a. Inform you that passwords have not yet been set for this user
   b. Allow you to reset the password
   c. Edit the details for that guest list member
   d. Delete the user from the list.

There's one final step that's important to take: you must associate the Guest Book with your Showcase or Knovio. To do that, go back to your Library Screen (click **Manage** in the Main Menu), click the **Showcases** or **Knovios** sub-menu item, and click **Edit** for the Showcase or Knovio you'd like to Guestbook. Choose the **Share** tab in the Showcase or Knovio Library Screen, and you'll see an access control section in the Share Screen:
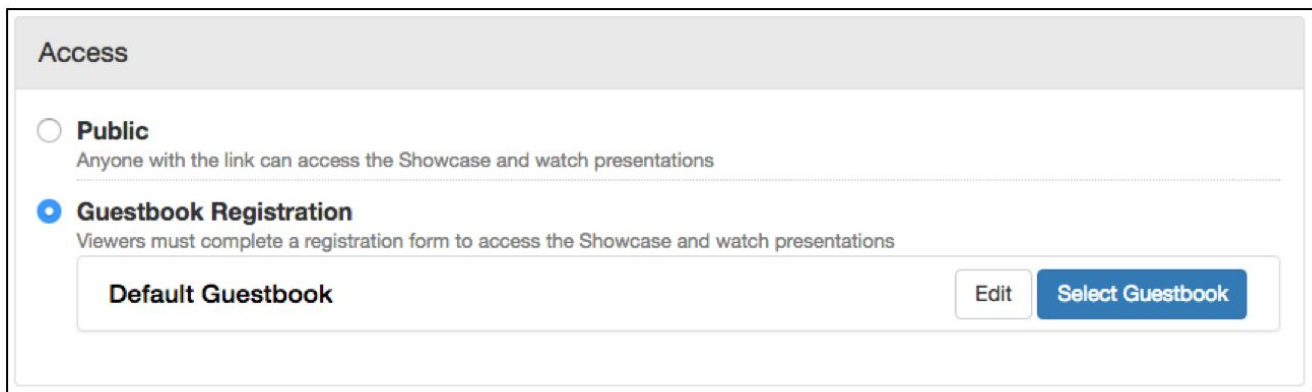
If you want to use a Guestbook other than the default guestbook, then click **Select Guestbook** and you can specify which Guestbook you'd like to use.

Please note that, by default, once a learner has signed into a Knovio or showcase with a guestbook and cookies are enabled in that learner's browser, that learner will be automatically signed in and tracked on subsequent visits to that Knovio or showcase from the same computer and browser. This automated login and tracking can be disabled in the Guestbook Settings.

Knovio showcases that are enabled with guestbooks or guests lists can also be set up with features that allow individual viewers to keep track of what's new, what they've viewed, and how much they've viewed of each Knovio in the showcase. When these Personalization Features are enabled:

- Newly added Knovios can be identified with a "New" badge, and the creator of the showcase can set the time frame over which a new piece of content is considered "New".
- Viewing progress is shown with a colored bar across the bottom of the thumbnail, indicating what percentage a viewer has watched. A check mark appears on
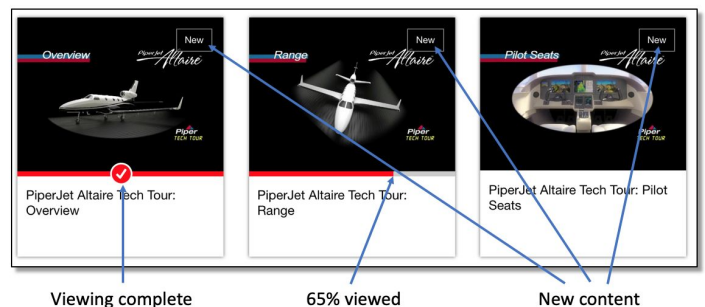
thumbnails which the viewer has watched completely.

