



ThinkBuzan vitalizes visual thinking.

Creators of Mind Mapping tool published eLearning courses for its flagship app *iMindMap* with Adobe Captivate.

ThinkBuzan

"Adobe Captivate enables us to rapidly create rich and interactive content that engages our customers and gets them on board with our software 50% faster than before."

Oliver Spear, multimedia designer, ThinkBuzan

Below is the structure of a basic **Mind Map**. In the following screens we will be exploring the principles that make up a **Mind Map** and the reasons why they are so powerful. Click the **hotspots** to find out more.



SOLUTION

Adobe Captivate, Adobe Photoshop, Adobe InDesign, Adobe PhoneGap Build, and Adobe Media Encoder


RESULTS

382%
INCREASE


VISITOR ENGAGEMENT
Achieved 382% more clickthroughs from search while increasing sales of *iMindMap* by 22%



RAPID DEVELOPMENT
Ease of use enabled rapid development cycle of online learning courses with video, user interactions, and analytics



MULTI-DEVICE
Streams new course content across platforms using the multiscreen responsive eLearning authoring feature in Captivate



INTEGRATION
Integrated tool kit supports smooth workflow between Adobe technology and internal content systems

ThinkBuzan

Established in 2006

Employees: 20

Cardiff, United Kingdom

<http://thinkbuzan.com>

CHALLENGES

- Engage users with eLearning content as introduction to software
- Reach widest possible audiences online and on mobile devices
- Integrate eLearning authoring into creative workflow



Learning online and on mobile

ThinkBuzan is the brainchild of Tony Buzan, bestselling author of *Use Your Head* and inventor of the Mind Mapping technique. His methods are used by millions of people worldwide—from classrooms to boardrooms—in organizations such as the United Nations, Apple, Disney, the National Aeronautics and Space Administration (NASA), and the University of Oxford.

A Mind Map is a diagram that visually organizes information in ways that increase productivity, creativity, and recall—helping people apply innovative thinking to processes such as brainstorming, planning, presenting, studying, and managing projects and programs.

ThinkBuzan produces *iMindMap*, a desktop and iPad app that lets people express the creative nature of the hand drawn Mind Map in an intuitive user interface. To promote *iMindMap* and educate people about Mind Mapping, ThinkBuzan publishes eLearning courses using Adobe Captivate.

Oliver Spear, multimedia designer at ThinkBuzan, is responsible for developing the company's eLearning programs, designing user interfaces, and creating print materials. "One of our greatest challenges is that to communicate the benefits of Mind Mapping, we first have to explain what the technique actually is," says Spear. "Adobe Captivate has allowed us to overcome that educational hurdle in an elegant way."

Since the release of its first eLearning course *How to Mind Map*, ThinkBuzan has seen a 382% increase in the number of clicks to its website from users searching for the phrase "how to mind map." The company also found that adding relevant content in the form of eLearning courses to the home page captured and exposed nearly four times more visitors from organic search. In addition, pages per session have increased by 17%, the bounce rate has reduced by 28%, and sales of *iMindMap* have increased by 22%.

ThinkBuzan.com Learning

Help Menu

Breaking Stonewalls

The Mind Map to the right suggests some 'stonewall breakers' that you could consider.

Click on the hotspots for more details.

People

Personality clashes can cause a real obstruction during negotiations. If this happens, consider changing the people involved in the implementation of the agreement.

Section 3 - Negotiations

Back Next

“We are able to continually update course content for our users without having to go through the lengthy process of re-publishing the courses.”

*Oliver Spear, multimedia designer,
ThinkBuzan*

Integrated platform advantage

Adobe Captivate was the impetus for ThinkBuzan to bring an online learning strategy into its outreach plans, as the firm found Adobe Captivate to be the best solution to rapidly produce stunning and easily accessible eLearning content. Spear wanted a flexible solution to create highly visual, compelling online and mobile courses that would include a variety of activities, videos, and user interactions such as quizzing.

One of the main reasons ThinkBuzan chose Adobe Captivate as its eLearning platform was the ability to publish courses natively as HTML5, JavaScript, and CSS to reach the widest possible audience. Additionally, Adobe Captivate supports smooth integration with Adobe PhoneGap Build to deploy content as iPad apps for marketing on iTunes.

“The app packager is a great bonus in Adobe Captivate. We use it to publish the config.xml data from Adobe Captivate to PhoneGap Build for seamless iOS deployment,” says Spear.

Another advantage of Adobe Captivate for ThinkBuzan is the in-course web browsing. This allows the developers to stream HTML5 video and PDF content from the firm’s content delivery network directly into its eLearning courses. “We are able to continually update course content for our users without having to go through the lengthy process of re-publishing the courses,” says Spear.

Spear and his team discovered extensive online resources and a broad community of Adobe Captivate developers that sparked ideas for eLearning content. “We found Adobe Captivate to have the most active online user community of any eLearning software,” he says.

Free templates and downloadable examples helped ThinkBuzan envision solutions, which was a major advantage during the evaluation stage. Additionally, the tight integration between Adobe Captivate, Adobe Photoshop, and other Adobe creative software made Adobe Captivate the ideal choice.

The firm’s creative media team uses Adobe Photoshop for creating graphical elements inside the *iMindMap* app, quick mock-ups to visualize ideas and concepts in collaboration with developers, and for creating images for website and e-marketing campaigns. The creative team also uses Adobe InDesign to create books sold internationally, and uses Adobe Media Encoder to compress and help deliver video content to audiences around the world.

SOLUTION AT A GLANCE

- Adobe Captivate
- Adobe PhoneGap Build
- Adobe Photoshop
- Adobe InDesign
- Adobe Media Encoder

From Mind Map to launch

Using the *iMindMap* app to plan eLearning courses, ThinkBuzan creates slides in Microsoft PowerPoint and easily transforms those slides into Adobe Captivate presentations with a click. They use Adobe Photoshop to create the final design of course visuals and user interface elements and then imports those assets into Adobe Captivate.

Adobe Captivate saves time and speeds development because ThinkBuzan no longer writes HTML, CSS, and JavaScript manually. "We test and experiment very quickly, we easily update the content of our eLearning courses, and we provide the content online or as mobile apps—making it convenient and accessible to users," says Spear. "Adobe Captivate enables us to rapidly create rich and interactive content that engages our customers and gets them on board with our software 50% faster than before."

For more information

www.adobe.com/products/captivate.html



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