



# *Dragonfly Innovations*

## *2026 Products & Pricing Guide*

Thank you for considering Dragonfly Innovations for your eLearning projects. We specialize in building high-performing, beautiful, and intuitive LMS platforms (powered by LearnDash) that deliver real educational results. Below you will find our core course development packages, pricing modifiers, and additional specialized services.

### **Core Course Design & Development**

Our baseline course development projects are designed around a standard **1-hour training module** containing roughly **5–15 lessons**.

**Baseline Investment: \$4,500, ranging from \$5,700 - \$2,000**

This baseline cost is adjusted up or down based on your ***Content Readiness and Interactivity Needs***.

### **What's Included in the Baseline Package:**

Every LMS and course development project we touch includes the setup and integration of the following core features (as requested):

- **LMS Architecture:** Custom-designed course page and lesson page templates.
- **Branded Experience:** Fully customized and branded LMS login page.
- **eCommerce Integration:** Secure integration with an optimized course sales page.
- **Student Onboarding:** A custom user tutorial video guiding students through LMS navigation.
- **Rewards & Recognition:** Clean, automated certificate designs featuring dynamic meta-information.
- **Engagement & Infrastructure:** Core setup for Notifications, Forms (with custom redirects), CAPTCHA security, Group Management, and Affiliate tracking.
- **Advanced Features:** Basic Gamification, SCORM/xAPI Reporting capabilities, and essential 3rd-party automations.

**⚠ Software Licensing Note:** While professional setup, configuration, and integration are fully included in our fee, the individual costs of premium themes, LMS licenses, plugins, domains, and hosting subscriptions remain the responsibility of the client. We always provide a transparent list of recommended tools and cost variables to fit your budget—expensive isn't always better! If you are interested in a full package of hosting and plugin management, we have an excellent partnership with another service provider. Just ask!

# Pricing Modifiers

Your final project estimate is determined by two main factors: how ready your content is, and how deeply you want your learners to interact with the material.

## 1. Content Readiness Levels

To reward organized clients and protect project timelines, pricing is adjusted based on the state of your raw materials when handed over to us:

- **Level 1: Unstructured Content** – *Description:* Content is rough, unorganized, or requires ongoing structural edits and deep instructional design revisions. *Impact:* **Adds up to \$1,000** to the baseline cost.
- **Level 2: Working Draft (Standard)** – *Description:* Content is well-developed but requires a single round of minor content revisions, polish, or structural additions. *Impact:* **Included** in the baseline cost.
- **Level 3: Production Ready** – *Description:* The learning content is 100% complete, fully formatted, and ready to be imported into the course as-is. *Impact:* **Up to a \$1,000 discount** off the baseline cost.

## 2. Interactivity Tiers

We build a tailored blend of three interactivity types to maximize student engagement, retention, and graduation rates:

- **Passive Interactivity:** Static learning information, including beautifully formatted text, custom graphics, and linear instructional videos. *Impact:* **Included** in the baseline cost.
- **Limited Interactivity:** Click-and-reveal menus, drag-and-drop knowledge checks, and standard lesson quizzes. *Impact:* **Included** in the baseline cost.
- **Complex Interactivity:** High-value dynamic content, including multi-path branching scenarios, interactive videos, integrated gamification, and customized feedback loops that challenge critical thinking. *Impact:* 1-2 complex interactive modules are **included** in the baseline cost. Each additional module **adds up to \$200** to the baseline cost.

# Project Timeline & Phases

Our standard development lifecycle follows three distinct phases to ensure a seamless launch:

1. **Setup & Templates:** Designing the visual framework of your LMS.
2. **Development of Content:** Building out the lessons and multimedia elements.
3. **User & Purchase Testing:** Rigorously testing user flows, checkouts, and tracking.

**Typical Turnaround: 3 weeks** (assuming Production Ready content). Add **1 week** for Working Drafts and **2 weeks** for Unstructured Content to accommodate the required instructional design and structural development.

**A Note on Engagement:** Developing modules with *Complex Interactivity* takes significant development time. However, we highly recommend investing the time into these activities rather than cutting corners for a quicker launch, as they directly impact your course's success.

**Returning Client Loyalty:** After an initial consultation and evaluation of your new material, returning clients are eligible for **up to a \$1,500 discount** on subsequent course development projects.

## Additional Specialized Services

Beyond full course builds, we offer standalone consulting, optimization, and platform maintenance services.

**Monthly LMS Support & Maintenance:** Includes weekly site maintenance, minor page/course edits, monthly user/sales reporting, and ongoing technical support. Monthly strategy meetings available upon request.  
\$250 / month

**LMS UX/UI Evaluation:** A comprehensive visual and usability audit to ensure your learning platform looks modern, feels intuitive, and prevents student frustration. \$300

**Instructional Design Evaluation:** An in-depth review of your raw or existing course material to ensure it is structured effectively for retention and skill-building. \$300

**Website Theme Update:** Modernizing your core WordPress theme and page layouts to improve site speed, mobile responsiveness, and modern accessibility standards. \$500+

**Course Update or Legacy Transfer:** Revamping older courses that don't meet current UX/UI or accessibility standards, or migrating courses fully from another platform (e.g., Teachable, Kajabi) into LearnDash. \$1,000+

**Accessibility & WCAG Audit:** A highly technical evaluation to guarantee your training platform is compliant with modern digital accessibility standards (WCAG) for individuals with disabilities. *Available starting July 1st*

## Our Technical Stack & Workflows

To maintain lightning-fast page speeds, flawless security, and long-term stability, we build exclusively using industry-leading WordPress infrastructure:

**Approved Performance Themes:** Astra, Kadence, or GeneratePress.

**Approved Page Builders:** Elementor or the native Gutenberg Block Editor.

**Instructional Hand-off:** To kick off development smoothly, we provide clients with formatted storyboards to help organize their content into optimized eLearning formats before we begin building.