

E-learning Authoring Tools Comparison

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Ease of Use

	Level of Difficulty	Features
Articulate Studio	Depends*	<ul style="list-style-type: none"> • Authoring interface is PowerPoint • Add-ons for interactions and assessments
Articulate Storyline	Depends*	<ul style="list-style-type: none"> • Authoring interface looks like PowerPoint but is not • Learning curve for basic authoring is not steep
Captivate	Depends*	<ul style="list-style-type: none"> • Depends on experience and tasks • Excels at captures and transitions
Easygenerator	Depends*	<ul style="list-style-type: none"> • Bundled with content templates that are easy to use • Customization is done through master page (services provider/easygenerator) • No scripting language • Most robust assessment object capabilities
Lectora Inspire	Depends*	<ul style="list-style-type: none"> • Depends on experience and tasks • Superior for assessments
Toolbook	Depends*	<ul style="list-style-type: none"> • SmartStyles template system • Wizards for course creation • Steep learning curve for new users, but this is largely due to robust capabilities

Depends* on level of experience and what you are trying to get the tool to do.

Stock and Customizable Interactions

	Programming Interface	Interactions (non-question)	Branching
Articulate Studio	No	<ul style="list-style-type: none"> • ★★★ • Many interactive objects in the Engage product 	★
Articulate Storyline	Yes	<ul style="list-style-type: none"> • ★★★ • Can make your own buttons and interactions • Easily incorporates flash objects 	★★★★★
Captivate	Yes	<ul style="list-style-type: none"> • ★★★★★ • Enhanced interactions library • Can make simple buttons • Easily incorporates flash objects • Roll-over slidelet object 	★★
Easygenerator	No	<ul style="list-style-type: none"> • ★ • Open API for custom interactions built with Flash and Javascript 	★★★
Lectora Inspire	Yes	<ul style="list-style-type: none"> • ★★★ • Can make your own buttons and interactions • Easily incorporates flash objects • Comes with Flash games in the Media Library • Lectora Inspire includes Flypaper, Snagit and Camtasia 	★★★★
Toolbook	Yes	<ul style="list-style-type: none"> • ★★★★★ • Can make your own buttons and interactions • Prebuilt interactive objects that can be customized • Easily incorporates flash objects 	★★★★★

Stock Media

	Rating	Features
Articulate Studio	☆☆☆	<ul style="list-style-type: none"> • PPT Clip Art (Microsoft Office clipart) • Illustrated and photographic characters. There are 9 photographic characters and several dozen illustrated characters with multiple expressions and poses. Additional Articulate character packs can be purchased. Additional images are added to the characters library within Studio.
Articulate Storyline	☆☆☆☆	<ul style="list-style-type: none"> • Illustrated and photographic characters. There are 9 photographic characters and several dozen illustrated characters with multiple expressions and poses. Additional Articulate character packs can be purchased. Additional images are added to the characters library within Storyline.
Captivate	☆☆☆☆	<ul style="list-style-type: none"> • 7 photographic characters and the ability to purchase additional character packs from www.elearningtemplates.com and elearningart.com. Additional images are added to the characters library within captivate.
Easygenerator	☆☆	<ul style="list-style-type: none"> • Does not include stock media but has a robust file repository to upload and store files of all formats which you can use and reuse in your courses.
Lectora Inspire	☆☆☆☆☆	<ul style="list-style-type: none"> • The Media Library contains 23 characters with multiple expressions and poses, clip art, and flash activities and games
Toolbook	☆☆	<ul style="list-style-type: none"> • Clipart included in the Catalog

Assessments

	Multiple Question Pools	Features
Articulate Studio	Yes	<ul style="list-style-type: none"> • ★★★ • Changeable/skinnable assessment objects
Articulate Storyline	Yes	<ul style="list-style-type: none"> • ★★★★ • Changeable/skinnable assessment objects • Programming interface can further enhance assessment functionality
Captivate	Yes	<ul style="list-style-type: none"> • ★★★ • Changeable/skinnable assessment objects
Easygenerator	Yes	<ul style="list-style-type: none"> • ★★★★★ • Most robust and capable out of the box • Ties learning objects/content pages/quiz questions together • Changeable/skinnable assessment objects
Lectora Inspire	Yes	<ul style="list-style-type: none"> • ★★★★ • Changeable/skinnable assessment objects • Programming interface can further enhance assessment functionality
Toolbook	No	<ul style="list-style-type: none"> • ★★★★ • Changeable/skinnable assessment objects • Programming interface can further enhance assessment functionality

Software Simulations

	Built-in capture	Editing interface	Multi-mode	Overall rating
Articulate Studio	No	No	No	NA The Replay product provides capture and playback as video
Articulate Storyline	Yes	★★	Yes	★★★ Moderate ability to customize functionality
Captivate	Yes	★★★	Yes	★★★ Great capture program but can be difficult to customize functionality
Easygenerator	No	No	No	NA
Lectora Inspire	Yes	★	No	★ Outputs a video only
Toolbook	Yes	★★★★	Yes	★★ Capture tool is not as strong as the editing interface which provides for very robust customization; best if a template is used for production

