A LEARNING CURVE FIELD GUIDE

25 AI tools for learning design, and how to use them well

Which tool for which job, a prompt to try, and what to watch for. A practical guide for learning designers, L&D leaders, educators, academics and learning entrepreneurs.

INSIDE: THE 25 TOOLS

IN GUIDE ORDER · NOT A RANKING

01 ChatGPT	02 Gemini	03 Copilot	04 Claude	05 NotebookLM
06 Khanmigo	07 MagicSchool	08 SchoolAI	09 Brisk Teaching	10 Diffit
11 Curipod	12 Quizlet	13 Wayground	14 Kahoot!	15 Grammarly
16 Perplexity	17 Gradescope	18 Turnitin	19 Duolingo Max	20 Photomath
21 Coursebox	22 Mindsmith	23 Articulate 360 AI	24 Synthesia	25 Docebo AI

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THE OPPORTUNITY

AI is changing the work. Learning design still matters.

The question is no longer whether to use AI. It is where AI creates value, and where human expertise is still the thing that makes learning work.

AI can speed up research, content development, assessment drafting, media production and learner support. Most teams are already using a general assistant for some of that. Fewer have worked out which specialist tools earn a place, or where the line sits between a useful draft and a design decision.

This guide is built for that gap. It profiles 25 tools by the job they do, not by how often they are mentioned, and pairs each with a prompt to test and a watch-out. The aim is a shortlist you can trial against a real brief, with your own sources, before anything reaches a learner.

"Speed alone does not create learning. The value comes from choosing the right tool for the right job, and applying human judgement before anything reaches a learner."

THE LEARNING CURVE VIEW

AI should make learning designers more capable, not make learning design disappear. The strongest workflows pair machine speed with human expertise in context, pedagogy, story, assessment and quality.

HOW TO USE THIS GUIDE

1

Start with your role
Find the work you need done, not the most fashionable tool. Page 5.

2

Read the profiles
Each has a use case, a prompt to try and a watch-out.

3

Test one workflow
Use a real brief and a controlled source pack before committing.

4

Check before you buy
Run the checklist before any learner or institutional data goes in.

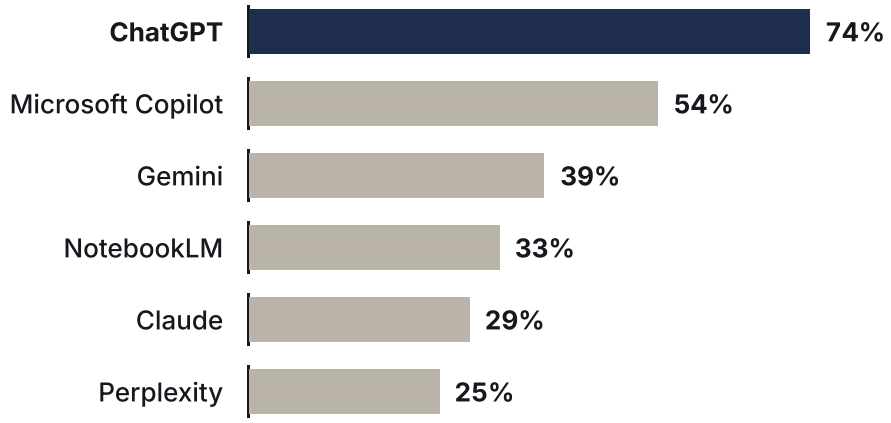
THE EVIDENCE

What teams are already using

General-purpose assistants come first. Specialist tools for teaching, assessment and course production sit alongside them, not instead of them.

Three in four L&D respondents use ChatGPT; no other assistant reaches 55%

Share of respondents reporting use of each general-purpose AI tool in their L&D work. Self-reported, more than one answer allowed.



Source: Synthesia, *AI in Learning and Development Report 2026* [S1]. Usage within that survey's sample, not market share.

READING THE NUMBERS

Five of the six tools on this chart are general assistants, and the sixth, NotebookLM, is a research workspace. None was built for learning design. That is the opportunity and the risk: the tools most teams already pay for can do a lot, but only with a strong brief, good sources and a human review pass.

A REGIONAL SIGNAL: ANZ SCHOOLS

In Dr Tim Kitchen's January 2026 survey of ANZ educators, these featured among the most-used tools [S2]:

ChatGPT · Adobe Firefly · Canva AI · Copilot · Brisk Teaching · Gemini · NotebookLM

A useful signal, not a census of every school.

WHAT IT MEANS

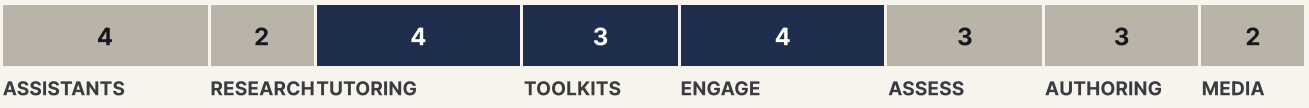
Popularity tells you what is already on people's laptops. It does not tell you what is fit for the learning job in front of you.

THE LANDSCAPE

25 tools across eight jobs

We grouped the shortlist by the work each tool does best. Classroom-facing tools make up the biggest share; course authoring is a smaller, faster-moving field.

Tools per job · **11 of 25 work directly with learners in class**



GENERAL ASSISTANTS — 4

Briefs, outlines, scenarios, critique. The everyday drafting partner.

ChatGPT · Gemini · Copilot · Claude

RESEARCH & SOURCES — 2

Build and question a source pack; trace claims back to the passage.

NotebookLM · Perplexity

TUTORING & PRACTICE — 4

Learner-facing dialogue that questions and hints instead of answering.

Khanmigo · SchoolAI · Duolingo Max · Photomath

TEACHER TOOLKITS — 3

Planning, differentiation and resource adaptation in a few clicks.

MagicSchool · Brisk Teaching · Diffit

ENGAGEMENT & QUIZZING — 4

Live participation, retrieval practice and formative checks.

Curipod · Quizlet · Wayground · Kahoot!

ASSESSMENT, WRITING & INTEGRITY — 3

Marking workflow, writing feedback and integrity, with due process.

Gradescope · Turnitin · Grammarly

COURSE AUTHORING — 3

From source document to a draft lesson or course you then shape.

Coursebox · Mindsmith · Articulate 360 AI

MEDIA & PLATFORMS — 2

Repeatable video and AI inside the enterprise learning stack.

Synthesia · Docebo AI

Grouping is The Learning Curve's editorial judgement, based on each tool's primary learning-design use. Several tools span more than one job. Not a ranking.

START WITH THE WORK

Five roles, five starting kits

The same product can serve different roles, but the workflow, the controls and the definition of success should change with the job.

ChatGPT is in four of five starting kits. Educators get a kit of their own, sharing only NotebookLM with the other roles

Tools recommended as a “best starting tool” for each role in this guide, by number of roles.

