



# Amp Up Your Learning Experience With Adobe Captivate Prime LMS

**Adobe Captivate Prime**  
Learning Management System

What is an LXP and what difference it can make for your team

The role that marketing campaigns play in improving your training outcomes

Do social learning and gamification make a difference?

How you can get the most out of these tools to achieve your critical L&D objectives



## Agenda

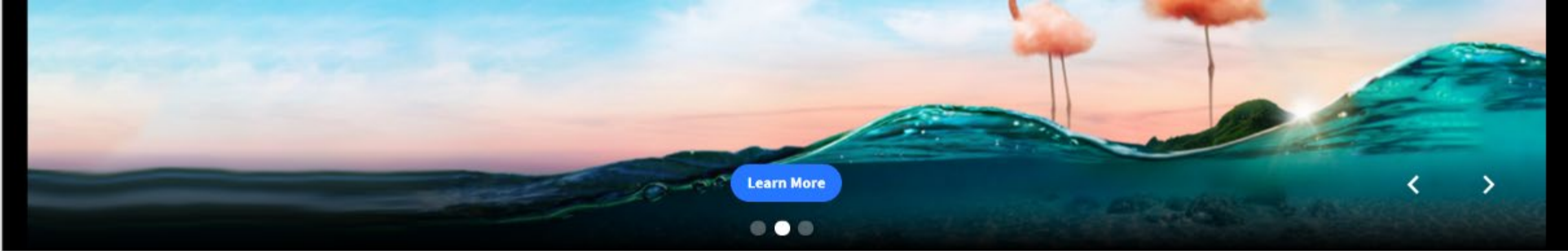
Everybody loves to curl up in front of the television or computer screen and kick back to stream some movies or video streams. The Netflix phenomenon has inspired an entire industry in Learning and Development, generally referred to as Learning Experience Platforms (LXPs).

**Adobe Captivate Prime**  
Learning Management System



# What's new in Adobe Captivate Prime?

- AI-powered Personalization and Recommendation
- Brand new immersive experience for learners
- Adobe Experience Manager Sites integration
- Marketo Engage integration
- Customizable Widgets
- Learner Checklist
- New Mobile Responsive pages



## My Learning List



### Diversity and Inclusion - Pick your path

Diversity & Inclusion

Allen Partridge



### Hello World - The Course

Learning Theory

Allen Partridge

0% completed



### Networking Security

Business Acumen

0% completed



### 2019 Anti-Harassment

Learning Theory

Allen Partridge

# What is a Learning Experience Platform?



### Get easy access to Off-the-Shelf Learning Content

Take advantage of 250+ best-in-class courses from top authors, available off-the-shelf. These are delivered seamlessly through an immersive learning experience.



### AI-powered Training Recommendations

Take advantage of the AI-powered recommendation engine and suggest learning programs to users within their landing page. The recommendation logic is based on implicit employee traits drawn from other enterprise HR systems, lookalike traits populated from an extensive resume & skills database, and explicit interests gathered from user input. The user can override the selection from the My Interests panel.



### Fluidic Player

Enjoy a seamless playback experience offered by the media player in Adobe Captivate Prime that allows learners to view and stream virtually any kind of eLearning content without a need for any plugins.



### Content Provider Integration

Give learners access to courses offered by third-party content providers, such as LinkedIn Learning (Lynda.com), Harvard Manage Mentor, and Get Abstract\*\*. Users can automatically enroll and take the courses from these content providers from within the learning platform.

\*\*To be purchased separately



### Course Cards

Deliver a modern user experience with the all-new course cards that can be customized based on brand guidelines. A singular view provides all necessary course content and progress information.



