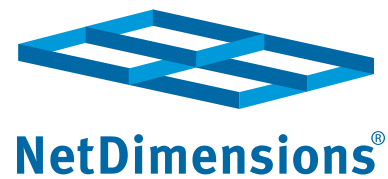


Customer Success Story

Understanding the User



Novacourses offers educational courseware created by leading experts and professionals – for professionals. Professionals can take education online, for purposes of professional qualification and certification – or to simply learn more about a particular topic at Novacourses.com.

What differentiates Novacourses is its use of the latest technology that makes its professional courseware more interactive and engaging than ever.

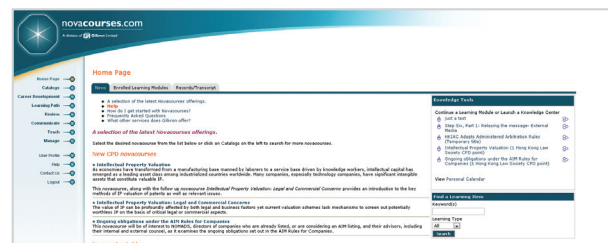


novacourses.com
A division of Gilkron Limited

With today's fast-changing world, it's no surprise that professionals must constantly update themselves. While some professionals voluntarily choose to keep current, others must do so to retain their professional qualifications. For example, solicitors in Hong Kong have annual Continuing Professional Development (CPD) obligations and must obtain 15 CPD points each year to maintain their qualification. Lawyers in the United States have similar Continuing Legal Education (CLE) requirements. Other professions, such as engineering, also impose continuing education obligations.

While legal professionals have traditionally gone to seminars and conferences for CPD/CLE training, an increasing number are finding that they don't have the time to attend or, in some cases, deliver training and are turning to online education.

The Novacourses catalog includes unique, leading edge content that covers a variety of legal subjects including environmental law, defamation over the Internet, alternative dispute resolution, IT law, privacy legislation, intellectual property and criminal law, as well as some unexpected gems – for example training on intellectual property valuation, new applications of traditional legal concepts and marketing for lawyers.



CONTENT AND CONTENTION

Gilkron Ltd. saw the opportunity in online CPD/CLE training and began offering online courseware designed primarily for lawyers and executives interested in legal updates in specific practice areas on their Novacourses site (www.novacourses.com) powered by the NetDimensions Learning.

STANDING OUT

What makes Novacourses' courseware stand out are the quality of content, high levels of interactivity – and the supplemental courseware that provides useful background information for legal professionals.

Gilkron took full advantage of NetDimensions Learning's Repository Manager to add a rich variety of reference materials to its courseware including magazine articles, transcripts, research papers and podcasts



LEGALLY COMFORTING

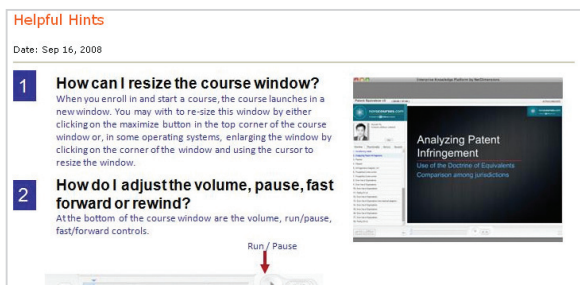
As Gilkron was founded by professionals who are both familiar with the legal field and are themselves legally trained, it devoted considerable time not only to ensure the quality, utility and timeliness of its courseware content — but also to further the legal professional's user experience with navigation, ease of use and comfort — being critical concerns.

As Gilkron's Tim Gilkison noted, "A wide gamut exists among legal professionals with respect to comfort and competence with technology from those who barely know how to use a computer to a partner of a local law firm who once headed the Hong Kong Palm Users' Group."

"While more technologically savvy users might be willing to explore the site, the more technophobic are less patient, demand quick access to courseware and need instructions that are clear and simple. Consequently our users, no matter what their technical background and competency, had to feel comfortable with the site. Thus we devoted considerable design and programming effort and conducted extensive focus group testing, tweaking the user interface until we got it right."

WITHOUT INTIMIDATION

With this in mind, Gilkron undertook an extensive program to ensure that its intended audience found its Novacourses site highly user friendly.



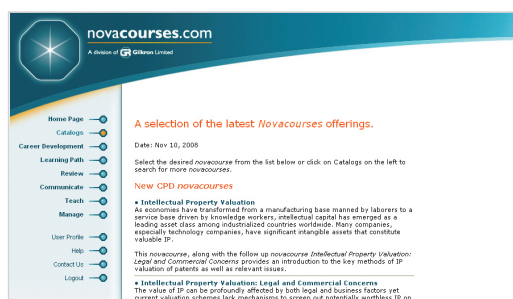
Gilkron initially simplified its Novacourses user interface through NetDimensions Learning's built-in system customization but then went further, replacing the current NetDimensions Learning Help section with its own step-by-step instructions tailored specifically to its legal audience. These instructions were subsequently supplemented with news items that incorporate text, graphics and animated multimedia presentations to teach users how to, among other things, take courses online, change passwords or re-size course windows.

Working closely with NetDimensions' technical and support teams, Gilkron made amendments to its NetDimensions Learning interface incorporating programming code to make news items

easier to read and navigate. In particular, the nesting of news items within other news items significantly minimized clutter.

Noted Gilkron's Ron Yu, "While lawyers often create large legal documents, they don't necessarily like plowing through lengthy technical instructions. By nesting news items, we could provide extensive technical directions that didn't appear intimidating."

To make it easier for users to locate the latest courses, a listing of the latest offerings appears on both the Novacourses login page as well as the Novacourses homepage thereby allowing users to readily pick then register for training.



SIMULTANEOUSLY POWERFUL YET FRIENDLY

Best of all, these simple but effective changes did not require extensive website surgery. As Ron notes, "when it came to making our site easy to use, it was not a question of reinventing the wheel but rather improving on the already excellent NetDimensions Learning user interface."

"NetDimensions Learning is highly customizable and when this customizability is intelligently combined with NetDimensions Learning's extensive functional richness, one can create a learning environment that simultaneously incredibly powerful yet comfortable for even the most technophobic of learners."

Investing in what really counts, Gilkron has avoided flashy graphics, investing instead in simple but useful functional enhancements.

Tim notes: "Lawyers are far more interested in substantive content than unnecessary Flash, but substance does not have to be dull and websites don't need to be flashy to be useful."

Indeed Gilkron has shown that by taking full advantage of NetDimensions Learning's functionality and flexibility and by making a few relatively simple adjustments, an already good NetDimensions Learning user interface can be made more accommodating for its intended audience — a point Gilkron's users won't challenge.