To enable these Showcase Personalization Features (note that you must have a guestbook enabled for your showcase in order to use these features):
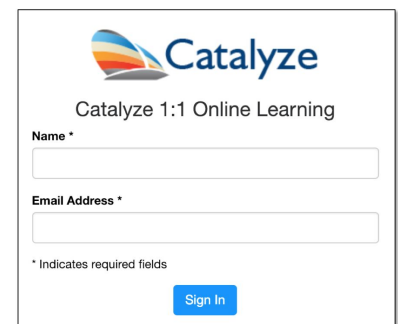
1. From the Knovio Library (**Manage**) Screen, select **Showcases** and **Edit** the Showcase you'd like to change.
2. Select the **Setup and Branding** tab in the Showcase editor.
3. Look for the section labeled "Personalization Features"
4. To track the progress of viewers through your showcase material, check the "Show completion status" box.
5. To label new content, click the appropriate option, including whether you want to set an age limit or flag all content published since a viewer's last visit.

Case Example

Kirstin decided on the "Guest List without a Password" approach to securing and tracking her learning program content. That approach would provide the easiest and friendliest way to sign her students in, yet would ensure that only students on her guest list would have access to the content.
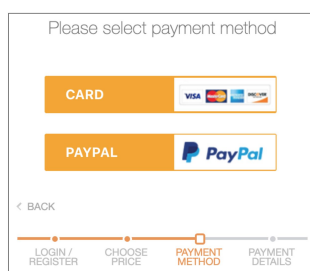
Step 7: Share (and, if desired, Monetize) your Program

Any Knovio or showcase and its web address will be private unless you choose to share it with others. It will not automatically be indexed by search engines such as Google.

To find ways to share your Knovio or showcase, click on the Share link associated with the Knovio or Showcase in their respective Library Screen. There, you can:
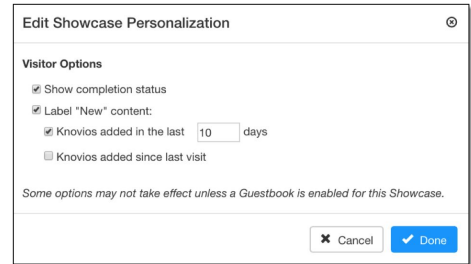
- View and copy its web link address or thumbnail link;
- Embed it onto a web page;
- Send it via email to one or more people;
- Share it on social networks like LinkedIn, Facebook, or Twitter;
- Download the composited content as a high-definition video file; or
- Create and download a SCORM package that will allow your individual Knovio to be launched from (and tracked within) most Learning Management Systems.

In some cases, you might want to "monetize" your learning program -- that is, to require a credit card or PayPal fee in order to access the content. Working in conjunction with InPlayer, a leading global paywall provider, Knovio offers a comprehensive and very flexible paywall service. Please note that the InPlayer paywall integration is a premium Knovio feature, and requires that you sign an addendum to the standard Knovio agreement. If you're interested in finding out more about the Knovio/InPlayer paywall, contact your Account Representative or Knovio Support.

In our case example, Kirstin's online program was part of a larger program that was invoiced separately, so she didn't need to use Knovio's paywall features. She did, however, use the Knovio Share page to copy and paste a thumbnail link to her Knovio showcase into a personalized portal that she maintained for each of her students.

Step 8: Analyze the Results

When anyone views a Knovio, an online record of the view is generated, regardless of whether a viewer is identified specifically by a guestbook, email tag, or link parameter. If a viewer is unidentified, the record is made of an "anonymous" view, but all the same data is recorded about date and time, viewing time, and engagement.

This makes it possible to generate three different kinds of analytics -- each useful in its own way:

- **Content-level analytics** answer the question, "How is each piece of content performing across all viewers?" This includes:
    - How many people are watching a Knovio and when?
    - How successful is it in engaging and keeping the attention of viewers?
    - Are there particular points in my Knovio where viewership drops off?
    - If there are reference links and attachments, how many viewers are clicking and downloading?
    - If there are quizzes or KnowledgeChecks, what is the pass/fail rate, and which questions do viewers seem to be having trouble with?
- **Viewer-level analytics** answer the question, "How are specific viewers or learners interacting with my Knovio content?" This includes:
    - Who specifically is watching my Knovios, and when?
    - How long did specific viewers watch?
    - Who is most/least engaged with my Knovio content?
    - Who clicked on reference links and attachments?
    - If there are quizzes or KnowledgeChecks, who passed and who failed, and what were individual quiz scores?
- **Account-level analytics** answer the question, "Across all the Knovios in my account, which content is performing best?" This includes:
    - Which Knovios are getting the largest number of views?
    - Which Knovios are engaging viewers most effectively?
    - In corporate or enterprise accounts with multiple authors, which authors are most active, and whose content is most successful?