### Note-taking for Revision

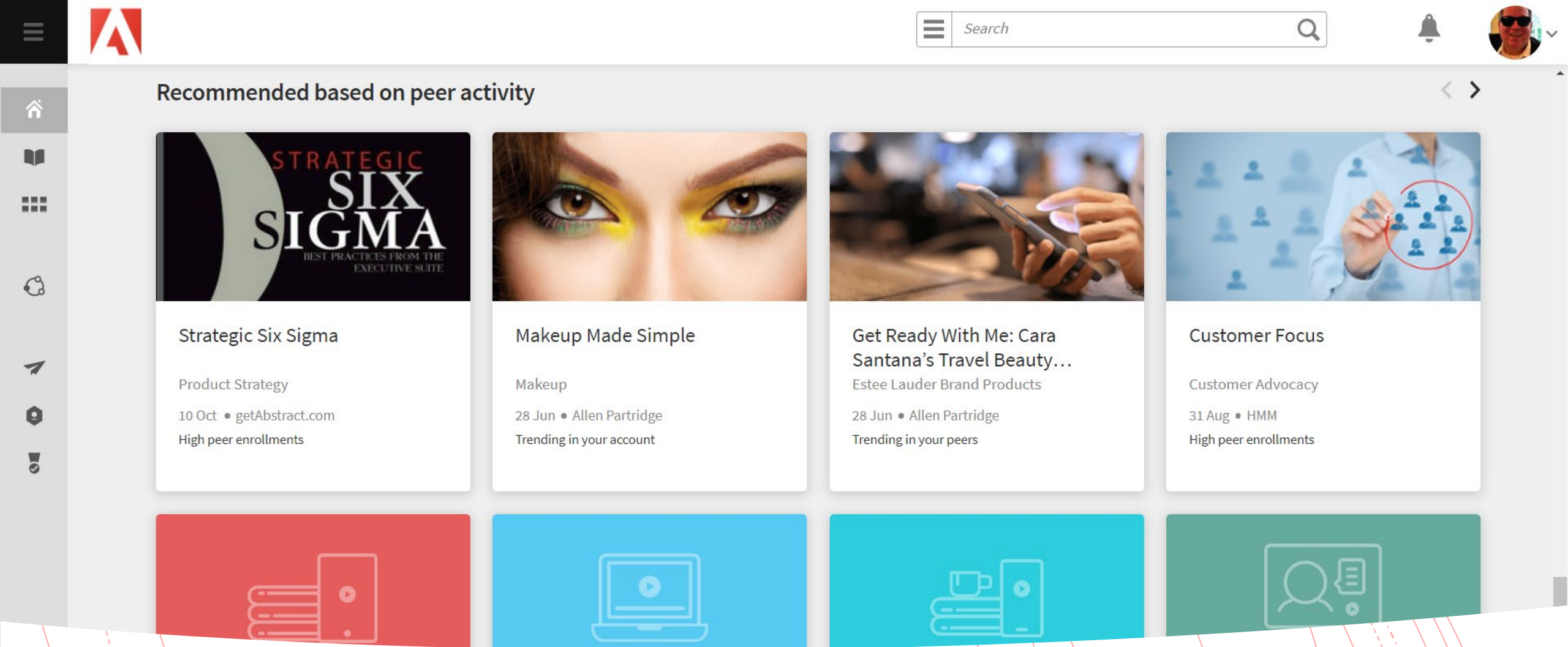
Enhance retention by allowing learners to bookmark and create revision notes. Notes can be taken in real-time and spun across multiple modules. These notes act like microlearning bytes that learners can email to themselves for easy access.