TOOL	LEARNING DESIGNER	L&D MANAGER	EDUCATOR	ACADEMIC LEADER	LEARNING ENTREPRENEUR	ROLES
ChatGPT	●	●	·	●	●	4
Claude	●	·	·	●	●	3
NotebookLM	●	·	●	●	·	3
Synthesia	●	●	·	·	●	3
Mindsmith	●	·	·	·	●	2
Articulate 360 AI	●	·	·	·	●	2
Coursebox	·	●	·	·	●	2
Copilot	·	●	·	·	·	1
Docebo AI	·	●	·	·	·	1
Gradescope	·	·	·	●	·	1
Turnitin	·	·	·	●	·	1
Perplexity	·	·	·	·	●	1
MagicSchool	·	·	●	·	·	1
Brisk Teaching	·	·	●	·	·	1
Diffit	·	·	●	·	·	1
SchoolAI	·	·	●	·	·	1
Khanmigo	·	·	●	·	·	1
Curipod	·	·	●	·	·	1
Kahoot!	·	·	●	·	·	1
Wayground	·	·	●	·	·	1

01
Learning designer
Turn expertise into structured, engaging learning.

02
L&D manager
Build capability and make learning operations scale.

03
Educator
More responsive teaching, more active learning.

04
Academic & course leader
Protect quality while improving course development.

05
Learning entrepreneur
Turn specialist knowledge into a learning product.

A REPEATABLE METHOD

Define, ground, generate, judge, measure

A simple operating model, so a team can use AI consistently without turning every task into an ungoverned experiment. Each step has a job for the tool and a decision that stays with you.

	STEP AND QUESTION	WHAT AI CAN DO	WHAT STAYS WITH YOU
01	**DEFINE** What performance or learning problem are we solving?	Summarise stakeholder notes; draft problem statements to choose from.	**The problem, the audience and what success looks like.**
02	**GROUND** What approved evidence, standards and context should the AI use?	Organise a source pack; extract concepts, gaps and contradictions.	**Which sources count, and SME sign-off on them.**
03	**GENERATE** What draft, analysis or prototype will speed up the work?	Outlines, scenarios, items, scripts and first-draft media.	**The brief, the constraints and the design architecture.**
04	**JUDGE** What needs human review for accuracy, pedagogy, accessibility and risk?	Critique a draft against a rubric; flag missing practice.	**The call on quality. Nothing ships unreviewed.**
05	**MEASURE** What evidence will tell us whether the learning worked?	Summarise response data and surface patterns.	**What counts as evidence of capability.**

THE HIGHER THE STAKES, THE STRONGER THE HUMAN REVIEW



Drafting a practice question

Writing feedback on learner work

Grading a student

Advising on safety, or handling sensitive learner data

LOWER STAKES · LIGHT REVIEW

HIGHER STAKES · HUMAN DECIDES

"Ask AI for alternatives and critique. Don't ask it to decide what learners need or what counts as competence."

FROM THE FIELD

"There's a new kind of inequality emerging inside organisations. It's not about seniority. Not about salary. Not about who has the fanciest title or the biggest team. It's about **who actually knows how to use AI** *and who is quietly falling behind while everyone pretends the playing field is level."*

STEFAN ROODT · at a learning leaders gathering, shared via r/instructionaldesign



TOOL PROFILE · GENERAL ASSISTANT

01 ChatGPT

A general-purpose thinking partner

WHAT IT'S GOOD FOR

Getting from a blank page to a structured learning design: analysing a brief, mapping learner needs, drafting outcomes, proposing a sequence, generating scenario options and critiquing an assessment. Use Projects or a managed education workspace for repeatable work, and Study mode when the goal is guided learning rather than direct answers.

HIGH-VALUE USES

1. Turn an SME interview into a course architecture and outcome map.
2. Draft scenario-based assessment briefs and marking criteria for human review.
3. Generate alternative explanations, examples and practice for different levels.

BEST FIT

Learning designers, academics, L&D managers, teachers and course entrepreneurs

STARTING KIT FOR

● ● ○ ● ● 4 of 5 roles

METHOD STEPS

Define · Generate · Judge

INSTITUTIONAL PRICING · NOV 2026

From $236 per seat, per year (base access tier)

TRY THIS PROMPT

Replace the highlighted fields

Create a 6-module learning design for [audience] on [topic]. Start with a performance problem, identify observable behaviours, write measurable outcomes, map practice and assessment to each outcome, and flag assumptions that need SME confirmation.

Why it works: it starts from performance, not content, and asks the model to show its assumptions so you can check them.

WATCH-OUT

Fluent, fast and good at synthesis, but it can produce plausible errors and generic examples with full confidence. Give it a strong brief and your sources, check every claim, and run a human instructional-design pass before anything reaches learners.

USER VOICE

"My go-to research buddy."

G2 reviewer, ChatGPT reviews, November 2026 [R1]. Illustrative, not a representative sample.

TOOL PROFILE · GENERAL ASSISTANT

02 Gemini

A Workspace-connected assistant

WHAT IT'S GOOD FOR

Drafting teaching materials, adapting explanations, brainstorming assessment options and working with documents across the Google ecosystem. Gemini for Education is strongest where an institution already runs on Google Workspace. Pair it with NotebookLM when the task should stay anchored to a defined collection of sources.

HIGH-VALUE USES

1. Draft lesson and unit plans from curriculum requirements.
2. Rewrite complex readings at different levels and create differentiated practice.
3. Summarise and organise material inside Docs, Slides and Drive workflows.

BEST FIT

Educators, academics and teams working in Google Workspace

STARTING KIT FOR

○ ○ ○ ○ ○ **Specialist pick**

METHOD STEPS

Define · Generate

INSTITUTIONAL PRICING · NOV 2026

From US$20 per user, per month on an annual contract; US$24 month to month (Google AI Pro for Education)

TRY THIS PROMPT

Replace the highlighted fields

Using the attached [unit outline], produce three alternative lesson sequences for a [90-minute] class. Include learning intentions, active learning tasks, checks for understanding, accessibility adjustments and a short exit ticket.

Why it works: three sequences give you options to judge, not one answer to accept, and the outline keeps them tied to your unit.

WATCH-OUT

Check which account and Workspace edition is in use: consumer and education data protections are not interchangeable. Review generated content and citations before they go anywhere near learners.

USER VOICE

"Analysis, learning objectives and outcomes."

An instructional-design practitioner describing everyday Gemini use, r/instructionaldesign [R2]. Illustrative, not a representative sample.

TOOL PROFILE · GENERAL ASSISTANT

03 Copilot

The Microsoft 365 workflow assistant

WHAT IT'S GOOD FOR

Working across Word, PowerPoint, Excel, Teams and institutional files, where licensed and configured. For L&D teams it turns policies, meeting notes and procedures into first drafts quickly. Its Study and Learn mode is the more pedagogical side: it scaffolds a learner through questions, hints and practice rather than handing over an answer.

HIGH-VALUE USES

1. Turn a policy or procedure into a first-draft learning outline and knowledge check.
2. Summarise meeting notes and pull out training needs and actions.
3. Use Study and Learn to scaffold revision from learner-provided materials.

BEST FIT

L&D teams, educators and organisations standardised on Microsoft 365

STARTING KIT FOR

○ ● ○ ○ ○ L&D manager

METHOD STEPS

Define · Generate

INSTITUTIONAL PRICING · NOV 2026

Around US$30 per user, per month (faculty and staff add-on); often bundled into EES contracts

TRY THIS PROMPT

Replace the highlighted fields

From this [policy] and the attached [role description], identify five high-risk decisions employees must make. For each, write a realistic scenario, a decision point, feedback for each choice and a source reference.