All Knovio analytics are accessible by clicking **Analyze** in Knovio's main menu bar. Let's look at some of the reports you'll find there, grouped by the type of analytics featured.

Content-Level Analytics

Content-level analytics will help you understand how any individual piece of Knovio content is performing: how often it's being viewed, when, and how viewers are engaging with it.

You can access content-level analytics by following these steps:
1. Click **Analyze** in the Knovio main menu bar at the top of the screen.
2. Choose **Knovios** in the sub-menu that appears below the main menu.
3. Click the **Select a Knovio** button, and select the Knovio you'd like to analyze from the drop-down list.

In a moment, you'll see a summary of that Knovio's statistics across the top of the screen. By default, statistics from the last 90 days are displayed, but you can change the date range by clicking Filter and either choosing a different listed date range or specifying a custom range of dates. In addition, in order to show statistics for any quizzes or assessments within your Knovio, you should check the "Show quiz results" box near the top of the Analyze Screen.

This, Knovio, for example, has been viewed 86 times by 26 unique viewers over the last 90 days. This banner also shows the minutes viewed, average number of slides viewed (for a multimedia presentation or flip deck),

86	26	176	3.3	33%	9.2
Total Views	Unique Viewers	Total Min Viewed	Avg Engagement Score	Avg % Viewed	Avg Slides Viewed
			Original Value: 3.3		
28	33%	13	50%	57%	40%
Total Passed Quiz	% Total Passed Quiz	Unique Passed Quiz	% Unique Passed Quiz	Avg Quiz Score	Bounce Rate

