

Jagannath University



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**Cutting-Edge Educational Hub**  
**Software Engineering Lab**  
CSEL-3206

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# Learnify

**Empowering Education, Enriching Futures**

# Chapter 1

## Introduction

### 1.1 Introduction

In the dynamic realm of online education, Learnify emerges as a beacon of innovation and empowerment. Learnify, a fusion of "learn" and "amplify," encapsulates the essence of our platform: the amplification of learning possibilities. With a robust foundation built on cutting-edge technology, Learnify is poised to revolutionise the educational landscape, offering a transformative and personalised learning experience that transcends boundaries.

### 1.2 Overview

Learnify is a state-of-the-art educational platform meticulously crafted to address the evolving needs of learners and educators. By seamlessly integrating advanced technologies and personalised learning paths, Learnify empowers users to embark on a journey of discovery, skill acquisition, and academic excellence. It serves as a virtual nexus where learners connect with expert educators, creating a dynamic and collaborative ecosystem.

### 1.3 Objectives

The primary objectives of our project are as follows:

- **Content Diversity:** Provide a diverse array of educational content, including video lectures, live classes, webinars, and interactive assessments. The project aims to curate a rich library of resources that accommodates various learning styles, ensuring a comprehensive and engaging educational experience.

- **Personalised Learning Paths:** Implement personalised learning pathways that cater to the unique needs and preferences of individual students. The Learnify platform will utilise adaptive learning algorithms to recommend and tailor educational content, ensuring that each student receives a customised and effective learning experience.

➤ **Facilitate seamless collaboration:** Establish a robust platform that seamlessly connects educators and students, fostering a collaborative and interactive learning environment. The aim is to break down geographical barriers and enable educators to engage with their students in real-time, promoting effective communication and collaboration.

➤ **Enhanced Educational Tools:** Equip educators with powerful tools to create and deliver content effectively, monitor student progress, and provide timely feedback. The platform will provide educators with analytics tools, assessment capabilities, and collaborative spaces to enhance their effectiveness in delivering quality education.

➤ **User-Friendly Interface:** The Learnify platform strives to provide a seamless and enjoyable user experience, ensuring ease of navigation, accessibility, and an engaging interface that encourages active participation.

# Chapter 2

## Detail Overview

### 2.1 Description

In the ever-evolving landscape of online education, Learnify stands as a comprehensive platform designed to revolutionise learning experiences. Rooted in cutting-edge technology and driven by a commitment to personalised education, Learnify offers a myriad of features that collectively shape a dynamic and inclusive learning environment.

#### **2.1.1. Diverse Content Formats:**

Immerse in various content formats, including video courses, quizzes, interactive assessments, and special courses to cater to different learning styles.

#### **2.1.2. Course Customization:**

Instructors, institutions, and individual students can customise their courses, adjusting content, assessments, and learning paths based on their expertise and the needs of their audience.

#### **2.1.3. AI-Driven Recommendations (Premium Version):**

Implement AI algorithms to recommend additional resources, courses, and learning materials tailored to individual preferences and progress.

#### **2.1.4. Adaptive Learning Algorithms:**

Personalised learning paths based on individual student preferences and performances, employing adaptive algorithms for an optimised educational journey.

#### **2.1.5. Video-course creation:**

Instructors can create and upload video content for their courses, providing a dynamic and engaging learning experience.

#### **2.1.6. Community Building:**

Foster collaboration and interaction through forums, discussion groups, and collaborative features, creating a vibrant and supportive learning community.

#### **2.1.7. Gamification Element:**

Enhance motivation and engagement with gamification elements such as leaderboards, badges, and rewards for active participation.

#### **2.1.8. Social Media Integration:**

Seamlessly share achievements and direct interactions on social media platforms, creating a broader network and promoting user engagement.

#### **2.1.9. Offline Access (Premium Version):**

Enable offline access for premium users, allowing them to download course content for convenient and on-the-go learning.

#### **2.1.10. Global Language Support:**

Ensure global accessibility with multilingual support, breaking down language barriers and making education accessible to diverse audiences.

#### **2.1.11. Live Classes & Webinars:**

Participate in live classes and webinars, offering real-time interaction with educators, guest speakers, and industry experts.

#### **2.1.12. Virtual Labs & Simulations:**

Explore virtual labs and simulations for hands-on learning experiences, providing practical insights and application-oriented knowledge.

#### **2.1.13. Parental Control:**

Introduce parental controls to monitor the learning environment for younger users, ensuring a safe and secure educational experience.



#### **2.1.14. Class-centric content:**

The project is designed to provide content based on the class or grade level of a student. This feature aims to curate educational materials and resources tailored to the specific grade or class level of the student, ensuring relevance and alignment with their academic curriculum.

Learnify is not just an educational platform; it's an immersive learning ecosystem that adapts, engages, and empowers learners on their educational journey. With a focus on innovation, inclusivity, and excellence, Learnify invites learners and educators to embark on a transformative educational odyssey where knowledge knows no bounds. Welcome to Learnify, where education meets empowerment.

# Chapter 3

## Business Model Canvas

### 3.1 Canvas Diagram

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> <li>• Educational Institutions: Partnering to Integrate Learnify Into academic curricula.</li> <li>• Content Creators: Collaborating with experts to expand the content library</li> <li>• Technology Partners: For advanced features and integrations.</li> </ul>	<ul style="list-style-type: none"> <li>• Course Creation and Management</li> <li>• Live Class Facilitation</li> <li>• Continuous Platform Enhancement</li> </ul>	<ul style="list-style-type: none"> <li>• Interactive Expert Engagement: Live classes and direct interaction with experts promote a targeted learning experience.</li> <li>• Personalized Learning Paths: Adaptive algorithms provide tailored learning paths for students, addressing individual needs and preferences.</li> <li>• Diverse Content Formats: Offering a mix of video courses, quizzes, and live classes caters to various learning styles and enhances engagement.</li> </ul>	<ul style="list-style-type: none"> <li>• Interactive Support</li> <li>• Feedback Loops</li> <li>• Community Building</li> </ul>	<ul style="list-style-type: none"> <li>• K-12 students</li> <li>• College and university students</li> <li>• Instructors, including school teachers and professors</li> </ul>
	Key Resources		Channels	
	<ul style="list-style-type: none"> <li>• Content Library</li> <li>• Technology Infrastructure</li> <li>• Recruiting and collaborating with qualified educators</li> </ul>		<ul style="list-style-type: none"> <li>• Mobile App and Web Platform</li> <li>• Digital Marketing</li> <li>• Educational Partnerships</li> </ul>	
Cost Structure			Revenue Streams	
<ul style="list-style-type: none"> <li>• Development and Technology Maintenance: Budget allocation for platform development, ongoing maintenance, and technology infrastructure.</li> <li>• Educator Compensation: Expenses related to compensating educators for their contributions to the platform.</li> <li>• Marketing and Partnerships: Investment in digital marketing efforts, partnerships, and collaborations for user acquisition and platform growth.</li> </ul>			<ul style="list-style-type: none"> <li>• Subscription Plans: Offering freemium access with basic features and tiered subscription plans for premium content and features.</li> <li>• Special Classes and Workshops: Charging users for access to special classes and workshops conducted by educators.</li> <li>• Advertising Partnerships: Exploring partnerships with relevant advertisers for targeted advertising within the platform.</li> </ul>	

## 3.2 Detailed discussion of all 9 components

Learnify's business model is designed to cater to the diverse needs of students, instructor, and institutions. Through a combination of key features, strategic partnerships, and a varied revenue model, Learnify aims to provide a comprehensive and sustainable educational platform. Here is the detailed breakdown of each component, outlining the specific elements and strategies within Learnify's business model.

