



*The power of real-world scenarios, the challenge of competitive games,  
the promise of performance-based results.*

# COLLABORATIVE LEARNING SYSTEMS

## How Much Does eLearning Development Cost?

We have extensive experience developing all types of training and eLearning courseware. Over the past few years we have often been asked if there was a consistent way of pricing or determining costs of eLearning development.

Looking back over the projects we've worked on, we have determined that there are some consistent baselines for development cost.

### Custom Development

Custom development means we will design your courseware to your specific needs. Media formats, types of learning methodologies and every aspect of the courseware is customized for your organization.

Custom Development cost baselines are usually somewhere in the area shown in the table below.

What is subjective about this table are the definitions of interactivity. Here's how we define the levels of interactivity:

- **Basic Interactivity:** Content is presented on-screen with supporting graphics and minor animations. Users read, listen to audio, navigate through screens, and encounter basic interactions. Interactivity with the content is light.

- **Medium Interactivity:** Content contains graphics, animations, possibly audio. Interactions allow for branching and feedback loops. Tests, challenges, and/or games are presented throughout. Simple simulations or software interaction demonstrations are available.
- **High Interactivity:** Content is presented with several interactions or scenarios, immersive simulations, and complex branching with feedback mechanisms. Users are challenged and content can be presented based on the users' inputs. Tests, challenges, and/or games are presented throughout.

We believe that if you are going to develop eLearning, there needs to be some baseline measurability for making sure your end-user is seeing and understanding the content that is presented to them. Otherwise, why bother creating the program to begin with?

	Basic Interactivity	Medium Interactivity	High Interactivity
1 hour of eLearning:	100 hours of development	200 hours of development	300 hours of development