average engagement score (more about that a little later on), statistics on the embedded quiz, and bounce rate -- that is, the percentage of people who "bounced" quickly out of the Knovio without viewing more than a few seconds.
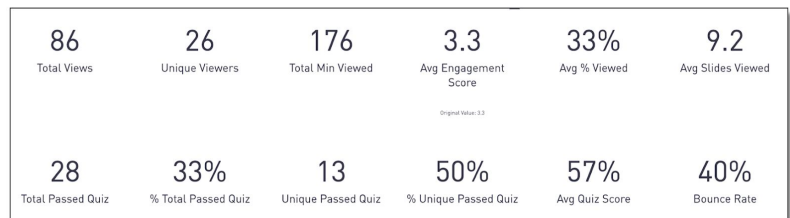
The next section of the Knovio Report shows views and minutes over time, as well as a pie chart showing the distribution of Engagement Scores for a single Knovio. Engagement Scores are from 0 to 10 (a zero is scored as a "bounce"), and are a rough approximation of how engaged a viewer was with the content: higher engagement scores indicate that the viewer watched all or most of the Knovio, and clicked on some of the interactive elements in it. You can get more detail by hovering your mouse over different parts of the chart. For example, in the chart below the mouse has hovered over November 28th, revealing that there were 99 views that day.
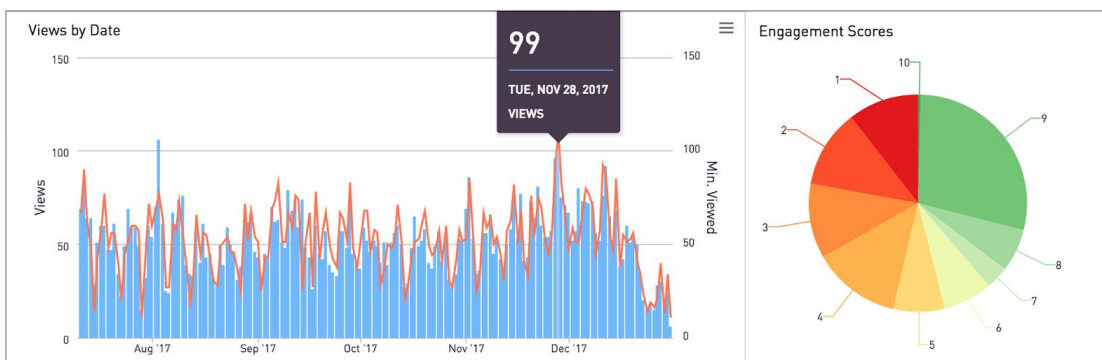
Also when you hover your mouse over any chart, a tiny "hamburger" menu icon (three horizontal lines) appears over the upper right corner of that chart. Clicking on that icon will reveal a short menu, offering additional options to download an image of the chart (suitable for inclusion in a presentation) or a CSV file containing the data in the chart.
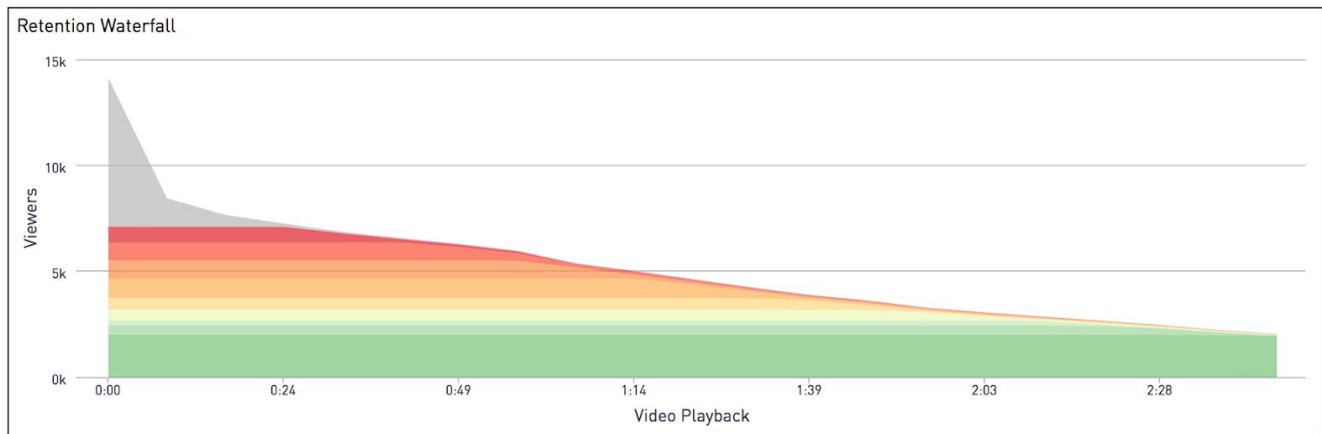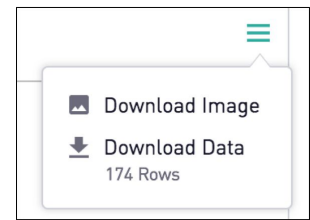
The next section of the chart -- the "Retention Waterfall" -- will help you understand the attention span of the viewers of any individual Knovio. Here is an example of a Retention Waterfall for a 3-minute Knovio. The X-axis shows the elapsed time of the video, and the Y-axis shows the number of viewers that made it that far. In this case, 14,100 viewers started watching the Knovio, and 7,250 were still watching it after 24 seconds (anyone who dropped out by this time is assigned an Engagement Score of zero, and counts as a "bounce"). The colored layers correspond to the colors on the Engagement Score pie chart shown earlier. 2,038 viewers were still watching at the end. The chart also shows a slight acceleration in the drop-off rate at the one-minute mark, so in revising the Knovio, the producer may want to examine what was happening at the one-minute mark to prompt increased drop-out.

Viewer-Level Analytics

Collecting information on who viewed your content has a big benefit -- especially for learning applications. And Guestbooks are a great way to do that. Knovio's viewer-level analytics give you both quantitative and qualitative data about how engaged each individual learner was with your Knovio learning content. In learning applications that involve quizzes or assessments, Knovio will report to you quiz scores, pass/fail status, and even the individual responses to quiz questions.

