



The Smart Store



learnarylearning@gmail.com



www.learnarylearning.com



+91-7581801887
+91-6363714616

Email or call us for any customized learning solutions.

Custom e-learning, videos, and digital content that make learning stick.

About The Smart Store

The Smart Store is a multi-solution business focused on creating smart, practical, and high-impact experiences for learners and customers. Under this umbrella, Learnary Learning specialises in designing and developing digital learning solutions that are engaging, interactive, and aligned to business outcomes.

About Learnary Learning

Learnary Learning is the e-learning and content development brand of The Smart Store. We help organisations convert ideas, classroom content, and subject-matter expertise into structured, high-quality digital learning. From storyboards to fully developed e-learning modules and explainer videos, we offer end-to-end support for your learning projects.

Key strengths:

- Instructional design grounded in sound learning principles.
- Rapid development using industry-standard tools such as Articulate Rise, Articulate Storyline, Camtasia, and Vyond.
- Clean visual design aligned with your brand guidelines.
- Flexible engagement models and transparent pricing.



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Our Offerings

1. Learning Design & Architecture

High-Level Design (HLD) Creation

We create comprehensive High-Level Design (HLD) documents that serve as the instructional and strategic foundation for digital learning initiatives. These designs ensure alignment between business goals, learner needs, and instructional strategy before development begins.



Includes:

- Learning objectives aligned to audience profile and business goals



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- Course structure and modular breakdown
- Instructional and pedagogical approach
- Assessment and evaluation strategy
- Interaction, media, accessibility, and engagement considerations

2. E-learning Storyboard Creation

We convert raw content, SME inputs, and existing classroom or training material into detailed, development-ready storyboards. These act as a clear blueprint for e-learning production across tools and platforms.





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Includes:

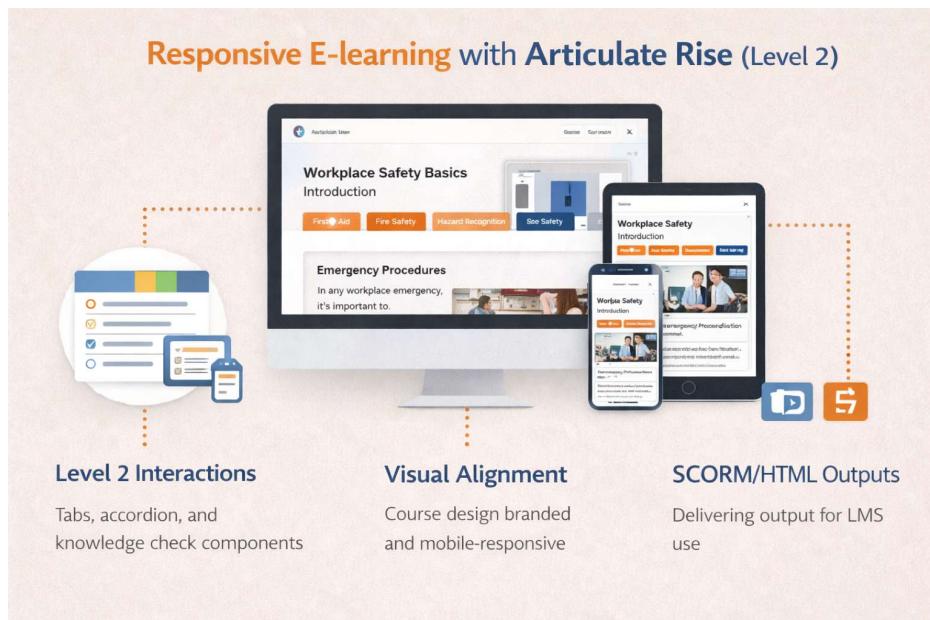
- Content structuring and learning flow
- Screen-by-screen narration and on-screen text
- Interaction and assessment mapping
- Visual, media, and animation direction notes
- Review and refinement cycles

3. E-learning Development

We design and develop complete e-learning experiences using industry-standard authoring tools, with a focus on **Level 2 interactivity**—balancing engagement, clarity, and scalability.

Articulate Rise (Level 2)

Responsive, mobile-friendly e-learning modules suitable for modern LMS environments.



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Includes:

- Click-to-reveal interactions and knowledge checks
- Brand-aligned visual treatments
- Internal QA and client review cycles
- SCORM / HTML outputs

Articulate Storyline (Level 2)

Custom, slide-based interactive learning for scenarios, simulations, and assessments.

Custom E-learning with Articulate Storyline (Level 2)

Interactive Scenarios
Creating scenario-based, branching interactions

Trigger-based Interactivity
Building click-to-reveal, decision, and simulation screens

Voiceover Sync
Synchronizing slide animations with audio

SCORM/HTML Publishing

SCORM
ONHTML

Includes:

- Trigger-based interactions and branching scenarios



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- Scenario-based learning and assessments
- Audio sync with voiceovers (client-provided or approved)
- Source files and published outputs

4. Video Learning Solutions

Video Storyboard Creation

We design instructional video storyboards that clearly define learning objectives, narrative flow, and visual treatment before production.