### 1. Customer Segments:

- K-12 students seeking supplemental education.
- College and university students who pursuing degree programs.
- Instructors, including school teachers and professors, who are looking to engage with students in an interactive online environment.

### 2. Value Propositions:

- Interactive Expert Engagement: Live classes and direct interaction with experts promote a targeted learning experience.
- Personalized Learning Paths: Adaptive algorithms provide tailored learning paths for students, addressing individual needs and preferences.
- Diverse Content Formats: Offering a mix of video courses, quizzes, and live classes caters to various learning styles and enhances engagement.

### 3. Channels:

- Mobile App and Web Platform: Delivering educational content through a user-friendly mobile app and web platform.
- Digital Marketing: Utilizing online channels such as social media, search engine optimization, and targeted advertising for user acquisition.
- Educational Partnerships: Collaborating with schools, colleges, and universities to integrate Learnify into educational programs.

### 4. Customer Relationships:

- Interactive Support: Providing responsive customer support for queries and technical assistance.
- Feedback Loops: Establishing mechanisms to gather user feedback for continuous improvement and iterative development.
- Community Building: Encouraging user interaction and community building through forums and collaborative features.

#### 5. Revenue Streams:

- Subscription Plans: Offering freemium access with basic features and tiered subscription plans for premium content and features.
- Special Classes and Workshops: Charging users for access to special classes and workshops conducted by educators.
- Advertising Partnerships: Exploring partnerships with relevant advertisers for targeted advertising within the platform.

#### 6.Key Resources:

- Content Library: Developing and curating a diverse and comprehensive library of educational content.
- Technology Infrastructure: Maintaining a robust platform with adaptive learning algorithms, real-time interaction features, and secure data management.
- Educators: Recruiting and collaborating with qualified educators to create and deliver high-quality courses.

#### 7.Key Activities:

- Course Creation and Management: Experts creating and managing courses with various content formats.
- Live Class Facilitation: Ensuring smooth conduct of live classes, including scheduling, moderation, and technical support.
- Continuous Platform Enhancement: Iteratively developing and enhancing the platform based on user feedback and technological advancements.

## 8. Key Partnerships:

- Educational Institutions: Partnering with schools, colleges, and universities to integrate Learnify into academic curricula.
- Content Creators: Collaborating with educators and subject matter experts to expand the content library and enhance course offerings.
- Technology Partners: Establishing partnerships with technology providers for advanced features and integrations.

## 9. Cost Structure:

- Development and Technology Maintenance: Budget allocation for platform development, ongoing maintenance, and technology infrastructure.
- Educator Compensation: Expenses related to compensating educators for their contributions to the platform.
- Marketing and Partnerships: Investment in digital marketing efforts, partnerships, and collaborations for user acquisition and platform growth.

Learnify's business model is designed to cater to the diverse needs of students, educators, and institutions. Through a combination of key features, strategic partnerships, and a varied revenue model, Learnify aims to provide a comprehensive and sustainable educational platform .

# Chapter 4

## SWOT analysis

### 4.1 SWOT diagram

A SWOT analysis for Learnify should delve into its internal strengths and weaknesses as well as external opportunities and threats.

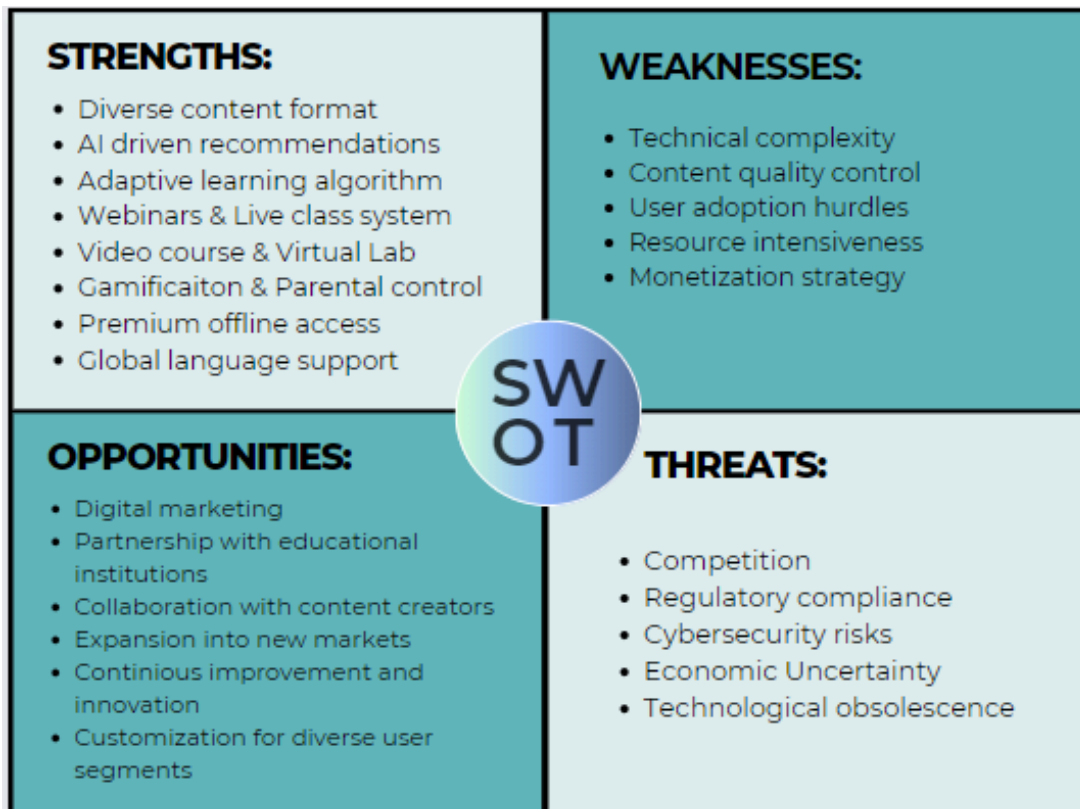


Fig:SWOT Analysis

## 4.2 Detailed description of SWOT Analysis

Here's a detailed SWOT analysis for Learnify catering to K–12 students, university students, and teachers, with a focus on digital marketing and partnerships:

### **Strengths:**

#### 1. Diverse Content Formats:

Providing a range of forms, such as assignments, quizzes, and ongoing assessment, allows for flexibility in teaching and learning strategies while accommodating a variety of learning preferences and styles.

#### 2. AI-Driven Recommendation and Adaptive Learning Algorithm:

By providing content and pacing that are customized depending on each user's competency and preferences, personalized recommendations and adaptive learning algorithms improve engagement and learning results.

#### 3. Video Courses:

Visual and auditory comprehension of complex ideas is aided by the immersive and captivating learning experiences provided by video content.

#### 4. Webinars:

Organizing webinars enhances the educational process and promotes community involvement by offering chances for in-the-moment communication, cooperation, and knowledge exchange between students, instructors, and specialists.

#### 5. Gamification:

The incorporation of gamification components, such as leaderboards, incentives, and badges, encourages students to actively engage with the material being taught, leading to a feeling of satisfaction and accomplishment.

#### 6. Community Building and Social Media Interaction:

Establishing cooperative online communities facilitates information exchange, peer assistance, and communication between educators and students, which improves engagement and learning.

7. Premium Offline Access:

By enabling offline access to premium users, learning can continue even in places with spotty internet coverage by making contents to be downloaded possible, increasing user happiness and accessibility.

8. Live Class System:

Providing live classes that mimic traditional classroom settings by allowing students and teachers to communicate in real-time allows for quick feedback, concept clarification, and dynamic engagement.

9. Global Language Support:

Supporting multiple languages expands the platform's accessibility and user base, catering to diverse linguistic backgrounds and preferences.