Viewer-level analytics for individual Knovios can be found below the content-level analytics on individual Knovio Reports. There are sections in the Knovio Report that show the following information that is important to anyone creating and managing learning programs in Knovio:

- The **Unique Viewers** section shows each individual viewer in a separate line, aggregating together all the times that viewer has looked at that particular Knovio. It includes:
    - their name and ID (typically email address);

- Best quiz result (pass/fail) and best quiz score for that viewer, if there is a quiz embedded in the Knovio;
- Maximum Video Playback Time (i.e. what is the farthest into the Knovio each viewer has seen);
- Slides Viewed and Slides List both apply to narrated multimedia presentations and flip decks, and show how many slides were watched, and which specific slides were watched;
- Total Clicks counts the number of reference links or attachments clicked or downloaded;
- Most Recent View shows the date and time of the last time the viewer watched this Knovio;
- The rest of the fields show specific data about the viewer, collected from either guestbook forms, guestlists, or link parameters.

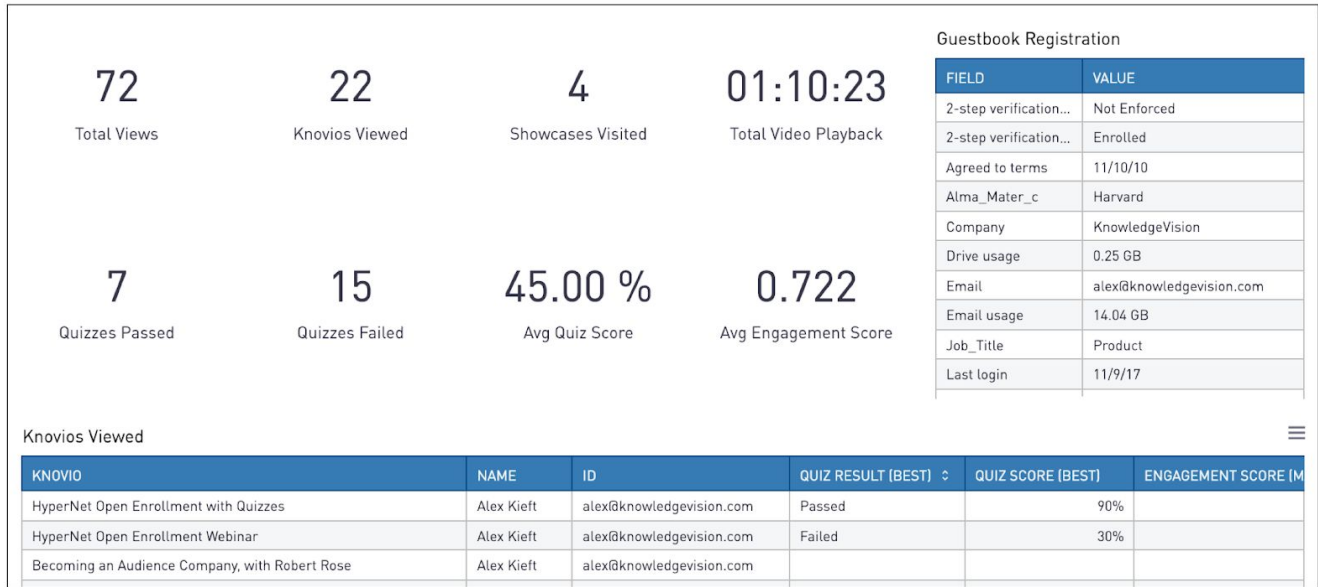| Unique Viewers					
NAME	ID	QUIZ RESULT (BEST)	QUIZ SCORE (BEST)	ENGAGEMENT SCORE (MAX)	VIDEO PLAYBACK (MAX)
Michael Deary	michael.deary@knowledgevision.com	Passed	80%	2	00:02:08
Shawn Rickenberg	shawn.rickenberg@knowledgevision.com	Passed	100%	2	00:02:08
Alex Kieft	alex@knowledgevision.com	Passed	90%	3	00:02:10

- The **Full View Log** looks at the same data for each individual view -- unlike the viewer log, which aggregates together all the views by a particular person into a single line.
- The **Full Quiz Log** looks at every time a quiz had been taken -- even when the same learner takes the quiz multiple times. It breaks out the individual responses for each quiz question.
- The **Quiz Responses** section is another way of looking at individual responses to questions, and separates each question and response on a separate line.
- The **Guestbook Registrations and URL Parameters** section contains separate lines for each entry into a guestbook form or link parameter; and
- The **Viewer Click Log** shows every click a viewer has made on any footnoted reference link or downloadable attachment.