Why it works: it moves from "what the policy says" to the decisions people actually make, and the source reference makes every scenario checkable.

WATCH-OUT Enterprise context and permissions matter. Copilot saves time on organising and first drafts, but output can be repetitive and needs editing. Don't assume teachers can see private learner conversations.

USER VOICE

"A lot of the content I get is very much first draft and needs to be edited by me."

G2 reviewer on Microsoft Copilot, 3 November 2026 [R3]. Illustrative, not a representative sample.

TOOL PROFILE · GENERAL ASSISTANT

04 Claude

A long-form reasoning and writing partner

WHAT IT'S GOOD FOR

Analysing long source documents, finding themes, structuring course narratives, critiquing learning materials and drafting nuanced explanations. It is particularly useful for turning dense subject matter into a coherent learning experience while keeping a consistent voice across modules.

HIGH-VALUE USES

1. Analyse a collection of policy documents and extract teachable concepts.
2. Draft case studies, branching scenarios and facilitator guides.
3. Critique a storyboard for coherence, cognitive load and missing learner practice.

BEST FIT
Learning designers, academics, researchers and content strategists

STARTING KIT FOR
● ○ ○ ● ● 3 of 5 roles

METHOD STEPS
Ground · Generate · Judge

INSTITUTIONAL PRICING · NOV 2026
Quote only Team seats from US$20 per seat, per month, billed annually

TRY THIS PROMPT

Replace the highlighted fields

Act as a senior learning experience designer. Review the supplied [source pack] and identify the five concepts learners must be able to apply. For each, propose a short scenario, a common misconception and an observable assessment.

Why it works: it asks for application, not coverage, and the misconception gives you a ready-made distractor for each assessment.

WATCH-OUT Like other general-purpose models, it can invent details or smooth over uncertainty. Give it source material, ask it to separate evidence from inference, and verify factual claims before publication.

USER VOICE

"A repeatable and more accessible" module template.

An instructional designer describing a Claude-assisted eLearning workflow, r/instructionaldesign, September 2026 [R4]. Illustrative, not a representative sample.

TOOL PROFILE · RESEARCH & SOURCES

05 NotebookLM

A source-grounded research workspace

WHAT IT'S GOOD FOR

Upload approved documents, readings, transcripts, slide decks and policies, then question the whole collection. Summaries and study aids come with citations that trace each answer back to the passage it came from. That makes it the place to build a reliable knowledge base before you design anything.

HIGH-VALUE USES

1. Build a source pack from standards, readings and SME interviews.
2. Extract concepts, contradictions and frequently asked questions from the sources.
3. Generate study guides, audio overviews and revision questions from course materials.

BEST FIT

Instructional designers, academics, teachers and learners working from defined source packs

STARTING KIT FOR

●○●●○ 3 of 5 roles

METHOD STEPS

Ground · Generate

INSTITUTIONAL PRICING · NOV 2026

From US$9 per licence, per month for the enterprise edition via Google Cloud; minimum 15 licences after a 30-day trial

TRY THIS PROMPT

Replace the highlighted fields

Using only the sources in this notebook, create a concept map of [topic]. For every concept, give a short explanation, a citation to the source passage and one question that tests application rather than recall.

Why it works: "using only the sources" keeps it grounded, and a citation per concept lets an SME check the map in minutes.

WATCH-OUT Grounding is only as good as the sources you supply. Users report that pacing and activity quality still need human shaping: the tool doesn't know how long a real classroom or workplace task takes.

USER VOICE

"One notebook per unit."

A teacher describing a practical source-pack workflow, r/notebooklm, July 2026 [R5]. Illustrative, not a representative sample.

FROM THE FIELD

"AI is fundamentally changing how training is created, **but not how people learn.**"

INDUSTRY PERSPECTIVE · on learning principles, via Novak Education



TOOL PROFILE · TUTORING & PRACTICE

06 Khanmigo

Socratic tutoring and teacher support

WHAT IT'S GOOD FOR

A guided tutor that prompts learners to think a problem through instead of handing over the answer. Teachers can also use its planning and classroom-support tools. It is most relevant to mathematics and structured practice along Khan Academy pathways.

HIGH-VALUE USES

1. Create a guided practice pathway for a difficult concept.
2. Use tutoring dialogue to help learners explain their reasoning.
3. Support teachers with lesson planning and question generation.

BEST FIT

School teachers, students and families using Khan Academy pathways

STARTING KIT FOR

○ ○ ● ○ ○ Educator

METHOD STEPS

Generate · Measure

INSTITUTIONAL PRICING · NOV 2026

US$10 per student, per year (up to 1,000 students); custom quotes above that. Free for teachers

TRY THIS PROMPT

Replace the highlighted fields

Help a [Year 9] learner understand [simultaneous equations]. Don't give the solution straight away. Ask one question at a time, diagnose the misconception, offer a hint if needed and finish with a new transfer problem.

Why it works: it sets the tutor's behaviour, not just the topic, and the transfer problem checks the learning has moved beyond the worked example.

WATCH-OUT

Age and access rules are conditional, especially for under-18 learners, so check local availability and account pathways. AI tutoring needs monitoring for accuracy, safety and over-reliance.

PRACTITIONER NOTE

The strongest design proposition is the tutor's behaviour, questioning and hinting, rather than generating more content.

The Learning Curve editorial observation. No attributable public user quote was found in this research pass.

TOOL PROFILE · TEACHER TOOLKIT

07 MagicSchool

A purpose-built educator toolkit

WHAT IT'S GOOD FOR

A collection of teacher-oriented tools for lesson planning, differentiation, rubrics, feedback, family communications and student-facing AI experiences. The value is in task-specific workflows: teachers pick a tool for the job instead of designing every prompt from scratch.

HIGH-VALUE USES

1. Generate a differentiated lesson pack from one curriculum outcome.
2. Draft rubrics, exemplars, learning-support material and family communications.
3. Use student-facing features within school-approved guardrails.

BEST FIT

K–12 teachers, instructional coaches and school leaders

STARTING KIT FOR

○ ○ ● ○ ○ Educator

METHOD STEPS

Generate

INSTITUTIONAL PRICING · NOV 2026

Quote only (per student). Reported at around US$3–5 per student, per year. Free tier for teachers

TRY THIS PROMPT

Replace the highlighted fields

Create three versions of this [reading activity] for learners working at different reading levels. Keep the same core concept and learning outcome, include vocabulary support and add one question that requires evidence from the text.

Why it works: it fixes the outcome and varies only the access, so differentiation doesn't quietly lower the challenge.

WATCH-OUT

The sheer number of tools can overwhelm; reviewers note that educators often settle on a few favourites. Outputs still need teacher judgement, especially for nuanced assessment and learner feedback.

USER VOICE

"The tools are uniquely suited for teachers."

Verified higher-education user review, G2 [R6]. Illustrative, not a representative sample.