10. Virtual Lab:

Having access to virtual lab environments facilitates experimentation and hands-on practice in disciplines that call for practical application, which improves comprehension and memory of difficult concepts.

11. Parental Control:

By including parental control capabilities, parents can keep an eye on and oversee their kids' academic progress, giving them peace of mind and guaranteeing a secure and effective learning environment.

**Weaknesses:**

1. Technical Complexity:

Requiring advanced technical infrastructure and knowledge to implement and maintain features like AI-driven recommendation and adaptive learning may provide development and maintenance issues.



## 2. Content Quality Control:

To prevent false information and poor-quality contents, strong moderation and curation systems are necessary to ensure the accuracy and quality of a variety of content forms, particularly user-generated content in community features.

## 3. User Adoption Hurdles:

It may be difficult for users, particularly those who are unfamiliar with online learning platforms, to navigate and use the platform's many features efficiently. In such cases, thorough onboarding and support resources will be required.

## 4. Resource Intensiveness:

Features like live classes and virtual labs could put a burden on operational capabilities and scalability because they demand a lot of bandwidth, server capacity, and instructor availability.

## 5. Monetization Strategy:

To discover the ideal pricing structure and value proposition for users, testing and optimization may be necessary to strike a balance between the distribution of free and paid content and assuring sustainable revenue creation.

# Opportunities:

## 1. Digital Marketing:

By utilizing digital marketing channels like social media, SEO, and content marketing, businesses may reach a larger audience of parents, teachers, and kids by increasing brand visibility, user acquisition, and engagement.

## 2. Partnerships with Educational Institutions:

Collaborating with schools, colleges, and universities can enhance the platform's credibility, access to educational resources, and user base through institutional partnerships and endorsements.

### 3. Collaboration with Content Creators:

Partnering with educational content creators, subject matter experts, and influencers can enrich content offerings, enhance credibility, and attract followers and subscribers to the platform.

### 4. Expansion into New Markets:

Finding and focusing on neglected or developing markets offers prospects for expansion and market penetration, both locally and globally. This is particularly true in areas where there is a growing need for high-quality education and internet usage.

### 5. Continuous Improvement and Innovation:

Iterative development based on user feedback, data analytics, and technical breakthroughs could lead to continuous innovation and enhancements, maintaining the platform's competitiveness and relevance in a rapidly changing environment.

### 6. Customization for diverse user segments:

Personalized Experiences, Targeted Marketing, and Enhanced User Satisfaction and Loyalty, all are made possible by customizing features and content for distinct user segments, such as teachers, university students, and K–12 students.

## **Threats:**

### 1. Competition:

The online education market is very competitive, with both long-standing firms and recent arrivals posing a threat to market share and difference. As such, ongoing innovation and differentiation initiatives are necessary.

### 2. Regulatory Compliance:

Changes in data privacy, online education standards, and child protection laws, among other regulations, may call for expensive modifications and operational limitations.

3. Cybersecurity Risks:

The platform could be subject to malware assaults, hacking, and data breaches, which could jeopardize user information and confidence and call for strong security procedures.

4. Economic Uncertainty:

Changes in the disposable income or economy may have an effect on the amount users spend on premium features and courses, which could have an impact on revenue streams and growth estimates.

5. Technological Obsolescence:

As a result of rapid technological improvements, some features or components may eventually become less competitive or obsolete. To keep up with these changes, ongoing innovation and adaptation are required.

By addressing these factors, the educational system can capitalize on its strengths, mitigate weaknesses, leverage opportunities, and mitigate threats, informing strategic decision-making and fostering sustainable growth and success in the dynamic and competitive online education landscape.

# Chapter 5

## Competition Analysis

### 5.1 Description

Competitive analysis, sometimes referred to as rival analysis, is the process of locating, assessing, and studying rivals in order to understand their advantages, disadvantages, tactics, and market positioning. It's an essential part of strategic planning and helps in decision-making for companies looking to obtain an advantage over rivals in their sector.

Businesses can find areas for development, obtain important insights into the competitive landscape, and create strategies to stay ahead of the competition by performing competitive analysis.

### 5.2 Competitors

No matter what, there will always be some competitors that might make us feel we are not good enough. By enhancing our product, we can overcome this. To understand the potential of our product, we have to study some competitors. To make our competition analysis report, here is our competitor list :

#### 1. Coursera:

Offers a wide range of courses from universities and institutions globally, with a focus on both free and paid courses.

#### 2. edX:

Similar to Coursera, edX provides online courses from universities and institutions worldwide, emphasizing a mix of free and paid options.

**3. Udemy:**

A marketplace for online courses, Udemy allows instructors to create and sell their courses on a wide array of subjects.

**4. Khan Academy:**

A non-profit organization providing free educational content across various subjects, aimed at students of all ages.

**5. LinkedIn Learning:**

Formerly known as Lynda.com, LinkedIn Learning offers a vast library of professional development courses and tutorials.

**6. Skillshare:**

A platform where users can create and take classes on various creative and professional skills, fostering a community-driven approach.

**7. FutureLearn:**

Based in the UK, FutureLearn partners with universities and institutions to provide a diverse range of online courses.

**8. Udacity:**

Known for its tech-focused courses and nanodegree programmes, Udacity caters to individuals seeking specialised skills for the tech industry.

### 5.3 Competition Analysis

Features	Learnify	Khan Academy	Coursera	Udemy	EdX
Diverse content formats	✓	✓	✓	✓	✓
AI driven recommendation	✓	✓	✓	✓	✓
Video courses	✓	✓	✓	✓	✓
Webinar	✓	✓	✗	✗	✗
Gamification	✓	✓	✓	✗	✓
Class centric content	✓	✓	✗	✗	✗
Community Building	✓	✓	✓	✓	✓
Virtual labs	✓	✗	✗	✗	✗
Global language support	✓	✓	✓	✓	✓
Live Class System	✓	✗	✗	✗	✗
Parental control	✓	✗	✗	✗	✗

Fig : Competition Analysis

### The detailed description of Competition Analysis

The competitors we have have their own strengths, weaknesses, opportunities, and threats. By identifying and analysing their swot we can actually know what our competitive advantages and what should be done to do better than them. Here is the analysis report of our competitors, including their strengths, weaknesses, opportunities, and threats.

#### 1. Coursera:

Strengths: Extensive global reach, diverse course offerings.

Weaknesses: Potential for a more standardized approach.

Opportunities: Collaboration potential for diverse content.

Threats: Strong competition for market share.

## **2. edX:**

Strengths: Global partnerships with prestigious institutions.

Weaknesses: May face challenges in adapting to local needs.

Opportunities: Collaboration possibilities for localized content.

Threats: Intense competition from other major platforms.

## **3. Udacity:**

Strengths: Specialized tech-focused courses, industry relevance.

Weaknesses: May have a narrower focus compared to Learnify.

Opportunities: Potential collaborations in tech education.

Threats: Competing for a specialized audience.

## **4. Khan Academy:**

Strengths: Non-profit model, broad accessibility.

Weaknesses: May lack certain advanced courses.

Opportunities: Collaborations for broader course offerings.

Threats: Differentiated target audience.

## **5. LinkedIn Learning:**

Strengths: Professional development focus, integration with LinkedIn.

Weaknesses: May be perceived as more business-oriented.

Opportunities: Collaboration potential for a diverse audience.

Threats: Niche market positioning.

## **5.4 Competitive advantages**

Competitive Advantages of our project Learnify :

### **5.4.1 Comprehensive Learning Experience:**

Learnify stands out with its diverse features, including live classes, virtual labs, and personalized learning paths, providing a more holistic educational experience.