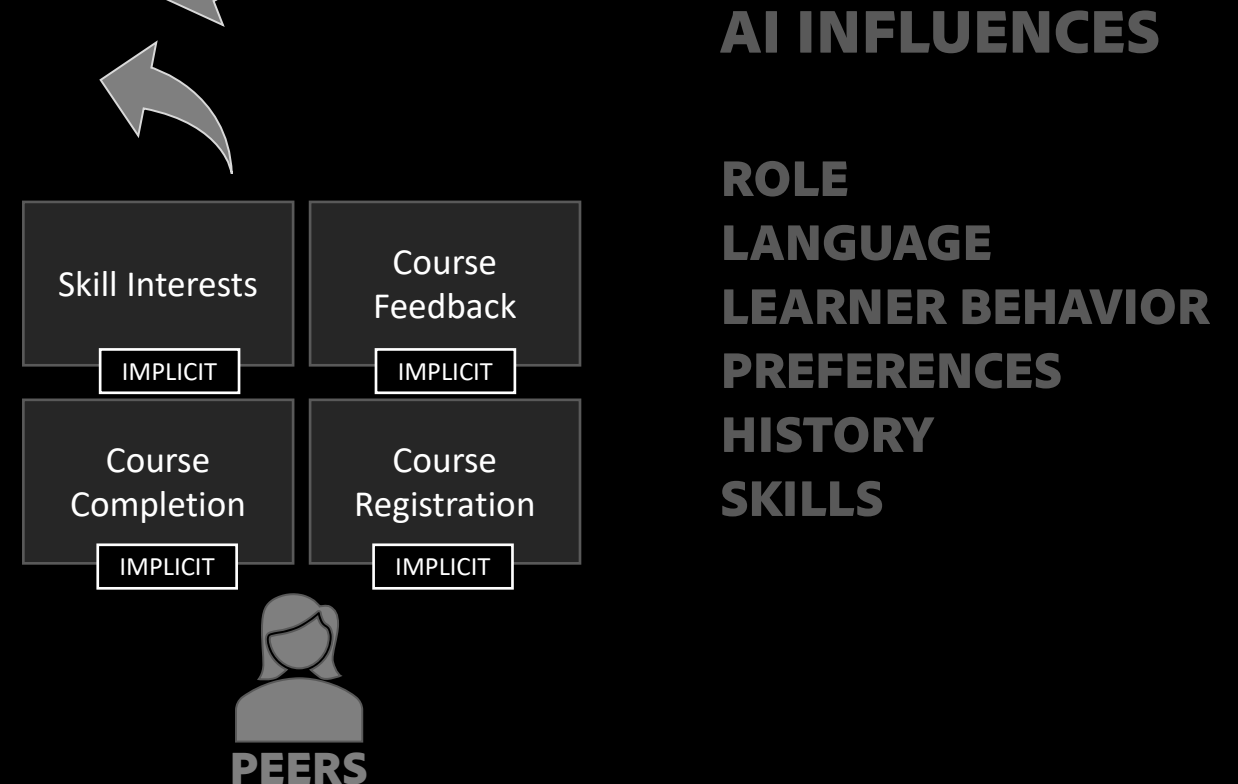
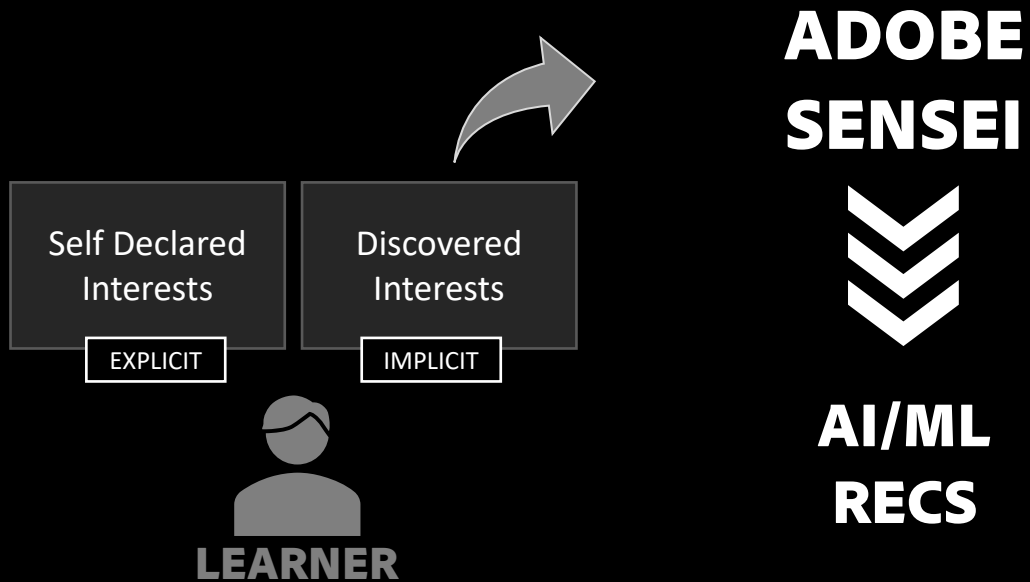
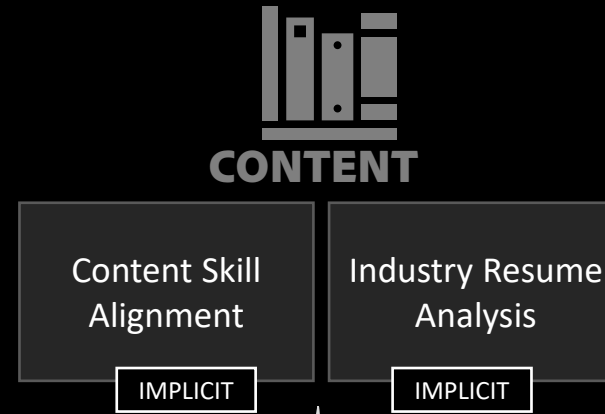
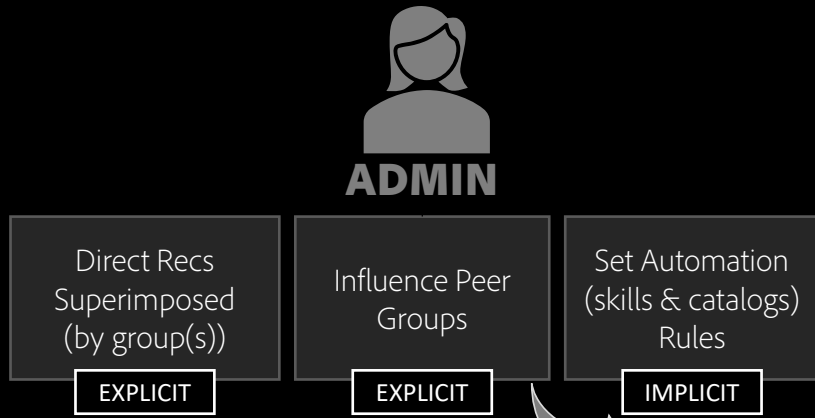
The dashboard is a circular interface with a light gray background and a dark gray curved bar on the left. It features several interactive elements:

