Average WBT timeframes reported in the industry

For custom or original development:

- o   A **moderately complex course** developed by a moderately experienced team takes 200 person-hours (on average) of work for a one-hour course.

- o   If **complex animations or virtual reality simulations** are required, a one-hour course could take anywhere from 500 to 1000 hours of development time.

For conversion from existing content:

- o   If the conversion is only a **simple text-and-graphics page-turner** converted from a lecture-style course, the development team is experienced, and a "templated" approach is used, development could be as little as 50 hours for a one-hour course. (Please note however, this is the low end of the estimate.)

- o   For conversions that **contain moderate interactivity** (such as intermittent "check-on-learning" questions), the estimate would likely fall greater than the 50-hour range, though less than 200 hours. The amount of time would ultimately be dependent on how much SME help was required to develop realistic interactions.

- o   For conversions that require **complex animations or virtual reality simulations**, development will be just as difficult as it would be for a custom course containing these same elements. Therefore, we're still looking at 500 hours and possibly greater.

Sources:
- William Horton. *Designing Web-Based Training*. 2000.
- Douglas M. Towne and Allen Muro. "Simulator-Based Instruction of Technical Skills." *Human Factors*. 1991. 33(3), 325-341.
- David Becker. "Training on Demand". *TechWeek*. January 11, 1999.
- Kathleen Maher. "Inventing the Virtual Classroom". *Interactivity Magazine*. August 1998.
- Alfred Bork. "The Future of Computers and Learning." T.H.E. Journal Online. June 1997.