### **5.4.2 Flexible and Accessible Pricing Model:**

The freemium model and flexible subscription options make Learnify more accessible, catering to a broader user base with varied preferences.

### **5.4.3 Global Language Support and Localization:**

Learnify's multilingual support, including Bengali, and focus on aligning content with local curriculum standards, create a unique and engaging learning environment.

### **5.4.4 Strategic Partnerships with Local Institutions and Corporations:**

Collaborations with local educational institutions and corporations enhance Learnify's content, providing a localized and industry-relevant edge.

### **5.4.5 Responsive User Support and Feedback Mechanism:**

Learnify's emphasis on responsive customer support and continuous feedback collection fosters a positive user experience, addressing user needs promptly.

### **5.4.6 Diverse Content Formats and Gamification Elements:**

Learnify engages users through varied content formats, including video courses, quizzes, and gamification elements, making learning enjoyable and motivating.



# Chapter 6

## Growth Strategy

### 6.1 Growth Strategy

For growth, we focus on expanding our software user base, enhancing features, and solidifying our position in the online education market. The growth strategies learnify following are given below.

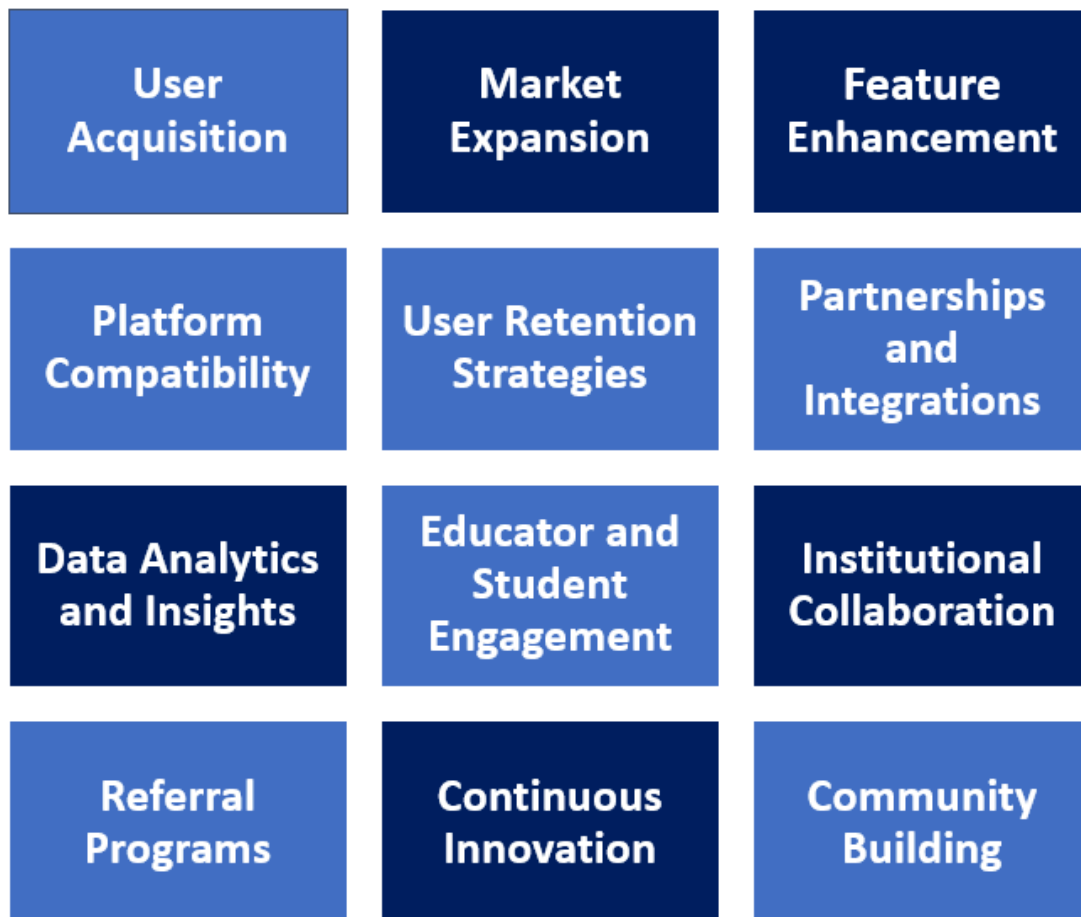


Fig : Growth strategies adapted for this project

**User Acquisition:**

- Implement targeted marketing campaigns to reach educators and students globally.
- Collaborate with educational institutions for bulk adoption.
- Offer limited-time promotions, discounts, or free trials to attract new users.

**Market Expansion:**

- Analyze and identify new markets with a high demand for online education.
- Localise content and language support for specific regions.
- Form partnerships with educational organizations in untapped markets.

**Feature Enhancement:**

- Regularly update and enhance existing features based on user feedback.
- Introduce innovative features that differentiate Learnify from competitors.
- Leverage emerging technologies like AI for more personalized learning experiences.

**Platform Compatibility:**

- Develop and optimize the platform for various devices (desktop, tablet, mobile) and operating systems.
- Ensure cross-browser compatibility to reach a wider audience.

**Partnerships and Integrations:**

- Form strategic partnerships with educational content providers for diverse offerings.
- Integrate Learnify with Learning Management Systems (LMS) used by institutions.
- Collaborate with technology companies for mutually beneficial integrations.

**Educator and Student Engagement:**

- Conduct webinars, workshops, and training sessions to educate educators on the benefits of Learnify.

- Facilitate user forums and discussion groups to encourage community building.
- Gather user testimonials and success stories for promotional purposes.

### **Referral Programs:**

- Implement a referral program where existing users can earn incentives for referring new users.
- Encourage educators to recommend Learnify to their peers and students.

### **User Retention Strategies:**

- Offer loyalty rewards for long-term subscribers.
- Provide exclusive content and early access to premium subscribers.
- Continuously monitor user satisfaction and address concerns promptly.

### **Institutional Collaboration:**

- Collaborate with educational institutions to integrate Learnify into their curriculum.
- Customize plans for institutions with administrative features for better control.

### **Data Analytics and Insights:**

- Leverage data analytics to understand user behavior and preferences.
- Use insights to tailor content recommendations and enhance the overall user experience.

### **Community Building:**

- Foster a strong online community through social media and dedicated forums.
- Encourage user-generated content, discussions, and knowledge-sharing.

### **Continuous Innovation:**

- Stay abreast of educational technology trends and incorporate new features.
- Invest in research and development to maintain a competitive edge.

# Chapter 7

## Pricing Strategy

### 7.1 Pricing Strategy

The pricing strategy for Learnify involves considering various factors, including the target audience, value proposition, and competitive landscape. Here our pricing strategy for Learnify:

#### **Freemium Model with Tiered Subscription Plans**

##### **1. Free Access (Freemium):**

Features:

- Basic access to a limited set of courses and content.
- Essential features for interactive learning, but with some limitations.

Target Audience:

- Individuals exploring the platform or those with budget constraints.

##### **2. Basic Subscription:**

Features:

- Expanded access to a broader range of courses.
- Full access to core features, including quizzes, basic live classes, and community forums.

Pricing:

- Monthly or yearly subscription fee at an affordable rate.

Target Audience:

- Casual learners or those seeking specific courses without advanced features.

### **3. Premium Subscription:**

Features:

- Full access to all courses, including premium content and specialized workshops.
- Priority access to live classes, virtual office hours, and exclusive events.

Pricing:

- Higher monthly or yearly subscription fee, reflecting the added value.

Target Audience:

- Serious learners, students seeking in-depth knowledge, and educators requiring advanced tools.

### **4. Special Classes and Workshops (Add-On):**

Features:

- Access to special classes, expert-led workshops, and premium educational events.
- Exclusive content is not available with regular subscriptions.