- Course Cards (Top Row):** Five cards with colorful illustrations and text:
  - Advanced Adobe Photoshop CC Features:** Photoshop CC: Foundational, 0% completed, EXPLORE.
  - Being Creative with Adobe Photoshop CC:** Photoshop CC: Foundational, Allen Partridge, 0% completed, EXPLORE.
  - Create 3D Models and Automate Adobe Photoshop CC:** Photoshop CC: Expert, Allen Partridge, 0% completed, EXPLORE.
  - Working with Adobe Character Animator:** xx1, Allen Partridge, 0% completed, EXPLORE.
  - Stock Work:** Industry Knowledge, Allen Partridge, 0% completed, EXPL.
- Calendar (Middle Left):** A calendar for January 2021. The 18th is highlighted in blue. Below the calendar, it says "No sessions planned for this day yet".
- Progress Tracker (Middle Center):** A silver hexagon with a star, labeled "SILVER". Below it, "120 points to reach GOLD" and "3380 POINTS" with a blue arrow pointing right.
- Social Feed (Middle Right):** A section titled "SOCIAL FEED" with four entries:
  - Edgar Allen Poe: Direct from my phone... >7 days ago
  - Sean Mullen: create responsive proje... >7 days ago
  - Katrina Baker: Wow, what a cool... >7 days ago
  - Katrina Baker: Something pleasant... >7 days ago
- Recommended Content (Bottom):** A section titled "Recommended based on your areas of interest" with a "View/Update" link. It contains three cards:
  - Development:** Purple card with a laptop icon.
  - Data Reduction Techniques Using Excel and R: Business...** Teal card with a laptop icon.
  - Retail Excellence - Retailer Profitability Model for Retailers Selling** White card with a handshake icon.

# LXP Demo



AI-powered Personalization and Recommendation





## Learner Homepage Settings

☒ Immersive

Cancel

Reset to Default

Save

Set what the Learner can see on the new widgeted dashboard. Widget position can also be re-arranged in the page as per your requirement.

(Learner's view might be slightly different based on resolution/other learner specific parameters)