TOOL PROFILE · TUTORING & PRACTICE

08 SchoolAI

Teacher-guided student AI spaces

WHAT IT'S GOOD FOR

Setting up bounded AI spaces for learners: a topic tutor, a role-play partner or a writing coach. Teachers can monitor student interactions and use the insights to spot misconceptions, or students who need support, while the session is still running.

HIGH-VALUE USES

1. Build a role-play space for practising customer service or a historical debate.
2. Create a subject tutor constrained by teacher instructions and sources.
3. Use interaction insights to identify common misunderstandings.

BEST FIT
K–12 educators, instructional coaches and school leaders

STARTING KIT FOR
○ ○ ● ○ ○ Educator

METHOD STEPS
Generate · Measure

INSTITUTIONAL PRICING · NOV 2026
Quote only

TRY THIS PROMPT

Replace the highlighted fields

Act as a [Year 8 science] coach. Help learners explain [the water cycle] through questions. Don't give the final explanation until the learner has attempted it. Keep language age-appropriate and flag misconceptions for the teacher.

Why it works: the learner has to try first, and the last line turns every conversation into evidence the teacher can act on.

WATCH-OUT Monitoring and privacy controls are real differentiators, but confirm the exact role permissions, retention, age conditions and extent of teacher visibility in your plan before rollout.

USER VOICE

"Personalized learning experiences."

A teacher describing SchoolAI's student spaces and monitoring, in a published practitioner interview, Forbes, May 2024 [R7].

TOOL PROFILE · TEACHER TOOLKIT

09 Brisk Teaching

AI in the everyday browser

WHAT IT'S GOOD FOR

Working inside the web pages and documents teachers already use to generate lesson materials, adapt readings, build presentations and support feedback. Because it sits in the browser, it cuts the friction of copying content between tools.

HIGH-VALUE USES

1. Convert a web article into a lesson resource with questions and vocabulary support.
2. Draft feedback comments against a teacher-defined rubric.
3. Create a lesson plan from an existing document or web page.

BEST FIT

Teachers and instructional coaches using browser-based teaching tools

STARTING KIT FOR

○ ○ ● ○ ○ Educator

METHOD STEPS

Generate · Judge

INSTITUTIONAL PRICING · NOV 2026

Quote only (school and district packages). Reported at around US$6–9 per student, per year

TRY THIS PROMPT

Replace the highlighted fields

Review this student response against the supplied [rubric]. Identify one demonstrated strength, one misconception and one next-step question. Use supportive language and don't assign a final grade.

Why it works: it keeps the grade with the teacher and gives the learner one thing to do next, not a wall of comments.

WATCH-OUT AI-generated feedback can sound generic or robotic and may need rewriting in the teacher's own voice. Confirm what student data is processed and what staff can see.

USER VOICE

"The tone felt robotic."

A participant commenting on Brisk-generated feedback, in a study of pre-service teachers, *Australian Journal of Applied Linguistics* [R8].

TOOL PROFILE · TEACHER TOOLKIT

10 Diffit

Differentiation and accessible adaptation

WHAT IT'S GOOD FOR

Adapting source material for different reading levels, creating vocabulary and comprehension activities, and making curriculum content accessible to a wider range of learners. It works best when the core material is settled and only the presentation needs to change.

HIGH-VALUE USES

1. Adapt a complex article for multiple reading levels.
2. Generate vocabulary lists, comprehension questions and short activities.
3. Create resources for multilingual learners and learners who need scaffolding.

BEST FIT
Teachers, learning support teams and instructional designers

STARTING KIT FOR
○ ○ ● ○ ○ Educator

METHOD STEPS
Generate

INSTITUTIONAL PRICING · NOV 2026
Quote only (school and district licences, by purchase order). Teacher Pro from US$14.99 per month

TRY THIS PROMPT

Replace the highlighted fields

Adapt this source for [three] reading levels without changing the core meaning. Keep key disciplinary vocabulary, define it in context and create questions that move from comprehension to application.

Why it works: keeping the discipline's vocabulary protects the challenge, and the question ladder makes every version end in application.

WATCH-OUT Check every adapted text against the original for omissions, oversimplification and inaccurate explanations. Differentiation should change access, not lower the intellectual challenge.

USER VOICE

"AI software can help. And what used to take me hours, AI software can do in seconds!"

Olivia Singler, special education teacher, on differentiated resources, *New York Teacher* (UFT), April 2025 [R9].

FROM THE FIELD

587

INSTRUCTIONAL DESIGNERS SURVEYED ON AI

"A majority of designers are using AI on a daily or semi-daily basis... **Time is currency.** *Designers are making it a priority to save time, and AI is a way to do so. Instructional designers are not using AI for voiceovers and similar tasks. Primarily, it's for* **cognitive design tasks like assessments, research, and outcomes.**"

DR LUKE HOBSON · summarising his survey of 587 instructional designers, LinkedIn



TOOL PROFILE · ENGAGEMENT & QUIZZING

11 Curipod

Interactive lessons and discussion

WHAT IT'S GOOD FOR

Building interactive, slide-based lessons with polls, open responses, drawing, word clouds and AI-generated activities. It is designed for moments of participation, where learners respond and think, rather than for presenting information at them.

HIGH-VALUE USES

1. Turn a topic into an interactive lesson with discussion prompts and checks for understanding.
2. Build a live session that surfaces learner misconceptions.
3. Create a quick formative check before or after instruction.

BEST FIT

Teachers, facilitators and learning designers creating live sessions

STARTING KIT FOR

○ ○ ● ○ ○ Educator

METHOD STEPS

Generate · Measure

INSTITUTIONAL PRICING · NOV 2026

Quote only (site licences priced by enrolment). Reduced rate for schools under 200 students; free tier for teachers

TRY THIS PROMPT

Replace the highlighted fields

Design a [20-minute] interactive lesson on [ethical decision-making]. Include an opening dilemma, a poll, a short explanation, a scenario with competing choices and a reflection prompt.

Why it works: it opens with a problem and closes with reflection, so the interaction does some teaching instead of decorating the slides.

WATCH-OUT AI-generated lessons need editing for pacing, context and intent. Run the activity flow before the live session, and make sure every interaction has a purpose.

PRACTITIONER NOTE

The design opportunity is to draw out learner thinking during a session, not simply to produce attractive slides.

The Learning Curve editorial observation. No attributable public user quote was found in this research pass.

TOOL PROFILE · ENGAGEMENT & QUIZZING

12 Quizlet

Study sets and AI-assisted revision

WHAT IT'S GOOD FOR

Turning course concepts into flashcards, practice tests and revision activities. Its AI study features can personalise practice, but the learning design still needs explanation, retrieval and transfer, not just repeated recognition of the same cards.

HIGH-VALUE USES

1. Convert key terms into flashcards with examples and non-examples.
2. Build practice tests from a defined set of course concepts.
3. Use AI tutoring to prompt explanations and find gaps.

BEST FIT

Students, educators and course teams designing revision experiences

STARTING KIT FOR

○ ○ ○ ○ ○ **Specialist pick**

METHOD STEPS

Generate

INSTITUTIONAL PRICING · NOV 2026

US$35.99 per user, per year (Plus), with volume discounts: down to about US$5.75 per student at 1,000+ licences

TRY THIS PROMPT

Replace the highlighted fields

Create a revision set for [topic] with [20] terms. For each, include a concise definition, a workplace example and a common misconception. Add [10] application questions.

