

Software Used to Design Interactive Presentation: **Landscape and Learning Goals**



- Course purpose: help designers, educators, and trainers choose, design with, and assess interactive presentation software



- Interactive software enables two-way engagement: live responses, clickable navigation, branching, embedded media



- Three tool families: live audience-response, clickable/self-paced authoring, web-native and AI deck builders



- Core evaluation dimensions: interaction types, accessibility, collaboration, integration, analytics, pricing, support



- Start with the learning need, not the tool name



From Linear Slides to Interactive, Web-Native Presentations

How presentation software shifted from static, one-way slide decks to participatory formats



Core Concepts and Interaction Types



- **Key terms:** audience response, nonlinear navigation, embedded media, live polling, branching
- **Interaction patterns:** quizzes, polls, word clouds, Q&A with upvoting, ranking, hotspots, drag-and-drop
- **Live facilitation tools** differ from self-paced content and hybrid formats serving in-room and remote
- **Match interaction to objective:** check understanding, gather opinions, generate ideas, practice decisions
- **Audience size, delivery mode, and device access** constrain what's practical
- **Terminology varies:** slide types, triggers, states, variables, branching logic often mean the same thing

Tool Categories: Live Audience Response and Polling Platforms

- Add polls, quizzes, word clouds, and Q&A to an existing deck
- Leading tools: Mentimeter, Slido, AhaSlides, Poll Everywhere, Kahoot!, Wooclap, Vevox, Pigeonhole Live
- Differentiators: audience limits, question types, moderation, slide and LMS integration
- Mentimeter for visuals; Slido for moderated Q&A in Teams or Webex
- Poll Everywhere and Wooclap fit education and LMS workflows; Kahoot! for gamified review
- Watch pricing units and free-tier caps before live delivery

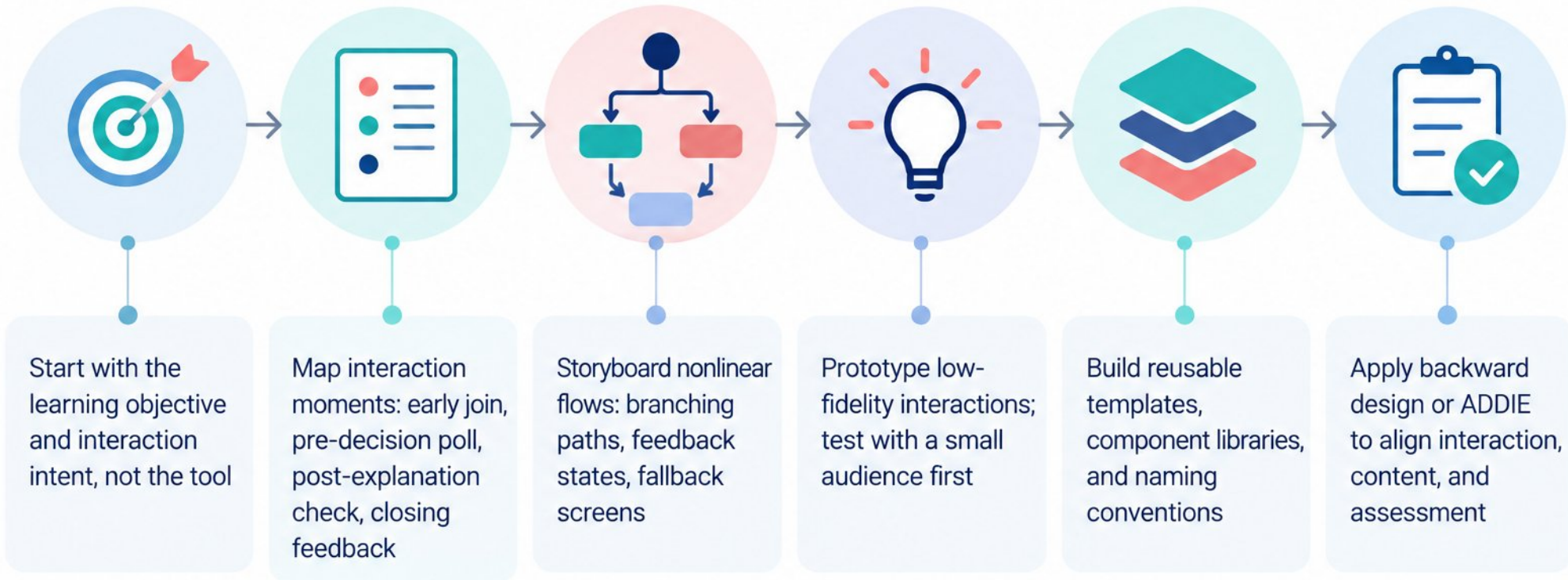


Tool Categories: Interactive Content, Canvas, and Web-Native Platforms

- Build interactivity into the material: hotspots, tooltips, branching, embedded media
- Represented by Genially, Prezi, Visme, Canva, iSpring Suite, Articulate 360
- Genially and Visme: self-paced content; Prezi: nonlinear zoom storytelling
- iSpring and Articulate: SCORM/xAPI modules with branching scenarios
- Gamma and Pitch turn decks into links with viewer analytics
- Strongest for material read or explored without a live presenter