Pricing:

- One-time or additional subscription fee for participation.

Target Audience:

- Users seeking specialized knowledge or exclusive learning experiences.

### **5. Overall estimated cost:**

- mincost (basic subscription) - maximum cost (premium subscription)

## 7.2 Considerations

### ➤ **Trial Periods:**

Offer a limited-time free trial for premium features to encourage users to experience the added value before committing to a subscription.

### ➤ **Discounts:**

Provide discounted subscription rates for students and educators to make the platform more accessible to the educational community.

### ➤ **Corporate Partnerships:**

Explore tailored pricing plans for corporate partnerships, offering bulk subscriptions for employee training programs.

### ➤ **Bundle Offers:**

Introduce bundle offers for yearly subscriptions, special classes, and workshops to incentivize long-term commitments.

### ➤ **Feedback-Driven Adjustments:**

Regularly gather feedback from users regarding pricing and adjust the strategy based on user preferences, market trends, and competitive analysis.

### ➤ **Transparent Communication:**

Clearly communicate the value proposition of each subscription tier to users. Provide transparency about the benefits of upgrading to premium features.

### ➤ **Dynamic Pricing Models:**

Consider dynamic pricing models that adjust based on user behavior, engagement levels, or specific content preferences.

## 7.3 Value Proposition Alignment

Ensure that each subscription tier aligns with Learnify's value propositions, offering a clear progression in features and benefits as users move from free access to premium subscriptions. This strategy allows for flexibility in accommodating various user needs while generating revenue from those willing to pay for additional value and features.

## 7.4 Detailed Pricing of services

### Detailed Calculation:

**After launching Learnify, the revenue calculation of 1st year ,**

**Basic Access (Free):** Entry-level features available for free, allowing users to explore the platform with limited access.

### Subscription Revenue:

Basic Tier: Access to core features at an affordable rate, suitable for casual learners.

→ Considering \$10 per month.

→ Pricing:  $5\% \times \text{Total Users} \times \$10 \text{ per month}$

Standard Tier: Intermediate features for more serious learners, including advanced assessments and additional content.

→ Considering \$20 per month.

→ pricing:  $5\% \times \text{Total Users} \times \$20 \text{ per month}$

Premium Tier:: Introduce premium subscription tiers with advanced features, such as personalized learning paths, live classes, and offline access.

→ Considering \$40 per month.

→ Pricing:  $5\% \times \text{Total Users} \times \$40 \text{ per month}$

### **Course Purchases Revenue:**

Allow users to buy specific courses separately for a one-time fee, providing flexibility for those interested in specific subjects.

- Average price per course: \$30.
- Estimated number of course purchases per month: 4000.
- The estimated pricing:  $4000 \times \$30$

### **Institutional Licensing Revenue:**

Provide custom licensing options for educational institutions with volume discounts based on the number of users.

- Estimated licensing revenue per institution: \$2,000 per month.
- Estimated number of institutions per month: 15
- The estimated pricing:  $15 \times \$2,000$

### **Corporate Partnerships Revenue:**

Collaborate with corporations for employee training programs, offering customized pricing based on the organization's needs.

- Estimated monthly revenue from corporate partnerships: \$20,000



## 7.5 Total Monthly Estimated Revenue

Depending on the user adoption rates, conversion rates from free to premium tiers, and other market dynamics, estimates:

- Freemium Model: Ad revenue and partnerships can contribute to initial revenue.
- Premium Subscriptions: Assuming 5% of free users upgrade to premium tiers, and considering the pricing ranges provided.

Total Monthly Revenue = Subscription Revenue + Course Purchases Revenue + Institutional Licensing Revenue + Corporate Partnerships Revenue

➔ Conservative Monthly Revenue Estimate: \$1,70,000 - \$2,30,000

## 7.6 Annual Revenue Calculation

➔ Annual Revenue = Total Monthly Revenue \* 12

➔ Conservative Annual Revenue Estimate: \$20,40,000 - \$27,60,000

# Chapter 8

## System Usecase Analysis

### 8.1 Description

This chapter provides an in-depth exploration of the Learnify system's use case diagram. The use case diagram serves as a visual representation of the system's functionalities, capturing the interactions between actors and various use cases. We offer a comprehensive overview of the use case diagram. The diagram is presented as a strategic tool to understand the primary functionalities of the Learnify system, showcasing the relationships between actors and the key operations they perform.

### 8.2 Elements of use case

Use case includes three main elements.

1. Actors (These are users outside the main system that interact with the system)
2. System (The system is described by functional requirements that define an intended behaviour of the product)
3. Goals (The purposes of interaction between the users and the system are outlined as goals)

### 8.3 Usecase Diagram



Fig: Usecase Diagram

## 8.4 Actors and Usecases

The actors of this system and their usecases are given below:

### **Guest User:**

They can explore available courses and get a glimpse of the educational offerings without the need for enrollment.

- Browse courses

### **Student:**

Represents students using Learnify.

- Browses courses
- Enroll in Courses
- Attend Live Class, Webinars
- Participates in virtual labs, and simulations.
- Complete Quizzes
- Share achievements on social media.
- Utilizes offline access (Premium Version).

### **Institution:**

Institution manages enrollment and content moderation at an institutional level

- Institutional enrollment
- Institutional content moderation
- Live class and webinar

**Educator:**

Represents educators or instructors leading courses on Learnify.

- Upload videos
- Creates contents
- Conducts live stream.
- Participates in forums
- Utilizes social media integration
- Conducts live classes and webinars
- Create interactive assignments

**Admin:**

Represents system administrators managing Learnify.

- Manage User Accounts
- Monitor System Performance
- Resolve Technical Issues

**AI engine:**

Represents the artificial intelligence engine providing recommendations and personalized learning paths.

- Provide AI-Driven Recommendations
- Personalized Learning Paths
- Create gamification elements

To gain insights into the step-by-step processes, user inputs, system responses, and potential variations in user interactions, the above points are needed to be known. The thorough analysis aims to provide a comprehensive understanding of the intricacies involved in user-system engagement.

# Chapter 9

## Work Breakdown Structure

### 9.1 WBS Diagram

To successfully launch and carry out the Learnify project, a detailed breakdown of key activities and tasks is outlined :

