

## AIRS Learn/Elevate Admin - Products vs. Widgets

Definitions modified from the HELP section of the Elevate Support site

### What is a PRODUCT?

- A Product is a container that holds content Components. An Administrator can create any number of Products with any combination of content Components.
- Generally, Products contain: a title, summary, detailed descriptions with imagery, product icon, pricing by member type and or role, access rules, product status, sale start and stop dates, access time limits, category's & types, search engine optimization tags and descriptions, social network links, integration, speaker information, continuing education credit and information, supporting handouts, files and links, discussion forum, and any other custom tabs or information needed.
- In addition, Products will contain any one or more of the following content Component types:
  - Live or on-demand web content such as webinars or webcasts
  - Quizzes
  - Credits and/or certificates
  - Audio and video files
  - SCORM
  - Surveys

### What is a WIDGET ?

- A widget is an element of a graphical user interface (GUI) that displays information or provides a specific way for a user to interact with the operating system or an application. The purpose is for displaying information and for inviting, accepting, and responding to user actions. (<https://whatis.techtarget.com/definition/widget>)

The Widget Types are:

- HTML, Video, Poll, RSS Feed, Product List, MP3, Podcast, News Feed, Social Media Links and Social Media Share, File Collection, Poll, and Full Site Search.
  - HTML- Similar to a word processor or text editor. It can read HTML code (</>), hyperlink text (Chain links icon), insert tables (Grid icon), show an embedded video, YouTube, or Vimeo link (Video camera icon), insert a picture (framed mountains with sun icon), develop a list (list icon) as well as perform the other basic functions of a word processor (bold, italics, underline, strikethrough, font color, background color, horizontal line, and paragraph formatting)
  - Video- Enables the admin to Embed a video or use a YouTube/Vimeo link
  - Poll- Polls are displayed to the front end user. You may create or select an existing poll from this widget. It also has the capability to show poll results as Text, a pie chart, or a bar chart.
  - RSS Feed- RSS stands for Really Simple Syndication. It's an easy way for you to keep up with news and information that's important to you, and helps you avoid

the conventional methods of browsing or searching for information on websites. Now the content you want can be delivered directly to you without cluttering your inbox with e-mail messages. This content is called a "feed." Simply copy and paste an RSS feed URL and select the number of articles you wish to display.

- Product List- A product list displays a certain number of products. Use the check boxes to display what the products will show. For example, click on "display product image" to show the front end user the image associated with those products being displayed.
- MP3- Allows the admin to display an Mp3 to the front end users. You may use an Embedded player, download only, or both. Meaning that the MP3 could be only streamed, only downloaded, or both. To upload an MP3 simply drag and drop the file in the grey "Upload" box or search and upload a file by clicking on the grey "Upload" box.
- Podcast-A Podcast is a series of audio files grouped by topic or title. Users may subscribe to the podcast, via RSS, and receive periodic updates whenever a new file has been added to the Podcast. The User may then download the file to their media player such as an iPod, computer or smartphone. You may select a specific podcast or create a new one from the widget management window by selecting a podcast from the drop down menu or clicking the "Create new podcast" button. Select the number of items displayed by entering a number into the field "Number of items"
- Newsfeed- A Newsfeed is very similar to a podcast except instead of audio files, Newsfeeds are primarily written articles. Users subscribe to the Newsfeed via RSS, and receive periodic updates whenever a new article has been added to the Newsfeed. The User may then download the article to their media player such as an iPad, computer or smartphone. You may select an existing Newsfeed from the drop down menu "Select a news feed" or create a new newsfeed by clicking on the "Create new News feed" button.
- Social Media links- Link your site to social media pages. Check the services for which you wish to provide a link to and enter the corresponding URLs. Social media options include: Facebook, Twitter, Google Plus, LinkedIn, and YouTube.
- Social Media Share- add the social media sharing icons
- File Collection- File Collections allow you to create resource groups containing any combination of audio, video, and document files. In order to display a File Collection on this site, you must create a File Collection widget on any custom page or your home page.
- Full Site Search (FSS)- Displays a Full Site Search to the front end user.

Feature	Product	Page Widget
Requires registration and can therefore, track access and progress.	X	
Does not require registration and does not track access or progress.		X
Contains multiple elements (components) that can only be displayed on a page using a widget.	X	
Is a single element of a page that displays information.		X
Can add/display an mp4 video or mp3 audio	X	X
Can add/display a youtube link	X	X
Can add/display a file	X	X
Can add a live webinar link	X	
Can add a quiz that scores the participant	X	
Can add a survey that tracks the participants answers	X	
Can limit access to a specific type of user	X	
Can add credit or certificates	X	
Can add a discussion that requires participants to respond	X	
Can add HTML based writing,web links and file links.		X
Can organize and display multiple products into one list		X
Can add admin created podcast list		X
Can display admin created news feed list		X
Can display admin created poll		X
Can display admin created file collection		X