Why it works: examples and misconceptions turn flashcards into something closer to understanding, and the application questions test transfer.

WATCH-OUT

Flashcards can encourage shallow memorisation unless they are paired with application. Verify AI-generated definitions, and check current feature eligibility and age conditions.

PRACTITIONER NOTE

Quizlet works best as a retrieval-practice layer alongside teaching and application tasks. It is not a complete course design.

The Learning Curve editorial observation. No attributable public user quote was found in this research pass.

TOOL PROFILE · ENGAGEMENT & QUIZZING

13 Wayground

Formerly Quizizz: formative checks

WHAT IT'S GOOD FOR

Generating or adapting quizzes, building interactive practice and gathering learner response data. It turns existing resources into checks for understanding quickly, and supports differentiated practice at several levels of challenge.

HIGH-VALUE USES

1. Generate a quiz from a reading or presentation.
2. Create question variants for different levels of challenge.
3. Use response patterns to find the topics that need reteaching.

BEST FIT

Teachers, trainers and learning teams running formative checks

STARTING KIT FOR

○ ○ ● ○ ○ Educator

METHOD STEPS

Generate · Measure

INSTITUTIONAL PRICING · NOV 2026

Quote only. Site licences reported at around US$2,500–5,000 per school, per year. Teacher plan US$216 per year

TRY THIS PROMPT

Replace the highlighted fields

Create [12] questions from this module: four recall, four application and four scenario-based. Include plausible distractors, explain why each wrong answer is tempting and map each item to a learning outcome.

Why it works: the mix stops a quiz drifting into pure recall, and explaining the distractors gives you feedback text for free.

WATCH-OUT AI-generated answer keys and distractors can be wrong. Review every item, check accessibility, and confirm how learner response data is retained and shared.

PRACTITIONER NOTE

Use it to make formative assessment more frequent and visible, but don't treat quiz scores as evidence of capability.

The Learning Curve editorial observation. No attributable public user quote was found in this research pass.

TOOL PROFILE · ENGAGEMENT & QUIZZING

14 Kahoot!

Game-based knowledge checks

WHAT IT'S GOOD FOR

Competitive quizzes, polls and review activities. AI features can generate questions from a topic or source material, while the game format brings energy to live sessions, in a classroom or a workshop, and works asynchronously for revision.

HIGH-VALUE USES

1. Open or close a workshop with a retrieval-practice quiz.
2. Surface misconceptions before explaining a topic.
3. Create asynchronous challenge activities for revision.

BEST FIT

Teachers, facilitators and L&D teams running live or asynchronous learning

STARTING KIT FOR

○ ○ ● ○ ○ Educator

METHOD STEPS

Generate · Measure

INSTITUTIONAL PRICING · NOV 2026

From US$13.50 per host, per month, billed annually (EDU Standard); Higher Ed US$22.50; Premium by quote

TRY THIS PROMPT

Replace the highlighted fields

Create [10] questions for a [leadership workshop]. Avoid trivia. Use short workplace scenarios and ask participants to choose the most effective response. Explain the rationale after each question.

Why it works: "avoid trivia" and scenarios push past recall, and the rationale gives the facilitator a ready-made debrief.

WATCH-OUT

Competition can reward speed over reflection. Make the learning purpose clear, leave time for explanation, and never use game scores as a high-stakes measure of competence.

PRACTITIONER NOTE

The value is the social energy it creates around retrieval practice. The facilitator still needs to make the debrief the real learning moment.

The Learning Curve editorial observation. No attributable public user quote was found in this research pass.

TOOL PROFILE · WRITING & INTEGRITY

15 Grammarly

Writing feedback and clarity

WHAT IT'S GOOD FOR

Supporting clarity, tone, grammar and revision. In learning design it polishes learner-facing instructions and assessment briefs, and it can support writing development as long as the learner stays responsible for the ideas.

HIGH-VALUE USES

1. Improve the clarity and accessibility of course instructions.
2. Give formative writing suggestions on drafts.
3. Keep a consistent tone across learning communications.

BEST FIT
Students, educators, academics and workplace learning teams

STARTING KIT FOR
○ ○ ○ ○ ○ **Specialist pick**

METHOD STEPS
Judge

INSTITUTIONAL PRICING · NOV 2026
US$12 per member, per month, billed annually (Pro, up to 149 seats). Campus-wide by quote

TRY THIS PROMPT

Replace the highlighted fields

Review this [assessment brief] for plain language, ambiguity and accessibility. Don't change the assessment requirements. List each suggested change and explain why it improves comprehension.

Why it works: it protects what is being assessed and makes every edit explain itself, so you accept changes rather than inherit them.

WATCH-OUT Polished prose is not the same as sound reasoning or subject knowledge. Confirm institutional settings for education accounts, and distinguish product improvement from model training and data retention.

PRACTITIONER NOTE

Useful as an editing layer, but it should not replace explicit teaching of disciplinary writing or critical thinking.

The Learning Curve editorial observation. No attributable public user quote was found in this research pass.

FROM THE FIELD · TURNITIN

"As head of the school of Arts and Business at Avondale University, I use Turnitin on a daily basis, and though it doesn't give us 100% assurance that our students' work is AI free, it helps us **send a signal that we take our academic integrity policies seriously.**"

DR LYNNETTE LOUNSBURY* · Head of School, Arts & Business, Avondale University



*Dr Lounsbury is a contributor to The Learning Curve.

TOOL PROFILE · RESEARCH & SOURCES

16 Perplexity

Research discovery with cited answers

WHAT IT'S GOOD FOR

Exploring a topic, locating relevant sources and building a starting evidence base. It earns its place in early course research, market scanning and finding current examples, all of which then need checking against primary sources.

HIGH-VALUE USES

1. Research a new subject area and identify credible source material.
2. Compare current industry practices and emerging trends.
3. Build a reading list for an SME interview or course development brief.

BEST FIT

Learning designers, academics, L&D strategists and course entrepreneurs

STARTING KIT FOR

○ ○ ○ ○ ● Entrepreneur

METHOD STEPS

Define · Ground

INSTITUTIONAL PRICING · NOV 2026

US$40 per seat, per month (Enterprise Pro). Education discount of around 25% reported, to about US$30

TRY THIS PROMPT

Replace the highlighted fields

Research the current professional standards for [topic]. Prioritise regulators, professional bodies and peer-reviewed research. Return a source table with publication date, the claim each source supports and its limitations.

Why it works: ranking source types and asking for limitations turns a quick answer into an evidence table you can audit.

WATCH-OUT Citations are starting points, not proof. Open and read the sources, check dates and separate original research from commentary. Institutional buyers should review enterprise data controls.

USER VOICE

"A few sources to check."

An instructional-design practitioner describing Perplexity as a starting point for research, r/instructionaldesign [R2]. Illustrative, not a representative sample.