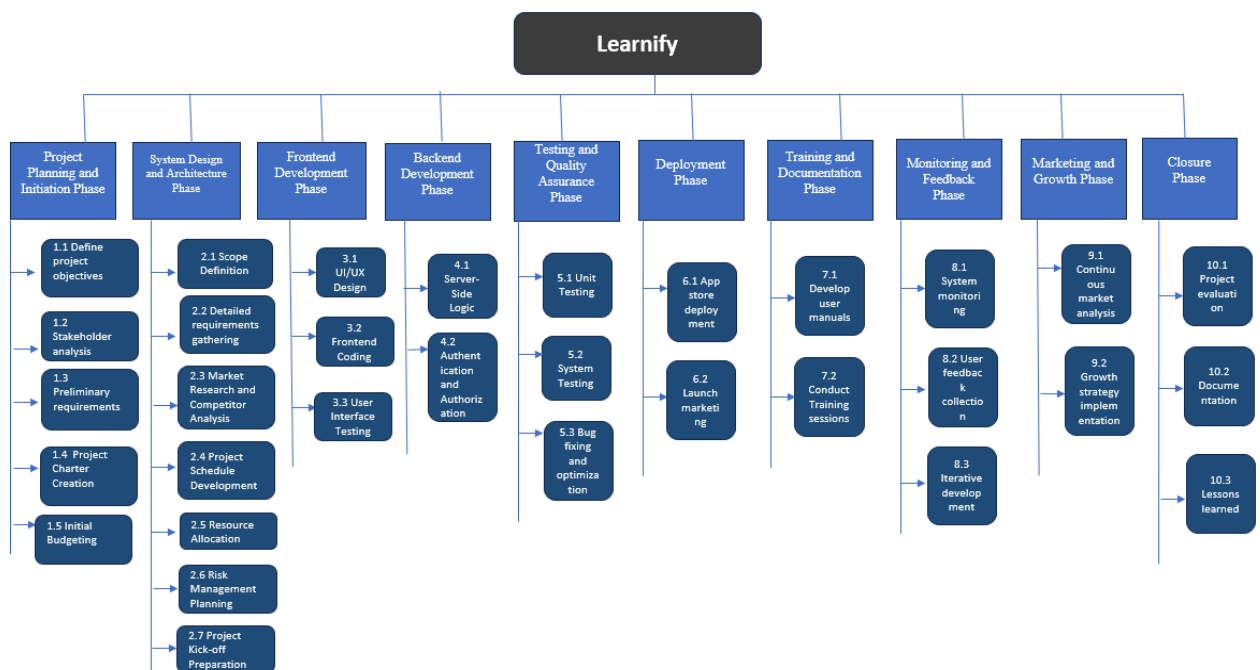


Fig: Work Breakdown Structure Diagram

The written form of work breakdown structure (WBS) of our project is given below :

Project : Learnify

1. Project Planning and Initiation Phase
  - 1.1. Define Project Objectives
  - 1.2. Stakeholder Analysis
  - 1.3. Preliminary Requirements
  - 1.4. Project Charter Creation
  - 1.5. Initial Budgeting
2. System Design and Architecture Phase
  - 2.1. Scope Definition
    - 2.1.1. Identify Project Scope
    - 2.1.2. Define Scope Boundaries
  - 2.2. Detailed Requirements Gathering
    - 2.2.1. User Stories and Use Cases
    - 2.2.2. Functional and Non-functional Requirements
  - 2.3. Market Research and Competitor Analysis
    - 2.3.1. Analyze Market Trends
    - 2.3.2. Conduct Competitor Analysis
  - 2.4. Project Schedule Development
    - 2.4.1. Develop Project Timeline
    - 2.4.2. Establish Milestones
  - 2.5. Resource Allocation
    - 2.5.1. Allocate Personnel
      - 2.5.1.1. Frontend Developers
      - 2.5.1.2. Backend Developers
      - 2.5.1.3. UI/UX Designers
      - 2.5.1.4. System Architects
    - 2.5.2. Allocate Technology Resources
  - 2.6. Risk Management Planning
    - 2.6.1. Identify Potential Risks
      - 2.6.1.1. Technical Risks
      - 2.6.1.2. Resource Risks
    - 2.6.2. Develop Risk Mitigation Strategies
  - 2.7. Project Kick-off Preparation
    - 2.7.1. Plan Kick-off Meeting
    - 2.7.2. Assemble Project Team
3. Frontend Development Phase
  - 3.1. UI/UX Design
    - 3.1.1. Wireframing and Prototyping
    - 3.1.2. Visual Design
  - 3.2. Frontend Coding

- 3.2.1. HTML/CSS Development
    - 3.2.2. JavaScript Development
  - 3.3. User Interface Testing
    - 3.3.1. Cross-browser Compatibility Testing
    - 3.3.2. Responsive Design Testing
- 4. Backend Development Phase
  - 4.1. Server-Side Logic
    - 4.1.1. API Development
    - 4.1.2. Database Integration
  - 4.2. Authentication and Authorization
    - 4.2.1. User Authentication Implementation
    - 4.2.2. Authorization Setup
- 5. Testing and Quality Assurance Phase
  - 5.1. Unit Testing
    - 5.1.1. Component Testing
    - 5.1.2. Integration Testing
  - 5.2. System Testing
    - 5.2.1. Functionality Testing
    - 5.2.2. Performance Testing
  - 5.3. Bug Fixing and Optimization
    - 5.3.1. Identify and Resolve Bugs
    - 5.3.2. Optimize System Performance
- 6. Deployment Phase
  - 6.1. App Store Deployment
    - 6.1.1. Prepare App for Deployment
    - 6.1.2. Submit to App Stores
  - 6.2. Launch Marketing
    - 6.2.1. Marketing Campaigns
    - 6.2.2. Social Media Integration
- 7. Training and Documentation Phase
  - 7.1. Develop User Manuals
    - 7.1.1. Content Creation
    - 7.1.2. Document Formatting
  - 7.2. Conduct Training Sessions
    - 7.2.1. Schedule Training Sessions
    - 7.2.2. User Onboarding
- 8. Monitoring and Feedback Phase
  - 8.1. System Monitoring
    - 8.1.1. Performance Monitoring
    - 8.1.2. Security Monitoring
  - 8.2. User Feedback Collection
    - 8.2.1. Feedback Surveys
    - 8.2.2. User Support Channels



- 8.3. Iterative Development
  - 8.3.1. Release Updates
    - 8.3.1.1. Bug Fixes
    - 8.3.1.2. Feature Enhancements
  - 8.3.2. New Feature Implementation
- 9. Marketing and Growth Phase
  - 9.1. Continuous Market Analysis
    - 9.1.1. Analyze User Feedback
    - 9.1.2. Monitor Market Trends
  - 9.2. Growth Strategy Implementation
    - 9.2.1. Implement User Acquisition Strategies
    - 9.2.2. Collaborate on Marketing Initiatives
- 10. Closure Phase
  - 10.1. Project Evaluation
    - 10.1.1. Evaluate Project Success
    - 10.1.2. Gather Metrics and Analytics
  - 10.2. Documentation
    - 10.2.1. Create Project Documentation
      - 10.2.1.1. Technical Documentation
      - 10.2.1.2. User Guides
  - 10.3. Lessons Learned
    - 10.3.1. Conduct Lessons Learned Session
    - 10.3.2. Document Key Takeaways

## 9.2 WBS description to launch and carry out the project

### ➤ **Project planning and initiation phase:**

The foundation of the project is the main goal of this phase. It entails laying out the goals of the project, analyzing the stakeholders, obtaining the first needs, drafting the project charter, and setting the project budget.

### ➤ **System Design and Architecture Phase:**

This phase involves defining the project's scope, gathering all necessary requirements, conducting competition and market research, and gathering information. Before the project begins, the timetable is created, resources are assigned, and risk management planning is completed.

### ➤ **Frontend Development Phase:**

Designing the educational system's user interface (UI) and user experience (UX) is the focus of this phase. To guarantee a flawless user experience, it involves wireframing, prototyping, visual design, frontend coding (HTML/CSS, JavaScript), and user interface testing.

### ➤ **Backend Development Phase:**

This is where the educational system's server-side logic is constructed. To control user access and data security, this involves developing APIs, integrating databases, setting up authentication, and granting permissions.

### ➤ **Testing and Quality Assurance Phase:**

To make sure the educational system satisfies its functional and performance objectives, quality assurance is essential. Unit testing, system testing, bug fixes, and optimization are all included in this step to resolve any issues found during testing.

### ➤ **Deployment phase:**

The educational system is released into production environments, such as app stores for mobile apps, after development and testing are finished. Launch marketing campaigns are started to inform users about the system.

### ➤ **Training and Documentation Phase:**

User guides are created to instruct users on how to get the most out of the educational system. Users are given training sessions to ensure they are able to effectively navigate and use the system.

➤ **Monitoring and Feedback Phase:**

It's crucial to keep an eye on the system's security and performance in order to handle any problems that might occur after deployment. In order to obtain knowledge for iterative development and enhancement, user input is gathered.