PowerPoint Conversion

	Converts audio	Editable after conversion in tool	Converts animations	Overall rating
Articulate Studio	Yes	NA	Yes	★★★★★
Articulate Storyline	Yes	Yes	No	★
Captivate	Yes	No	Yes	★★
Easygenerator	Yes	Yes	No	★★
Lectora Inspire	Yes	Yes	No	★★★
Toolbook	Yes	Yes	No	★★★

Output

HTML(5) Flash Additional Output Formats

Articulate Studio	Yes	Yes	Word Document (doc) Podcast (mp3) Tin can API
Articulate Storyline	Yes	Yes	iPad Player Tin can API
Captivate	Yes	Yes	Word Document (doc) Windows Executable (exe) Macintosh Executable (app) Video (mp4) Tin can API
Easygenerator	Yes	No	Java Executable (jar) QTI (xml) Tin can API – Web version
Lectora Inspire	Yes	No	Word Document (doc) Windows Executable (exe) QTI (xml) Tin can API
Toolbook	Yes	No	Windows Executable (exe)

Collaborative Review

Features

Articulate Studio	None
Articulate Storyline	None
Captivate	<ul style="list-style-type: none"> • Publish course to shared network drive ★★ • Use the Captivate review program (free) • Adobe offers Acrobat to manage server-based review
Easygenerator	<ul style="list-style-type: none"> • Course available for collaborative review ★★★ • Roles-based management component • Free for unlimited reviewers
Lectora Inspire	<ul style="list-style-type: none"> • ReviewLink ★★★ • Free for unlimited reviewers <p>Currently runs in IE compatibility mode that causes some HTML 5 content to not perform properly</p>
Toolbook	None

Alternative Option: RapidIntake's REVIEW product can be used to collaboratively review Articulate, Captivate, and Lectora as well as other Flash-outputting authoring tools.

Collaborative Development

Features

Articulate Studio	None
Articulate Storyline	None
Captivate	None
Easygenerator	<ul style="list-style-type: none"> • All online; Roles-based development ★★★★★ • File repository for all media and resources • Development workflow manager
Lectora Inspire	<ul style="list-style-type: none"> • No collaborative development in the desktop version* ★ • Media Library can look to a network drive or shared folder accessible by other Lectora users.
Toolbook	None

*Lectora Online supports collaborative development

Accessibility

	Our rating	Notes
Articulate Studio	★	<ul style="list-style-type: none"> Really no accessibility support to speak of; must create text version of the course and distribute as PDF In progress and will be available in a free software update
Articulate Storyline	★★★	<ul style="list-style-type: none"> Pretty good if you use stock templates
Captivate	★★★	<ul style="list-style-type: none"> Okay as long as you use the stock playbars
Easygenerator	★★★	<ul style="list-style-type: none"> Stock templates work pretty well; can be made to work very well with some customization
Lectora Inspire	★★★★	<ul style="list-style-type: none"> Stock templates work pretty well; can be made to work very well with some customization
Toolbook	★★★	<ul style="list-style-type: none"> Stock templates work pretty well; can be made to work very well with some customization

Multilingual Capabilities

Translation Features

Articulate Studio	None
Articulate Storyline	Import/Export tagged document
Captivate	Import/Export tagged document
Easygenerator	Import/Export XML
Lectora Inspire	Import/Export tagged document
Toolbook	Import/Export XML

Mobile Learning

	Our rating	Notes
Articulate Studio	☆☆☆	<ul style="list-style-type: none"> • No preset size or template to start • Supports HTML5 output • Publish setting Use Articulate Mobile Player on iPad <ul style="list-style-type: none"> • Allows downloading for offline viewing
Articulate Storyline	☆☆☆	<ul style="list-style-type: none"> • No preset size or template to start • Supports HTML5 output • Publish setting Use Articulate Mobile Player on iPad <ul style="list-style-type: none"> • Allows downloading for offline viewing
Captivate	☆☆☆	<ul style="list-style-type: none"> • Project size presets for iPad, iPhone, and iPod • mp4 output • Supports HTML5 output
Easygenerator	☆☆☆☆	<ul style="list-style-type: none"> • Android and iPhone Master Page templates • Supports HTML5 output
Lectora Inspire	☆☆☆☆	<ul style="list-style-type: none"> • Template Wizard includes two template styles with multiple color options for mobile devices • Supports HTML5 output
Toolbook	☆☆☆☆	<ul style="list-style-type: none"> • The SmartStyles template system includes multiple look-and-feel templates for different mobile devices • Supports HTML output

Price

Articulate Studio	\$1398 per license
Articulate Storyline	\$1398 per license
Captivate	\$899 per license
Easygenerator	\$39 per month, per author
Lectora Inspire	\$2,495 per license
Toolbook	<ul style="list-style-type: none">• \$2,795 per license• \$1,895 annual subscription price per user