TOOL PROFILE · ASSESSMENT

17 Gradescope

Assessment workflow and grading support

WHAT IT'S GOOD FOR

Streamlining assessment: organising submissions, applying rubrics consistently and supporting grading at scale. AI-assisted answer grouping helps markers handle similar responses together, while human judgement stays central to every grading decision.

HIGH-VALUE USES

1. Create a shared rubric and align markers before grading.
2. Group similar answers to speed up consistent feedback.
3. Analyse question-level patterns to find problems in the assessment itself.

BEST FIT

University academics, teaching teams and assessment administrators

STARTING KIT FOR

○ ○ ○ ● ○ **Academic leader**

METHOD STEPS

Judge · Measure

INSTITUTIONAL PRICING · NOV 2026

Quote only. Reported at around US$1–5 per student, per year; often cheaper bundled with Turnitin

TRY THIS PROMPT

Replace the highlighted fields

Before marking, calibrate the rubric with [three] sample responses. Identify where markers may disagree, clarify the descriptors and record examples of borderline performance.

Why it works: disagreement is cheapest to fix before marking starts, and borderline exemplars are what moderation panels ask for first.

WATCH-OUT

AI grouping is not automated academic judgement. Validate the groupings, keep marker oversight, allow for discipline-specific answers and check accessibility for handwritten or technical submissions.

PRACTITIONER NOTE

The biggest benefit is often consistency and marker calibration, not replacing the academic judgement involved in grading.

The Learning Curve editorial observation. No attributable public user quote was found in this research pass.

TOOL PROFILE · WRITING & INTEGRITY

18 Turnitin

Integrity and writing feedback

WHAT IT'S GOOD FOR

Supporting originality workflows, writing feedback and assessment integrity. Its AI capabilities need to be kept apart: AI writing detection, writing feedback and the newer Clarity assistant are different functions with different pedagogical and governance implications.

HIGH-VALUE USES

1. Use similarity reports as one input to an integrity conversation.
2. Use writing feedback to help students revise and understand expectations.
3. Explore Clarity as a process-support tool, subject to institutional policy.

BEST FIT

Universities, academic leaders, educators and assessment teams

STARTING KIT FOR

○ ○ ○ ● ○ **Academic leader**

METHOD STEPS

Judge

INSTITUTIONAL PRICING · NOV 2026

Quote only. US public university contracts range from about US$1.79 to US$6.50 per student, per year; AI detection costs extra

TRY THIS PROMPT

Use with any assistant, alongside Turnitin

Review this [assessment design] for opportunities to make student thinking visible. Suggest process evidence, staged submissions and reflective commentary that support authentic learning without relying solely on AI detection.

Why it works: it moves integrity upstream into assessment design, where it is far more defensible than a detection score.

WATCH-OUT

AI detection is probabilistic and can misidentify writing. It should never be the sole basis for an adverse decision. Understand model disclosures, retention and your exact product configuration.

PRACTITIONER NOTE

The most defensible approach is to design assessments that make learning visible, rather than relying on a detector to settle authorship.

The Learning Curve editorial observation. No attributable public user quote was found in this research pass.

TOOL PROFILE · TUTORING & PRACTICE

19 Duolingo Max

Conversational language practice

WHAT IT'S GOOD FOR

AI-supported conversation and explanation in language learning. Video Call and role-play experiences create low-stakes chances to practise conversational turns and build confidence before a learner speaks with a real person.

HIGH-VALUE USES

1. Design supplementary conversation practice around a course topic.
2. Use role-play to rehearse everyday and workplace language.
3. Compare learner performance in structured practice and authentic conversation.

BEST FIT
Language learners, language teachers and learning experience designers

STARTING KIT FOR
○ ○ ○ ○ ○ **Specialist pick**

METHOD STEPS
Generate

INSTITUTIONAL PRICING · NOV 2026
None. Individual app subscriptions only, around US$167.99 per year for Max

TRY THIS PROMPT

Replace the highlighted fields

Create a role-play for a learner practising [a hotel check-in in Spanish]. Pitch the conversation at [A2] level, correct only the most important errors and explain one useful phrase after each exchange.

Why it works: correcting only the important errors keeps confidence up, and one phrase per turn is a learnable dose.

WATCH-OUT

AI conversation can be less nuanced than real interaction and may miss regional language and cultural context. Check current feature availability, supported languages and age rules.

PRACTITIONER NOTE

The opportunity is repeated, low-stakes speaking practice. It should complement interaction with human speakers, not replace it.

The Learning Curve editorial observation. No attributable public user quote was found in this research pass.

TOOL PROFILE · TUTORING & PRACTICE

20 Photomath

Step-by-step maths explanation

WHAT IT'S GOOD FOR

Scanning a maths problem and inspecting the worked solution, step by step. For learning design it supports worked examples, misconception checks and guided practice, but learners still need to explain why a method works.

HIGH-VALUE USES

1. Compare alternative solution methods for a worked example.
2. Find where a learner's working diverges from a correct process.
3. Build a sequence of practice problems around a common misconception.

BEST FIT
Mathematics teachers, tutors and learners

STARTING KIT FOR
○ ○ ○ ○ ○ **Specialist pick**

METHOD STEPS
Generate

INSTITUTIONAL PRICING · NOV 2026
None. Free basic app; Plus around US$69.99 per year, bought individually through app stores

TRY THIS PROMPT

Use with any assistant, alongside Photomath

Use this solved problem to create a teaching explanation for a [Year 10] learner. Explain each transformation, identify the likely misconception and give a similar problem that requires the learner to choose the method.

Why it works: choosing the method is where understanding shows. Following steps someone else chose doesn't prove it.

WATCH-OUT Seeing a solution is not the same as understanding it. Ask learners to explain, predict the next step and solve a transfer problem without the tool.

PRACTITIONER NOTE

The learning value lies in interrogating the steps, not in scanning for the final answer.

The Learning Curve editorial observation. No attributable public user quote was found in this research pass.

FROM THE FIELD

"With the advent of artificial intelligence, this development time can now be compressed **from 200 hours to just two hours.** *While AI handles mechanical tasks like scriptwriting, voiceovers, and tool-based design, the human element remains crucial..."*

PRACTITIONER COMMENTARY · on eLearning production, shared by Open eLMS on Instagram



TOOL PROFILE · COURSE AUTHORING

21 Coursebox

AI course creation and delivery

WHAT IT'S GOOD FOR

Turning source material or a brief into a draft course structure, lessons, assessments and a hosted learning experience. It suits rapid prototyping, and course businesses that want creation and delivery in one place.

HIGH-VALUE USES

1. Convert a handbook or SME document into a draft course architecture.
2. Generate lesson content, quizzes and an initial learner pathway.
3. Pilot a short course before investing in full custom production.

BEST FIT

Learning entrepreneurs, L&D teams, training providers and universities

STARTING KIT FOR

○ ● ○ ○ ● 2 of 5 roles

METHOD STEPS

Generate

INSTITUTIONAL PRICING · NOV 2026

Quote only (Enterprise, two-year minimum). Self-serve Pro from US$1,000 per year; Pro + LMS US$3,000

TRY THIS PROMPT

Replace the highlighted fields

Turn this source pack into a [5-module] short course for [audience]. For each module give an outcome, lesson sequence, application activity, assessment and estimated learner time. Flag content that needs an SME decision.