### Masthead

Welcome banner for learners

☐

Small

☐

Medium

☒

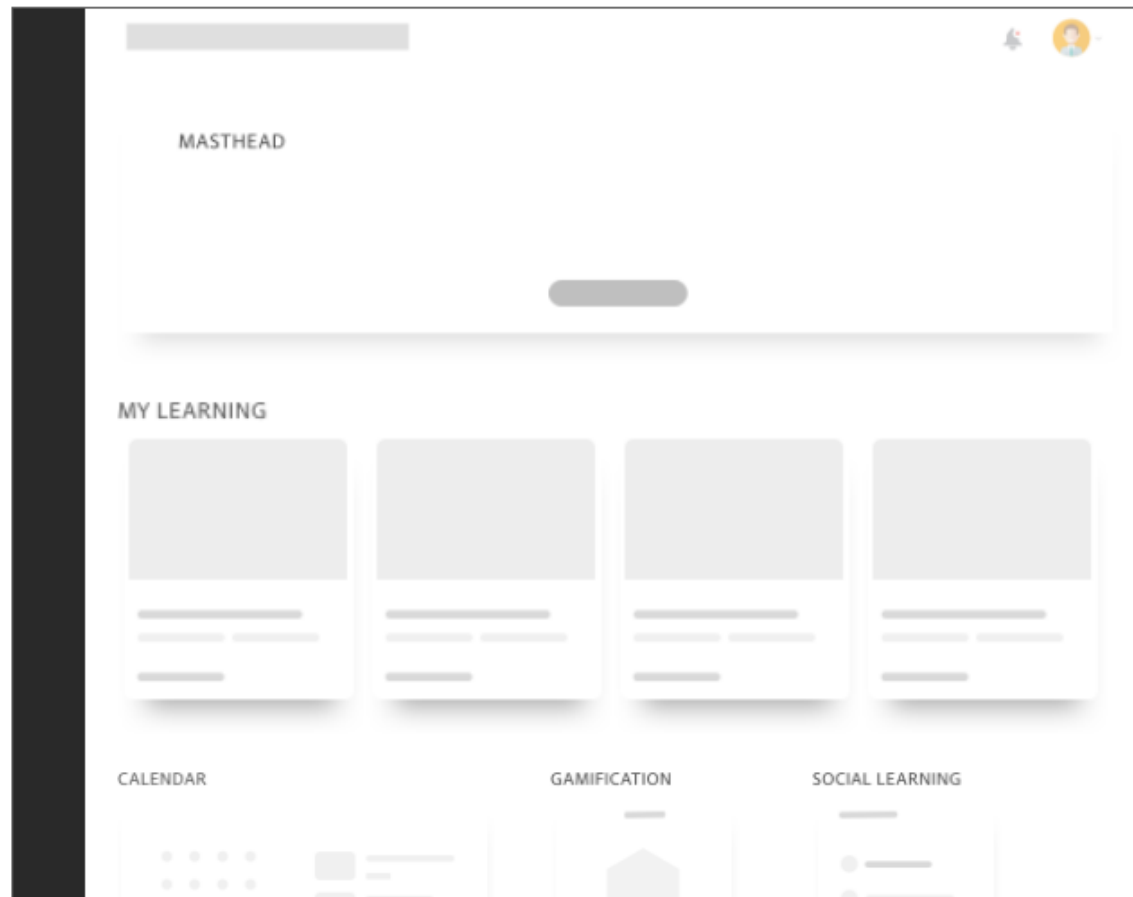
Large

### My Learning list

Learners' list of To-do trainings

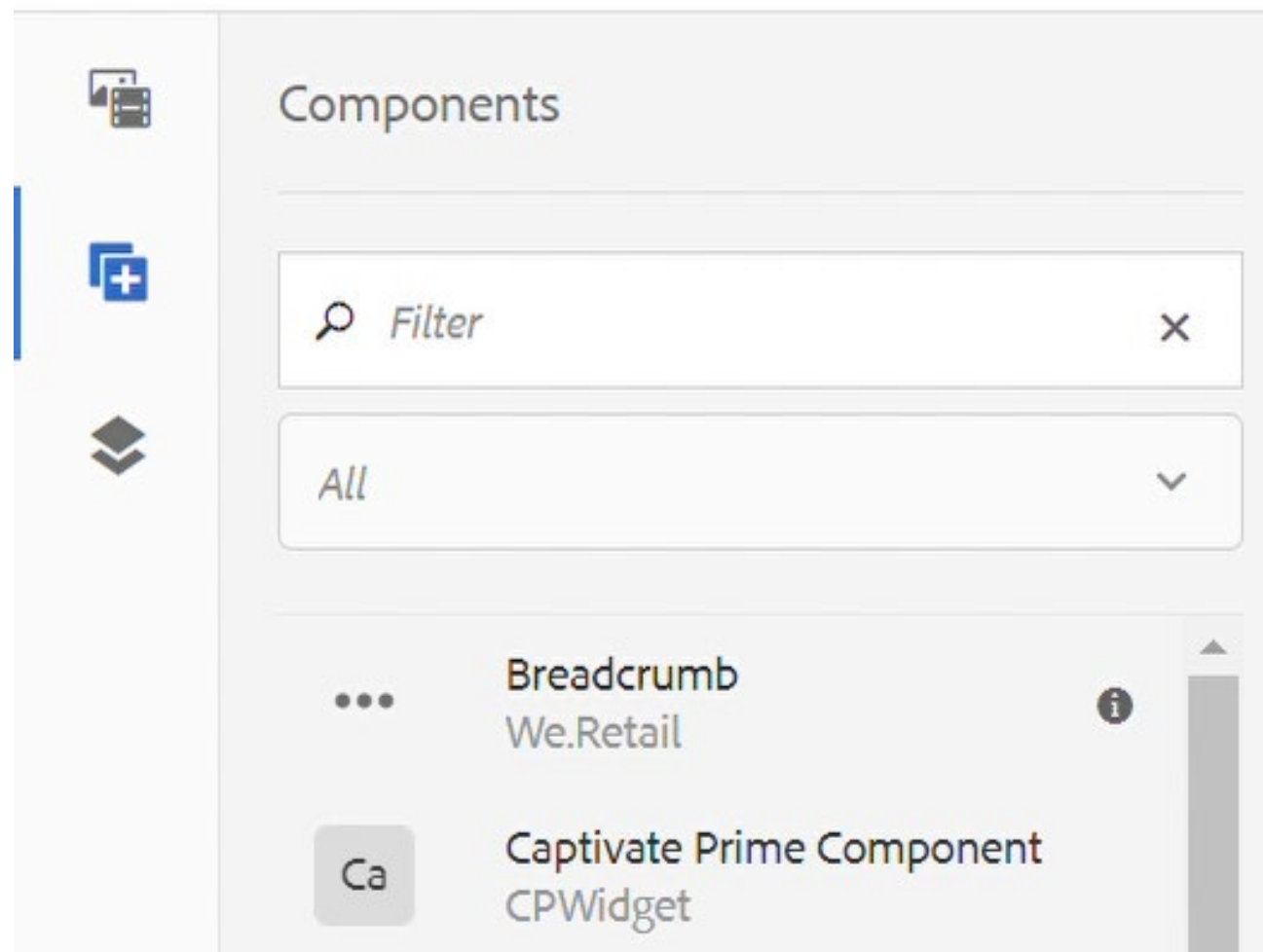
☐

Span an entire row

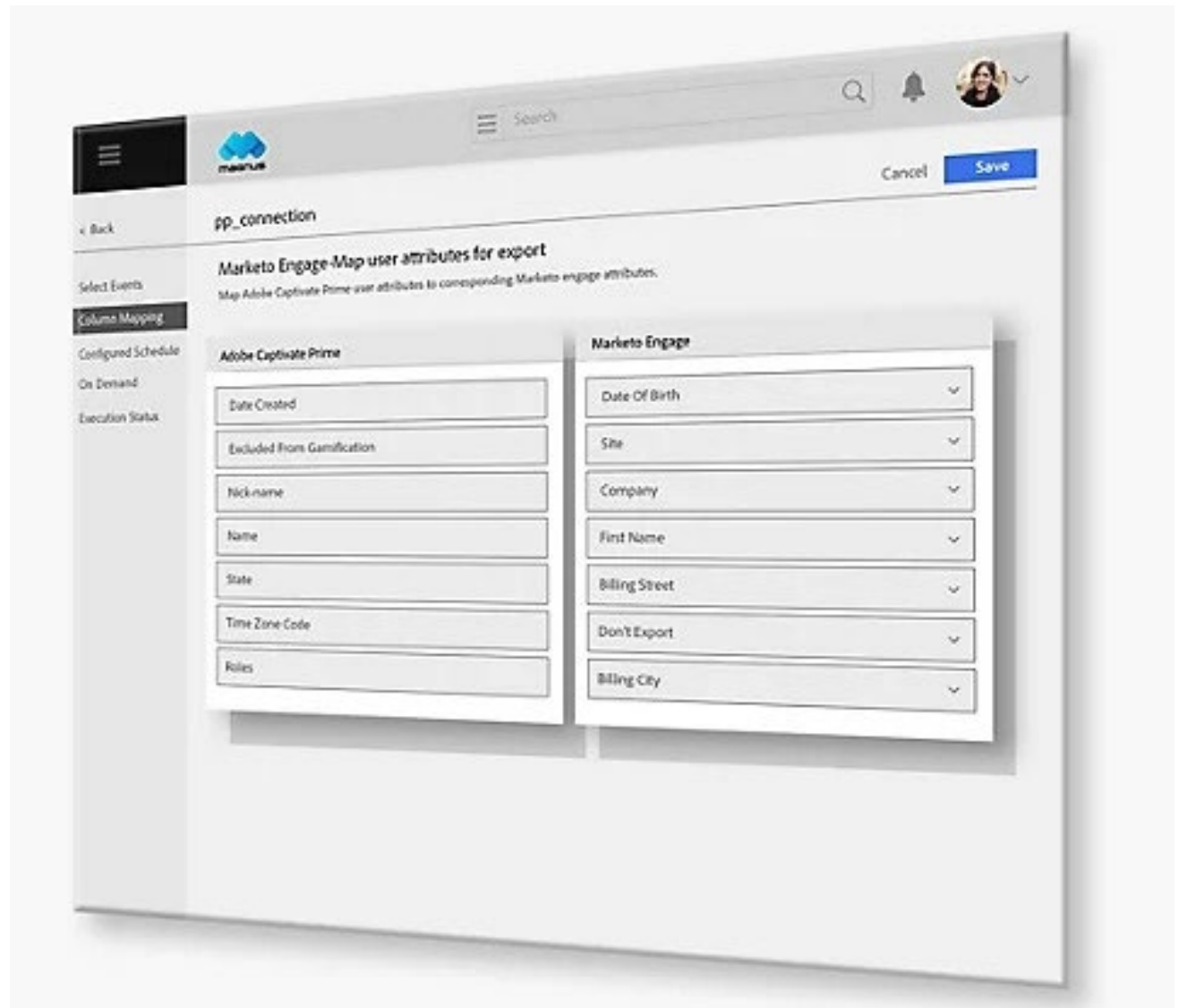