➤ **Marketing and Growth Phase:**

Ongoing growth plans for user acquisition and retention are informed by market data and user feedback. In order to boost user acceptance and engagement with the educational system, marketing campaigns are put into place.

➤ **Closure Phase:**

The project's success is measured against predefined goals through evaluation. User manuals and technical documentation for the project are complete. Documenting lessons learnt helps guide future endeavors and undertakings.

# Chapter 10

## Project Management Plan

The project execution road map serves as a guiding document for the project team and stakeholders. Here in this part the strategy, approach, and protocols for project management is defined. Efficiently plan, execute, and monitor the Learnify software project to ensure successful development and deployment.

### 10.1 Project Overview:

1. Project Name: Learnify
2. Project Manager: Mashiat Tabassum Khan
3. Duration: 01.01.2025 to 31.12.2025

### 10.2 Project Goals:

1. Develop a robust and user-friendly online education platform.
2. Ensure global accessibility with language support.
3. Provide personalized learning experiences through adaptive algorithms.
4. Foster community engagement and collaboration.
5. Implement gamification elements for enhanced motivation.

## **10.3 Project Phases**

### **10.3.1 Initiation**

Activities:

1. Stakeholder meetings and requirements gathering.
2. Project charter development and approval.
3. Formation of project team.

Deliverables:

1. Project charter.
2. Stakeholder requirements document.
3. Team roster.

### **10.3.2 Planning**

Activities:

1. Risk identification and mitigation planning.
2. Detailed project scheduling.
3. Procurement planning for external resources.
4. Definition of project scope and requirements.

Deliverables:

1. Risk Management Plan.
2. Procurement Management Plan.
3. Scope Baseline.
4. Schedule Baseline.

5. Cost Baseline.
6. Quality Management Plan.
7. HR Management Plan.

### **10.3.3 Execution**

Activities:

1. UI/UX design and frontend development.
2. Backend development and database integration.
3. Continuous process improvement.
4. Continuous monitoring of risks and adjustments.

Deliverables:

1. Implemented UI/UX designs.
2. Functional frontend and backend components.
3. Updated risk register.

### **10.3.4 Monitoring and Controlling**

Activities:

1. Regular project status meetings.
2. Monitoring project metrics and KPIs.
3. Implementing change control as needed.
4. Quality assurance and control.

Deliverables:

1. Progress reports.
2. Change requests.

3. Quality audit reports.

### **10.3.5 Deployment and Launch**

Activities:

1. Deployment to app stores.
2. Launch marketing campaigns.
3. Post-launch monitoring.

Deliverables:

1. Deployed app.
2. Marketing reports.

### **10.3.6 Post-Launch Maintenance & Updates**

Activities:

1. Continuous monitoring of user feedback.
2. Periodic updates and bug fixes.
3. Ongoing marketing and community engagement.

Deliverables:

1. Updated app versions.
2. Marketing and engagement reports.

## 10.4 Team Structure

The team is divided into various roles, including frontend developers, backend developers, a requirement analyst, a project manager, a system analyst, a content writer, advertising and sales persons, and testing and quality check members.

1. **Frontend Devs:** Frontend developers are responsible for the user interface.
2. **Backend Devs:** Backend developers are responsible for server-side development.
3. **Project Manager:** Oversees the entire project and ensures smooth coordination.
4. **Requirement Analyst:** Gathers and analyzes project requirements.
5. **System Analyst:** Works on the system design.
6. **Content Writer:** Creates user training materials and documentation.
7. **Testing Team:** Conducts quality assurance and testing.
8. **Deployment Team:** Manages the deployment process.

## 10.5 Communication Plan

1. Regular project status meetings (frequency to be determined).
2. Weekly progress reports are distributed to stakeholders.
3. Open communication channels for immediate issue resolution.
4. Monthly stakeholder review meetings.



## **10.6 Risk Management**

1. Continuous risk monitoring and reporting.
2. Weekly risk review meetings.
3. Proactive risk mitigation strategies.

## **10.7 Procurement**

1. Vendor management for external resources.
2. Regular reviews of vendor performance.
3. Clear contract terms and conditions.

## **10.8 Process Improvement**

1. Regular process improvement sessions.
2. Documentation of lessons learned.
3. Continuous adaptation of processes based on feedback.

## **10.9 Documentation**

1. Comprehensive documentation for each phase.
2. Version control for code and design documents.
3. Centralized repository for project-related documents.

## **10.10 Quality Assurance**

1. Continuous quality checks and audits.
2. Iterative testing during development.
3. User acceptance testing before deployment.

## **10.11 Project Closure**

1. Formal project closure meeting.
2. Documented project closure report.
3. Post-implementation review session.

This project management plan serves as a guide for the Learnify team to successfully navigate through each phase of development and ensure the delivery of a high-quality online education platform. Continuous adaptation and communication will be key to achieving project success.

# Chapter 11

## Gantt Chart

### 11.1 Gantt Chart with timeline

Gantt charts are dynamic, and we may need to adjust the schedule as the project progresses. To provide a broad overview of the project schedule for one year, broken down into phases and tasks, the gantt chart of our software service:

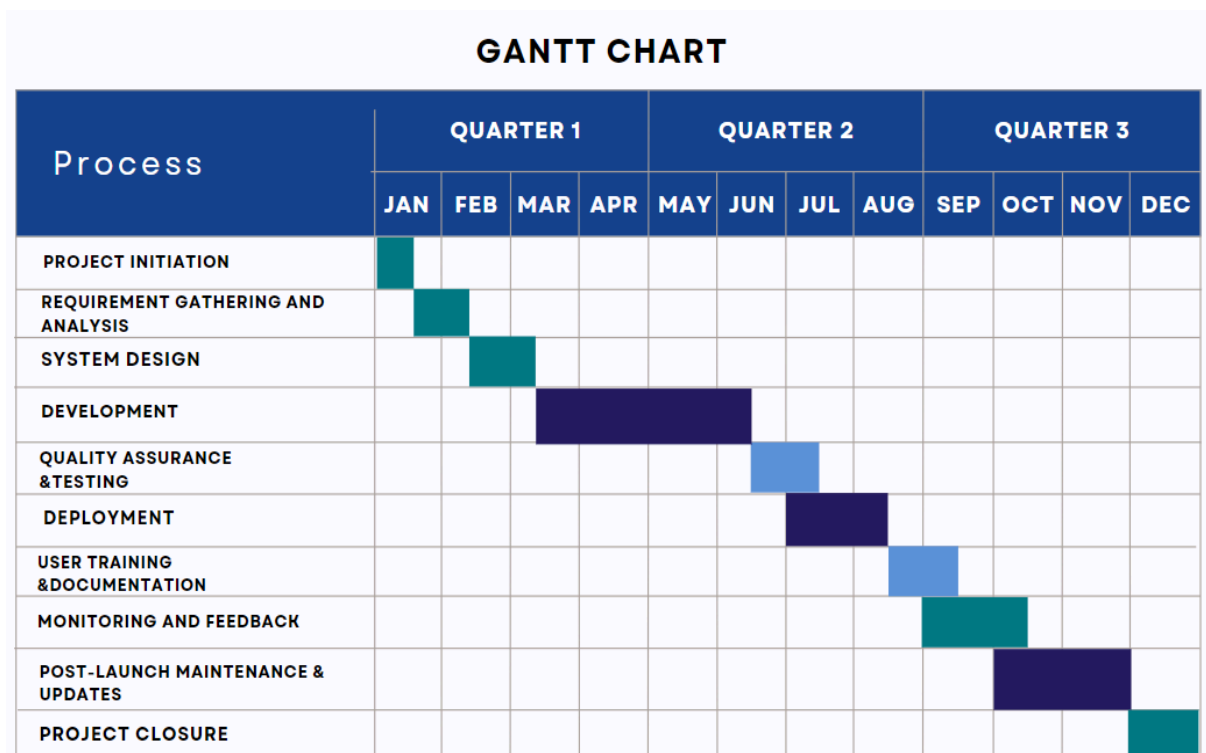


Fig: Gantt Chart

## **11.2 Process Descriptions**

### **Initiate Project:**

Set up project infrastructure, define roles, and establish communication channels.