Includes:

- Scene-wise narration and on-screen text
- Visual treatment and media direction
- Engagement cues and instructional approach
- Review and refinement cycles



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Video-based Learning (Camtasia / Adobe Creative Cloud)

End-to-end production and editing of instructional videos, walkthroughs, and explainer content.

Video-based Learning with Adobe Premiere Pro



The central image shows the Adobe Premiere Pro interface with a video timeline containing two frames of a man and a woman. Three circular callouts point to specific features: 'Editing & Enhancement' points to icons for trimming, mixing, and optimizing videos; 'Instructional Integration' points to icons for incorporating text overlays and captions; and 'Publishing & Outputs' points to icons for exporting courses as SCORM/HTML packages.

Editing & Enhancement
Trimming, mixing, and optimizing videos

Instructional Integration
Incorporating text overlays and captions

Publishing & Outputs
Exporting courses as SCORM/HTML packages

Includes:

- Screen capture, annotations, and callouts
- Editing, pacing, and visual enhancement
- Audio clean-up and synchronization
- Optimised MP4 outputs for LMS and digital platforms



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Pre-recorded Walkthrough Editing

Instructional editing of client-provided screen recordings for clarity, structure, and learning effectiveness.





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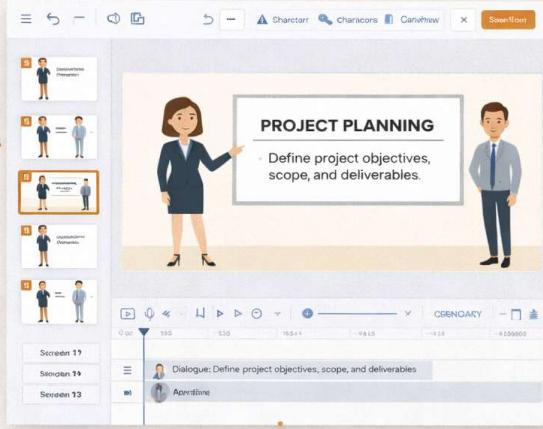
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5. Animation-based Learning (Vyond)

We create character-based animated learning videos that simplify complex concepts and enhance learner engagement.

Animation-based Learning with Vyond



The Vyond interface shows a character-based animation of a project planning meeting. A woman in a business suit is presenting to a man in a suit. A callout box says "PROJECT PLANNING" with the sub-instruction "Define project objectives, scope, and deliverables." To the left is a circular icon with a character holding a lightbulb and a play button, representing "Simplified Messaging". To the right is a circular icon with a target and a speech bubble with an exclamation mark, representing "Engagement Cues".

Feature	Description
Simplified Messaging	Turning complex concepts into easy-to-understand videos
Character-based Animation	Bringing learning to life with relatable, animated characters
Engagement Cues	Incorporating prompts, callouts, or highlights to retain attention

Includes:

- Script-to-animation conversion
- Character-based scenes and expressions
- Instructional animation suited for training and enablement
- Final MP4 delivery



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Company Experience & Portfolio Highlights

A selection of work areas and project experience brought together by the Learnary Learning team:

- Programme and stakeholder management for learning initiatives, including process improvements, team leadership, and training workshop coordination.
- Safety product training for sales audiences, focused on product knowledge, compliance, and usage scenarios (for Honeywell).
- MCQ-based content development for competitive government and public sector examinations, including banking exams such as IBPS.
- Accessibility-aware documentation and learning content design, including web accessibility considerations (WAI-ARIA/W3C) where applicable.
- Technical training courseware development (ILT/WBT) with SMEs for corporate clients (including Microsoft, Cengage, and Global Knowledge) with end-to-end project ownership (Packt).
- Large-scale curriculum development and quality review for K-12 and school curriculum programmes, including lesson plans, projects, learning aids, and review scorecards (WhiteHat Jr).
- Development of interactive LMS content (e.g., Moodle) using H5P and Kaltura, with a focus on accessibility and engagement.
- Online course design and development for higher education programmes across IT/Computer Science, Business, Health Sciences, Mathematics, and Humanities (University of the People).
- Storyboard creation and high-level design (HLD) for e-learning modules, including visual directions, interaction notes, and assessment mapping.
- Interactive e-learning development using Articulate 360 (Rise & Storyline) and multimedia tools (Camtasia), including Level 2 interactivity.
- How-to guides and Quick Reference guides for Workday HCM for People team (for Apple Inc.).
- SaaS CMS platform e-learning for Technical Account Managers (for Acquia).
- Telecom network software e-learning for network engineers (for Ciena).