Why it works: estimated learner time exposes overlong modules early, and flagged SME decisions keep the draft honest about what it doesn't know.

WATCH-OUT Generated courses need real refinement for rigour, sequence and brand quality. Reviewers praise the speed but flag limited customisation and generic or overlong content. Resolve any contractual data-training language before institutional use.

USER VOICE

"The platform significantly reduces the time required to build structured courses, quizzes, and learning modules."

Verified Capterra reviewer [R10]. Illustrative, not a representative sample.

TOOL PROFILE · COURSE AUTHORING

22 Mindsmith

AI-first lesson authoring

WHAT IT'S GOOD FOR

Generating and editing lesson structures, content and interactive learning experiences. It suits teams that want to move quickly from source content to a web-based lesson while keeping control over the final design.

HIGH-VALUE USES

1. Generate a first-draft lesson from a policy, presentation or SME notes.
2. Create branching practice and knowledge checks.
3. Iterate on lesson structure and visual presentation with a design team.

BEST FIT
Instructional designers, L&D teams and learning content developers

STARTING KIT FOR
● ○ ○ ○ ● 2 of 5 roles

METHOD STEPS
Generate

INSTITUTIONAL PRICING · NOV 2026
From US$39 per author, per month, billed annually (up to 10 authors). Enterprise by quote; learners are free

TRY THIS PROMPT

Replace the highlighted fields

Create a [10-minute] microlearning lesson from this [procedure]. Use a realistic opening problem, three short content sections, two decision points and a final transfer task. Keep each screen focused on one idea.

Why it works: it specifies the shape of the lesson, not just its topic, so the draft arrives with practice built in.

WATCH-OUT AI-generated structure can still be generic. Review sequence, accessibility, mobile presentation and export requirements, and how the tool handles customer content and AI-provider retention.

PRACTITIONER NOTE

Treat the output as a storyboard accelerator. The instructional designer still decides the experience, pacing and learner practice.

The Learning Curve editorial observation. No attributable public user quote was found in this research pass.

TOOL PROFILE · COURSE AUTHORING

23 Articulate 360 AI

Pro authoring, AI-assisted

WHAT IT'S GOOD FOR

Speeding up outlines, drafts, quiz questions and content production inside an established authoring ecosystem. Rise suits responsive, structured content; Storyline offers deeper interaction, branching and variables when the experience needs them.

HIGH-VALUE USES

1. Generate a first storyboard and content outline from an approved brief.
2. Draft a Rise course, then refine blocks, interactions and assessment.
3. Move to Storyline when you need complex branching or variables.

BEST FIT
Instructional designers, corporate learning teams and universities

STARTING KIT FOR
● ○ ○ ○ ● 2 of 5 roles

METHOD STEPS
Generate

INSTITUTIONAL PRICING · NOV 2026
US$1,311 per seat, per year (Teams, academic rate; US$1,749 commercial)

TRY THIS PROMPT

Replace the highlighted fields

Convert this approved [course outline] into a Rise-ready storyboard. For each lesson specify screen title, learner-facing copy, interaction type, feedback and accessibility considerations. Don't add facts that are not in the source.

Why it works: a screen-by-screen spec is something a developer can build from, and the last line keeps the AI from padding the content.

WATCH-OUT Rise and Storyline serve different levels of complexity. Reviewers value the speed, structure and LMS integration, but note design constraints, repetition and a steeper Storyline learning curve.

USER VOICE

"Rise is very helpful with keeping content organized."

Rikiah P., instructional designer, verified G2 review [R11]. Illustrative, not a representative sample.

TOOL PROFILE · MEDIA & PLATFORMS

24 Synthesia

AI video and avatar-led media

WHAT IT'S GOOD FOR

Turning scripts and structured content into presenter-led videos without organising a shoot. It is most useful for policy explainers, product updates, multilingual versions and training messages that need regular updating.

HIGH-VALUE USES

1. Create a short video from an approved script and visual storyboard.
2. Localise training messages across languages and regions.
3. Produce modular video segments to reuse across a course.

BEST FIT

L&D managers, learning designers, communications teams and training providers

STARTING KIT FOR

●●○○● 3 of 5 roles

METHOD STEPS

Generate

INSTITUTIONAL PRICING · NOV 2026

Quote only. Enterprise contracts reported at around US$4,000–10,000+ per year; custom avatars extra

TRY THIS PROMPT

Replace the highlighted fields

Create a [90-second] video script explaining [a new workplace procedure]. Use a human, conversational tone, one example, three key actions and a closing recap. Identify where a real workplace demonstration would work better than an avatar.

Why it works: the last line makes the script argue against itself where it should, so avatars go only where they belong.

WATCH-OUT

Avatar video is not automatically engaging. Use it where consistency, speed or localisation matter; use real people and footage when trust, emotion or demonstration are central. Check consent, likeness rights and disclosure.

PRACTITIONER NOTE

The strongest use case is repeatable, updateable communication, not replacing every human presenter or authentic workplace story.

The Learning Curve editorial observation. No attributable public user quote was found in this research pass.

TOOL PROFILE · MEDIA & PLATFORMS

25 Docebo AI

AI in the enterprise learning stack

WHAT IT'S GOOD FOR

AI inside a broader learning platform: content discovery, course creation, skills-based recommendations and workflow automation. Agent features can connect learning content with enterprise systems and take permission-aware actions.

HIGH-VALUE USES

1. Support course and assessment creation within the LMS.
2. Connect learning recommendations to roles, skills and enterprise content.
3. Explore agents for learner support and repeatable learning operations.

BEST FIT

Enterprise L&D leaders, learning operations teams and capability managers

STARTING KIT FOR

○ ● ○ ○ ○ L&D manager

METHOD STEPS

Define · Measure

INSTITUTIONAL PRICING · NOV 2026

Quote only (billed per active user). Contracts reported from around US$25,000 per year; median about US$42,000

TRY THIS PROMPT

Replace the highlighted fields

Map this [role profile] to the organisation's capability framework. Identify skill gaps, recommend existing learning assets and propose a [90-day] learning pathway. Use only content the employee's role is authorised to access.

Why it works: it starts from existing assets before commissioning new ones, and the last line makes permissions part of the brief.

WATCH-OUT

Enterprise AI needs careful configuration of permissions, integrations, audit trails and human approval. Confirm product availability, model providers, retention and plan entitlements before procurement.

PRACTITIONER NOTE

Its value is less about a single AI feature and more about embedding AI in the platform and the workflow.

The Learning Curve editorial observation. No attributable public user quote was found in this research pass.

BEFORE YOU BUY

A demo is not a procurement case

Fifteen questions to put to any AI learning tool, grouped the way a review panel will ask them. Test against your context, your data obligations and your operations.

LEARNING VALUE 01

- ☐ Does it address a real learner or performance need?
- ☐ Can you show better quality, access, practice or feedback, not just faster production?
- ☐ Does it fit your pedagogy and assessment model?

DATA & PRIVACY 02

- ☐ Which models and subprocessors receive prompts, files and learner data?
- ☐ Is your data used for training or evaluation, by default or opt-in?
- ☐ Where is data stored, and for how long?