Designing Interactivity: Workflow and Storyboarding



Accessibility, Inclusion, and Compliance



- **Fundamentals:** reading order, alt text, contrast, captions, keyboard navigation



- **Interaction-specific:** poll access, drag alternatives, adjustable timers, motion sensitivity



- **WCAG 2.2 additions:** focus not obscured, dragging movements, target size, redundant entry



- **Standards:** WCAG 2.2 AA, Section 508, EN 301 549, institutional policies



- **Common tool gaps:** drag-and-drop, timed quizzes, live polls without keyboard access



- **Test before delivery:** screen reader, keyboard-only, contrast, then remediate



Collaboration, Facilitation, and Hybrid Delivery



Evaluate co-editing, comments, version history, and role-based permissions



Hybrid design: remote-first audio, named remote-voice role, shared digital surface



Open-floor talk favors the room; use named contribution and round-robin prompts



Assign a moderator to monitor chat and feed questions in at intervals



Plan fallbacks: backup laptop, offline copy, and a connectivity-free interaction



Rehearse the full hybrid setup at least one day before high-stakes sessions



Assessment, Analytics, and Measuring Impact



Formative, summative, or engagement — the purpose changes how you read results



Live tools return session responses; async documents return section-level read data



Track participation, accuracy, engagement time, completion, and drop-off



Interpret cautiously: response rate, anonymity, context, and audience size matter



Kirkpatrick frames reaction, learning, behavior, and results



Collect responses under clear privacy and consent rules



Selecting the Right Tool: Needs, Criteria, and Cost



Needs assessment first: audience size, delivery mode, interaction, constraints, reporting



Weighted matrix: features, accessibility, integration, security, support, scalability, price



Total cost of ownership: per-presenter or per-participant pricing, onboarding fees, storage



Procurement review: SOC 2, GDPR, SSO/SAML, data residency, retention, audit logging

