ELEARNINGNEWS ARTICLE

Year 2 - number 12 Wednesday 14 january 2018

Less is more ... also in eLearning

To maximize the effectiveness of your eLearning product it is very often enough to enhance its simplicity.

Do you want to present your eLearning product as the best? It is not always necessary for your product to offer more functions (in numerical terms) than others. It is essential that it is presented with simplicity as the best solution to real problems.

How to make your eLearning product outstanding

ELearning is a thriving, fast-growing worldwide business. This is why **market players grow** numerically and the competition gets harsher. As a result, companies involved are increasingly asking themselves how to bring out their products compared to those of their competitors.
The answer is not simple and may vary depending on the specific case. In principle, embracing the solution "create products that try to do everything, for everyone" may not work and may not be the correct answer.
This solution could make **your product appear generic, not very significant**. Furthermore, creating exaggerated (and unrealistic) expectations in the customer does not make life easier: your product could even be perceived as unreliable.

Simplify, simplify, simplify

In the computer world, there are no perfect products (continuous updating is required), but your product can and must have a clear and defined objective if it wants to overwhelm competitors. It will be necessary to explain the product in a simple way (after all the purpose of your product is to simplify the work of users), putting the accent on the aspects that determine an added value (on both short and long term) for your customer.

Proceed step by step (and with your feet on the ground)

In order to reduce competitive advantages, you are tempted to emulate others and incorporate the functionality of your competitors into your product. But is it worth? **Consider that the features presented by your competitors may have required years of development, running-in and refinement**. In principle, copying them would not give you any advantage in terms of development and market share.
Not surprisingly, the systems scientist John Gall has formulated a law that reads: "*Applications built as a complex system almost never work." Complex systems that work are invariably constructed as simple systems that are then extended over time to include more complex aspects*".
Therefore, it is always better to start simply and evolve over time starting from what you have already built. If you try to create a "passepartout" product from scratch, you do not simply overload your work team, but you risk of developing functions that do not meet the real needs and demands of your customers. In short, you might develop useless functions on which your company will have to spend valuable resources for development, refinement, promotion ...

Aim to the conquest of a market niche with a specific solution

Over time, you will identify a previously unrecognized customer need and consequently provide a solution. It's a good start! Now that you've identified a new problem to solve and an effective solution you can focus on optimizing your solution ... so that it works best for a defined target in solving a defined problem.

A good or a great product?

It is impossible not to respond to requests for new features from customers. However, every step in the evolution of **your product should be about improving the main offer**. So it is important to learn how to evaluate the requests and eventually

reject those that do not respond to clear purposes: always consider every new feature in terms of what specific value adds to your product versus the cost of the resources necessary to implement it and place it on the market.

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