The data behind any section of the Knovio analytics dashboards can be downloaded by clicking on the small "hamburger" menu above and to the right of the table you want to download. This allows you to sort, filter, and analyze the viewing data in whatever way is useful to you. Here's what a downloaded Unique Viewer report looks like for this Knovio:

NAME	ID	QUIZ RESULT (BEST)	QUIZ SCORE (BEST)	ENGAGEMENT SCORE (MAX)	VIDEO PLAYBACK (MAX)	VIDEO PLAYBACK % (MAX)	SLIDES VIEWED (MAX)	TOTAL VIEWS	TOTAL CLICKS	MOST RECENT VIEW	Job Title
Michael Deary	michael.deary@knowledgevision.com	Passed	80%	10	0:06:08	100%	17	2	0	1/11/19 14:03	Business Development Representative
Shawn Rickenberg	shawn.rickenberg@knowledgevision.com	Passed	100%	8	0:05:08	80%	14	4	0	1/11/19 13:44	Operations Director
Alex Kieft	alex@knowledgevision.com	Passed	90%	10	0:06:08	100%	17	23	3	3/23/17 20:29	SVP Product
Michael Kolowich	michael@knowledgevision.com	Failed	20%	2	0:00:35	8%	3	2	0	1/6/17 17:11	CEO
John Smith	john.smith@acme.com	Passed	90%	10	0:06:08	100%	17	9	4	8/23/16 15:06	Sales Manager
Scott Stubbs	scott.stubbs@knowledegevision.com	Passed	80%	9	0:08:06	18%	11	1	0	8/5/15 18:18	Account Exec

A key advantage of Knovio's comprehensive viewer-level tracking is that it is able to aggregate all of the data about an individual viewer's activity across all of the Knovios in a given account. This, in effect, is a way to create a complete summary -- a transcript, if you will -- of a learner's views, quiz results, and guestbook data.

Here, for example, is an excerpt from a Knovio Viewer Report for an individual learner:

Guestbook Registration	
FIELD	VALUE
2-step verification...	Not Enforced
2-step verification...	Enrolled
Agreed to terms	11/10/10
Alma_Mater_c	Harvard
Company	KnowledgeVision
Drive usage	0.25 GB
Email	alex@knowledgevision.com
Email usage	14.04 GB
Job_Title	Product
Last login	11/9/17

72 Total Views
22 Knovios Viewed
4 Showcases Visited
01:10:23 Total Video Playback
7 Quizzes Passed
15 Quizzes Failed
45.00 % Avg Quiz Score
0.722 Avg Engagement Score

Knovios Viewed

KNOVIO	NAME	ID	QUIZ RESULT (BEST)	QUIZ SCORE (BEST)	ENGAGEMENT SCORE (M
HyperNet Open Enrollment with Quizzes	Alex Kieft	alex@knowledgevision.com	Passed	90%	
HyperNet Open Enrollment Webinar	Alex Kieft	alex@knowledgevision.com	Failed	30%	
Becoming an Audience Company, with Robert Rose	Alex Kieft	alex@knowledgevision.com			

As you can see, this learner watched 22 different Knovios a total of 72 times, passed 7 quizzes (and failed 15 others), and you can see a summary of all the guestbook registration fields given by that particular user across all the Knovios he viewed, as well as the start of a table that shows results for each individual Knovio.

Knovio tracking data is presented many other ways within the system -- account-wide, by tagged subsets of presentations, by showcase, and even by author. A comprehensive look at Knovio's analytics can be found in a companion guide, "The Practical Guide to Video Analytics and Viewer Tracking with Knovio", which can be downloaded at www.knovio.com/guides.

Case Example

Knovio's analytics are an important tool for Kirstin's online leadership program. Not only can she instantly see how her content is doing, but she can also follow the progress of her students through the content.

Kirstin has set up her content to notify her each time one of her students watches one of her online modules, which prompts her to schedule a one-on-one session. To prepare for that session, she takes a look at the individual learner report and downloads all the quiz responses to a spreadsheet, to which she refers before and during her 1:1 coaching session. Kirstin can easily see not only if and when a coachee has completed each module of her program, but how much time they spent on each module and how "engaged" they were with their answers to open ended questions.