# Adobe Experience Manager Sites integration



# Marketo Engage integration



January 18, 2021

# What does marketing have to do with learning?



Allen Partridge

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Like (0)



Comments (0)

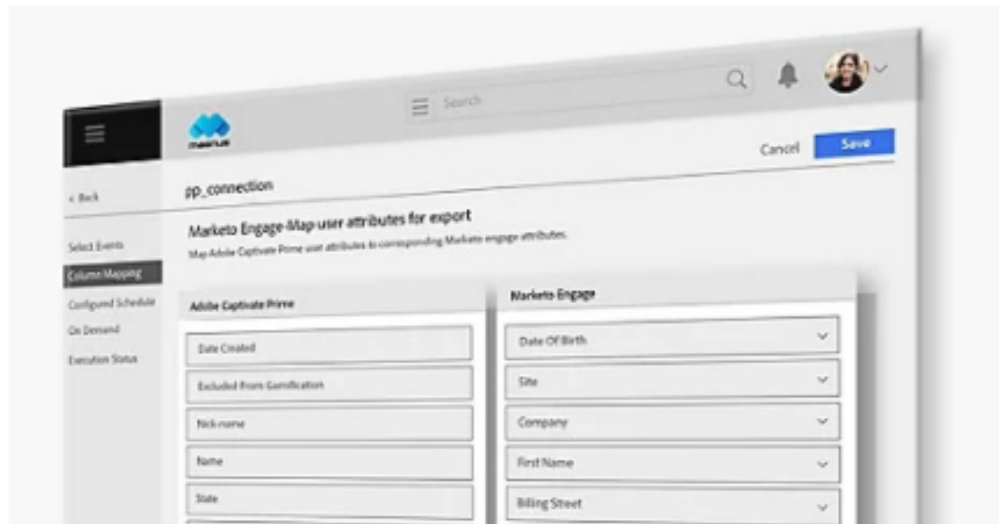


Share

## Summary

What's going on with marketing within the L&D ecosystem? People are discovering that there is incredible power in both fields, that create powerful business opportunities when combined well.