CONTROL & ASSURANCE 03

- ☐ Can staff review outputs, set limits and see learner interactions?
- ☐ Are accessibility, age, consent and safety requirements documented?
- ☐ Is there current independent security assurance and a DPA?

INTEGRATION & OWNERSHIP 04

- ☐ Does it work with your LMS, identity and analytics systems?
- ☐ Who owns inputs, outputs and course assets?
- ☐ Can you export your content if the contract ends?

EVIDENCE & PILOT 05

- ☐ Run the same brief, source pack and learner task across tools.
- ☐ Score accuracy, instructional quality, accessibility and editing effort.
- ☐ Record findings, limits, costs and conditions for safe use.

"A privacy webpage is not a substitute for the signed agreement."

Separate vendor statements from contractual commitments and independently assured controls.

THE LEARNING CURVE NEWSLETTER

Prices, features and policies change fast. Get our latest research and tool reviews in your inbox.

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ABOUT THIS GUIDE

Selection, evidence and limits

A practical shortlist for learning-design work. Not a universal ranking, and not a claim that every product suits every sector.

HOW WE CHOSE

The 25 products were drawn from the CredentialCraft AI for Learning directory cohort. The selection deliberately spans general assistants, source-grounded research, educator tools, tutoring, assessment, writing support, course authoring and learning platforms. It is not a statistically ranked list of the most-used products.

HOW TO READ THE QUOTES

User quotes come from public reviews, practitioner discussions and published educator interviews, and are kept short. They are illustrative, not representative. Where we couldn't find an attributable quote, the profile carries a labelled practitioner note instead. We never invent a testimonial.

READING A PROFILE

●●○○○ **Starting kit.** Which of the five roles (page 5) get this tool as a first pick. "Specialist pick" means none, but it does one job well.

Quote only **Pricing.** A plain figure is vendor-published; "Quote only" means no public price, and "reported" figures come from third parties. Prices as published or reported, November 2026 (page 40).

Ground **Method steps.** Where the tool earns its place in define, ground, generate, judge, measure (page 6).

USER VOICE **User voice or practitioner note.** A real, attributed quote where we found one; otherwise a clearly labelled editorial note.

IMPORTANT LIMITATIONS

1. Features, prices, plans, model providers and terms change often. Confirm current details with the vendor.
2. Recommendations are editorial judgements about use-case fit, not independent benchmark scores.
3. AI output quality depends on prompts, source material, configuration, model version and human review.
4. Usage statistics come from specific surveys and should not be generalised beyond their samples.
5. Public comments reflect individual experiences, not the typical experience of every user.

Research snapshot: 9 November 2026. Product and policy details should be rechecked before purchase. Corrections are welcome at thelearningcurve.net.

REFERENCES

Sources and further reading

Public sources used for market context, product capabilities and user voice. Breakout quote sources continue overleaf.

MARKET CONTEXT

S1 Synthesia, AI in Learning and Development Report 2026
https://webcdn.synthesia.io/reports/AI%20in%20Learning%20and%20Development%20Report%202026.pdf

S2 Dr Tim Kitchen, Top Gen AI Tools Used in ANZ, January 2026 survey
https://timkitchen.net/top-edu-gen-ai-tools/

S3 OECD, Digital Education Outlook 2026
https://www.oecd.org/content/dam/oecd/en/publications/reports/2026/01/oecd-digital-education-outlook-2026_940e0...

S4 Google for Education, Using AI Tools in the Classroom
https://edu.google.com/intl/ALL_au/ai-resources-in-education/

S5 Instruction Partners, AI in Action Learning Tour
https://ailearningtour.instructionpartners.org/

S6 Faria, 37 AI Tools for Teachers (2026)
https://faria.org/wp-content/uploads/2026/02/37-AI-Tools-for-Teachers.pdf

USER VOICE IN THE PROFILES

R1 G2, ChatGPT reviews, November 2026
https://www.g2.com/products/chatgpt/reviews

R2 Reddit r/instructionaldesign, instructional designers on AI tools, November 2024
https://www.reddit.com/r/instructionaldesign/comments/1gvt9ib/what_ai_tools_can_help_instructional_designers/

R3 G2, Microsoft Copilot review, 3 November 2026
https://www.g2.com/products/microsoft-copilot-2026-08-27/reviews

R4 Reddit r/instructionaldesign, weekly accomplishments thread, September 2026
https://www.reddit.com/r/instructionaldesign/comments/1wdbbz3/rid_weekly_thread_tgif_weekly_accomplishments/

R5 Reddit r/notebooklm, teachers using NotebookLM, July 2026
https://www.reddit.com/r/notebooklm/comments/1v51amf/teachers_using_notebooklm_how_do_you_get_from_a/

R6 G2, MagicSchool AI reviews
https://www.g2.com/products/magicschool-ai/reviews

R7 Forbes, AI tools recommended by teachers, May 2024
https://www.forbes.com/sites/danfitzpatrick/2024/05/25/6-ai-tools-recommended-by-teachers-that-arent-chatgpt/

R8 Australian Journal of Applied Linguistics, pre-service teacher study
https://www.castledown.com/journals/ajal/article/view/ajal.v8n4.102889/1056

R9 New York Teacher (UFT), differentiating instruction with AI, April 2025
https://www.uft.org/new-york-teacher/teaching/teacher-teacher/differentiate-instruction-ai

R10 Capterra, Coursebox verified reviews
https://www.capterra.com/p/276074/Coursebox/reviews/

R11 G2, Articulate 360 reviews
https://www.g2.com/products/articulate-360/reviews

REFERENCES

Sources, continued

Where the five full-page quotes come from, and how to read the pricing in each profile.

BREAKOUT QUOTES

B1 PAGE 07 — **Stefan Roodt, on AI capability inside organisations**
Said at a learning leaders gathering; shared on Reddit r/instructionaldesign.
https://www.reddit.com/r/instructionaldesign/comments/1safsa0/quote_about_ai/

B2 PAGE 13 — **Industry perspective on learning principles, via Novak Education**
Unattributed industry commentary shared by Novak Education; individual author not named.

B3 PAGE 19 — **Dr Luke Hobson, What 587 instructional designers told me about AI**
Article summarising his survey of instructional designers, LinkedIn.
https://www.linkedin.com/pulse/what-587-instructional-designers-told-me-ai-luke-hobson-edd-s5e7c

B4 PAGE 25 — **Dr Lynnette Lounsbury, Head of School, Arts & Business, Avondale University**
Statement provided to The Learning Curve, November 2026. Dr Lounsbury is a contributor to The Learning Curve.

B5 PAGE 31 — **Practitioner commentary on eLearning production, shared by Open eLMS**
Instagram post by Open eLMS; individual author not named.

READING THE PRICING

A plain figure

Published by the vendor on its own pricing page.

“Quote only”

No public institutional price. Any figure that follows, marked “reported”, comes from third-party or community sources.

“None”

No institutional plan; individual subscriptions only.

Prices are in US dollars unless stated, exclude tax, and are as published or reported in November 2026. Vendors change plans often, so confirm with the vendor before you budget.

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