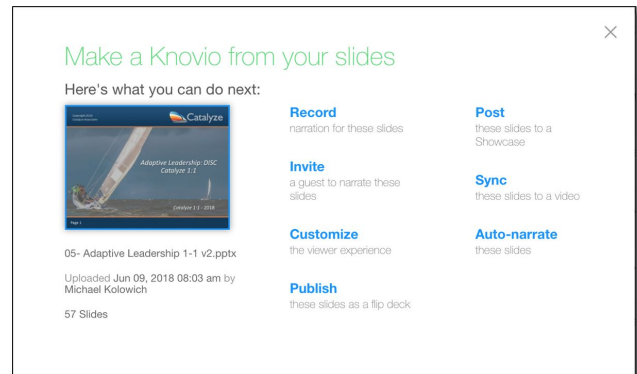# Other Knovio Learning Features to Try

In an online multimedia learning platform as comprehensive as Knovio, it's challenging to cover all the features that might pertain to any organization's learning needs. Two additional features, though, are worth exploring once you've mastered the basics of Knovio:

- **Invitations** - a way to engage others, such as subject matter experts, to create and narrate "guest content" for your learning program; and
- **Auto-Narrate / Auto-Translate** - a way to automatically create narrated learning content -- and translations of that content into at least 18 different languages, based on the text of speaker notes that you enter into your PowerPoint presentation file.

These two features are available to you either when you upload a presentation slide deck into Knovio or when you open the **Uploads** tab in your Knovio Library and choose **Make a Knovio**. In either case, you will see the Make a Knovio from your Slides screen, which displays these two options, among others.

Invitations

If you choose "Invite a guest to narrate these slides", you'll be able to send an invitation to a subject matter expert or professional narrator to record narration for the slide deck that you've selected. This option can also be invoked from the Invitations tab of your Knovio Library.

When you initiate an invitation in Knovio, you will:

- Enter the guest presenter's email address;
- Customize an invitation message to your guest;
- Specify whether the presenter will upload their own slides or record narration for slide you provide; and
- Specify whether the presenter can add, remove, or replace slides in the presentation.

Your guest will receive an email with a link to a Knovio-based invitation. The guest doesn't need a Knovio account; a guest account will be created. A short video will explain how to use Knovio to record.

Once the guest content is complete, it will be sent to you for review. You can either approve it or send it back to the guest with comments. Once you accept it, the guest presentation content will show up in your account just like any other piece of content you've created.

Conclusion and Summary

The purpose of this guide has been to introduce you to the variety of building blocks that are available through Knovio to create a robust video-based learning program -- whether you need to build a complete, multi-part video course or a quick, ad-hoc resource for just-in-time learning.

These building blocks include:

- **Knovio Content** - Created in one of several ways:
  - Uploaded video and slide decks loaded without modification into Knovio players;
  - Interactive multimedia presentations created by combining two or more of the following:
    - Uploaded video
    - Uploaded presentation slides
    - Recorded video narration
    - Recorded audio narration
    - Synthesized voice narration, either in the original language or automatically translated
- **Quizzes and Assessments** - Graded or ungraded, multiple-choice or open-response, single- or multi-part, with feedback on individual questions. These quizzes can be scored and personalized completion certificates issued upon successful passing of the quiz.
- **Showcases** - Collections of Knovios in the form of a microsite, located its own web address (subdomain of videoshowcase.net), with customized branding, multi-level menu navigation, search tools, and features that show completion status and highlight new content.
- **Guestbooks and Guest Lists** - A set of capabilities to manage access to Knovios and showcases, and to identify specific viewers.
- **Analytics** - The most comprehensive suite of content-level and viewer-level analytics, using proprietary and patented tracking methods, to give you unparalleled insight into your learning content and learner performance.

By putting these building blocks together, you can construct a wide variety of learning programs that meet the unique needs of your organization. There are many more small features and nuances that are covered in our KnowledgeBase at **www.knovio.com/support**, and our support team can also answer your questions and even schedule a working session to help you tailor your Knovio learning program to your particular requirements.

The Knovio team at KnowledgeVision is committed to advancing the capabilities of the platform to serve a global audience of more than 350,000 content creators who have registered for Knovio.