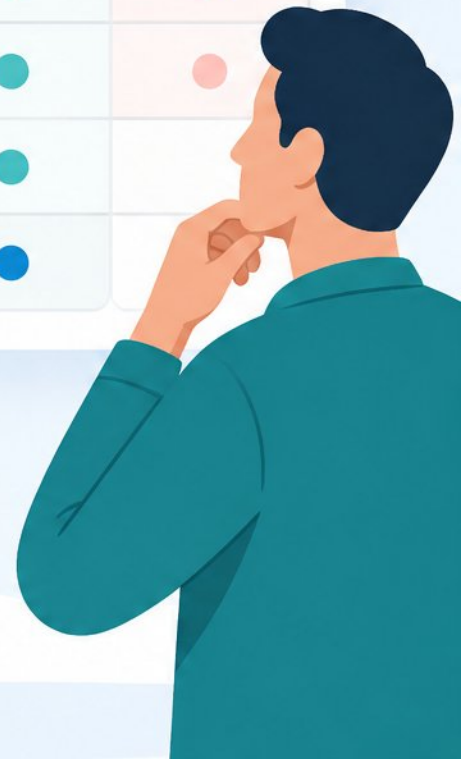


Pilot two or three tools with real content, never feature checklists

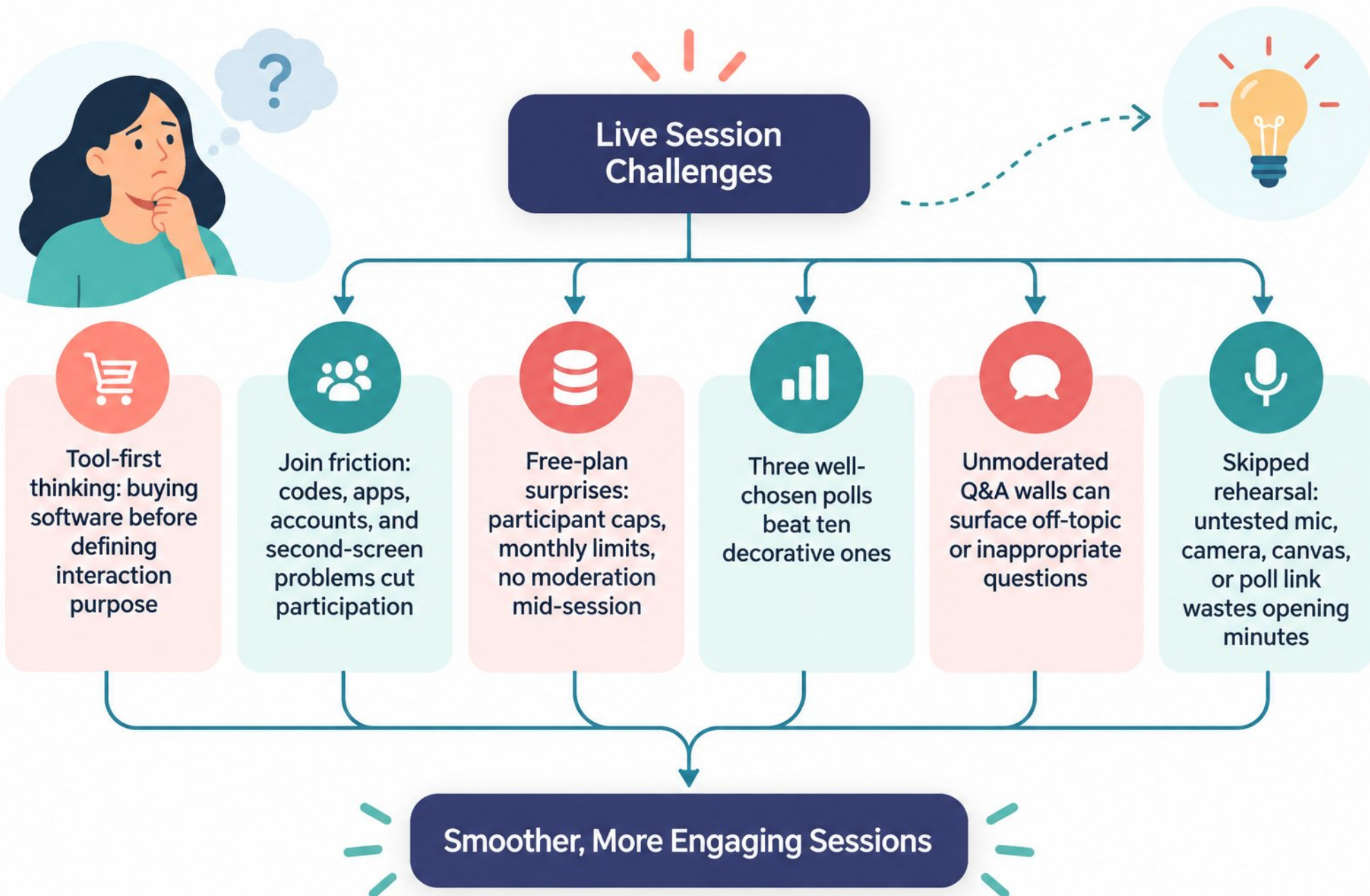


Plan rollout: templates, training, and a named governance owner





Common Pitfalls and Troubleshooting



Practical Workflow: Redesigning a Linear Segment into an Interactive Flow



Start with the learning objective; choose the interaction pattern second



Storyboard the flow, feedback states, and a fallback path



Check accessibility at storyboard stage: reading order, alt text, contrast, keyboard access



Check facilitation: join steps, timing, moderation, remote-voice role



Define expected analytics and the decision the data should inform



Document tool requirements so the comparison stays evidence-based



Peer Review, Reflection, and Tool Selection Scenarios



Peer review lenses:

accessibility, engagement quality,
facilitation feasibility



Accessibility



Engagement
quality



Facilitation
feasibility

Scenario matches:

weekly class, all-hands, self-paced module,
workshop, conference Q&A



weekly
class



all-hands



self-paced
module



workshop



conference
Q&A



Quality rubric:

clarity, feedback, pacing,
extraneous load, accessibility,
objective alignment



Reflection:

what worked, what to change,
what evidence justifies
iteration



Capture lessons learned
into templates, guidance,
and future tool decisions

Takeaway Job Aids and Next Steps



Decision checklist

- audience
- delivery mode
- interaction need
- integration
- accessibility
- analytics
- pricing
- support



Accessibility checklist

- reading order
- alt text
- contrast
- captions
- keyboard access
- target size
- motion controls



Backup plan

- backup device
- offline copy
- fallback interaction
- named moderator
- recovery phrase



Reuse storyboard and evaluation rubric templates across teams



Next steps

pilot one tool with real content, gather evidence, refine your standard



Reassess annually

AI features, pricing models, and integrations shift fast



PersonWise.

PersonWise • AI digital-human course platform



Scan the code or click anywhere to watch this course live, with voice Q&A

personwise.ai/t/ed78e704/public