You might have noticed that the new updates to [Adobe Captivate Prime LMS](#) include integration with [Marketo Engage](#). It would be understandable to wonder – hey, what does marketing have to do with our learning and development solutions? The answer, opens the door to a world of possibilities – and might just provide you with the tools you've been looking for to solve tough problems with your B2B and B2C enablement and education programs – and facilitate significant growth for your organization.



# AEM + Adobe Captivate Prime : A custom learning experience







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Cancel

Reset to Default

Save

< Back

General

Learner Homepage

Set what the Learner can see on the new widgeted dashboard. Widget position can also be re-arranged in the page as per your requirement.

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### Masthead

Welcome banner for learners

- ☐ Small
- ☐ Medium
- ☒ Large

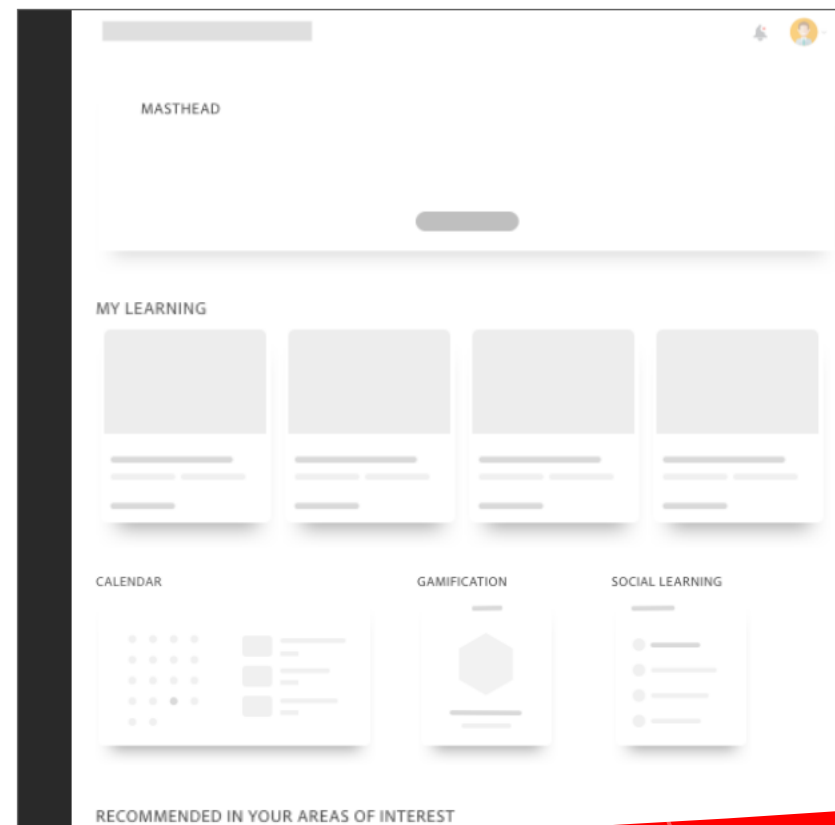
### My Learning list

Learners' list of To-do trainings

☒ Span an entire row

### Calendar

A chronological view of upcoming trainings



# Customizable Widgets

Back

Module Overview

Learners

Checklists

Course Preview

Alpi Agarwal

Anish Bera

Ankit Karmali

Ann Cranford

Annabell

annateng

Art Culate

Ashish Garg

Ashwini

Barabara

Bill Partridge

Cara Sum

Carl Con

Chance H

Cliff Herm

Corie Dru

Cristi Lay

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Checklist

×

Evaluate learner based on the following questions provided below. Select Submit when done.

Pass/Fail criteria is stated below.

Pass Criteria : 5 question(s) rated 3 or higher

Learner : Ashish Garg

Question 1  
Snow person building (rate the employees skill in constructing a humanoid figure from frozen water.)

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Question 2  
Gingerbread house construction (rate the employees skill in architecture, design and construction of a structure using only ginger bread and icing.)

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Question 3  
Card Crafting (assess the employees ability to create custom holiday messages from construction paper, crayons & glue.)

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Question 4  
Competitive Shopping (evaluate each person's skill in purchasing appropriate gifts on a budget.)

Cancel

Submit

# Learner Checklist



New Mobile  
Responsive  
pages