### **Requirement Gathering and Analysis:**

Conduct stakeholder interviews, analyze requirements, and prioritize features.

### **System Design:**

Create wireframes, prototypes, and finalize system architecture.

### **Development:**

Code implementation of core features and functionalities.

### **Quality Assurance and Testing:**

Conduct comprehensive testing for functionality, usability, and performance.

### **Deployment:**

Release EduConnect to a limited audience and monitor system performance.

### **User Training and Documentation:**

Develop user manuals, tutorials, and conduct training sessions.

### **Monitoring and Feedback:**

Continuously monitor system performance and collect user feedback.

### **Iterative Development:**

Regularly release updates and new features based on user feedback.

### **Project Closure and Evaluation:**

Conduct a project closure meeting, document lessons learned, and evaluate project success.

# Chapter 12

## Project Launch & Charter

### 12.1 Project Kick off plan

#### 12.1.1 Agenda for Project Kickoff Meeting:

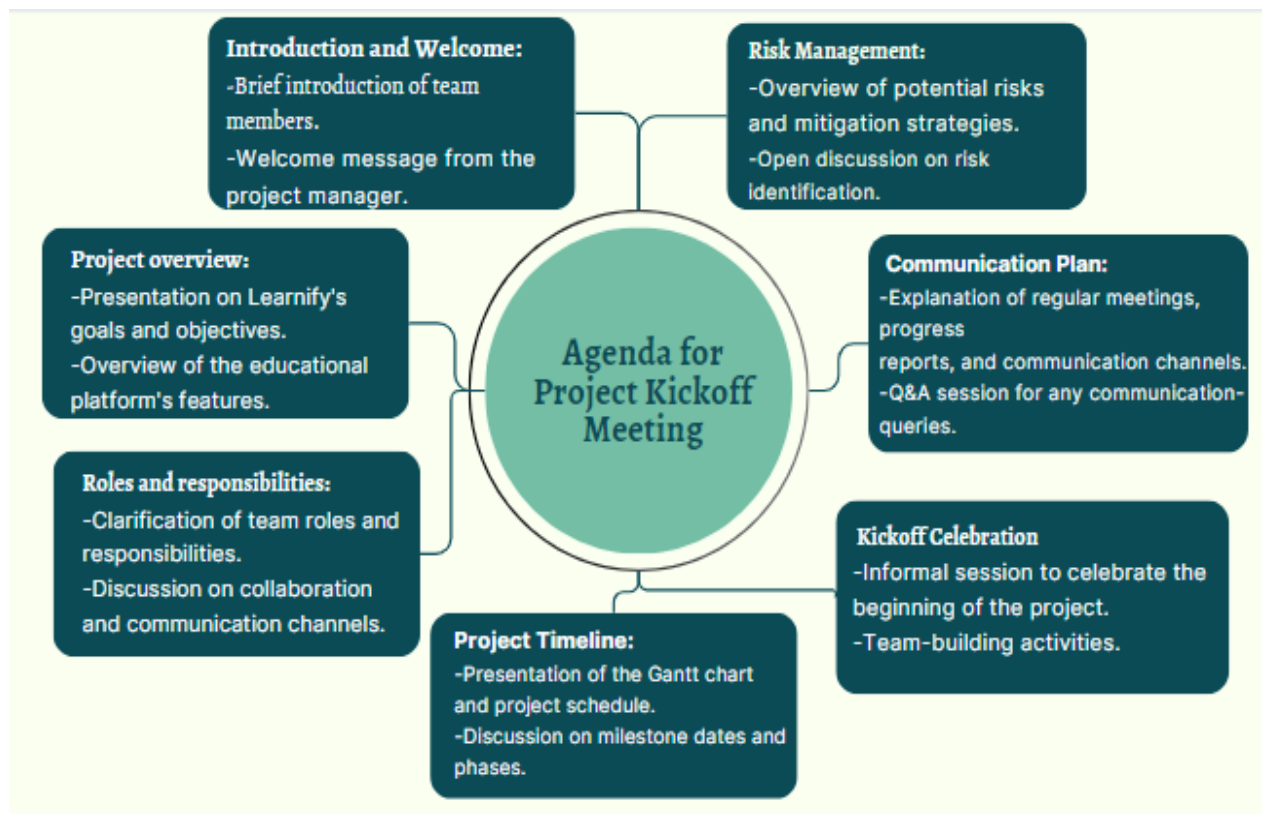


Fig: Agenda for Project Kickoff Meeting

### 12.1.2 Action Items After Kickoff Meeting:

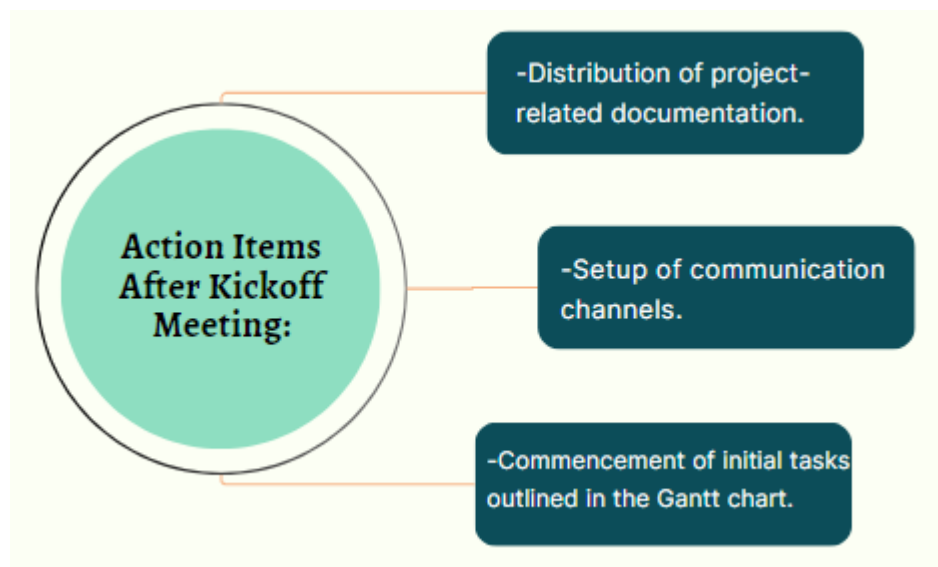


Fig: Action Items After Kickoff Meeting

### **Project Kick off plan description:**

#### **Agenda for project kickoff meeting**

##### **➤ Introduction and Welcome:**

Team members briefly introduce themselves, fostering a sense of familiarity and camaraderie. The project manager delivers a welcoming message, setting a positive tone for the meeting.

➤ **Project Overview:**

A presentation outlines Learnify's goals and objectives, providing context for the project. The educational platform's features are overviewed, ensuring all stakeholders understand the project's scope.

➤ **Roles and Responsibilities:**

Team roles and responsibilities are clarified to avoid confusion and ensure accountability. Collaboration and communication channels are discussed to facilitate effective teamwork.

➤ **Project Timeline:**

A Gantt chart and project schedule are presented to illustrate the project's timeline and milestones. Milestone dates and phases are discussed to establish clear expectations for progress.

➤ **Risk Management:**

Potential risks and mitigation strategies are outlined to proactively address challenges. An open discussion on risk identification encourages team members to contribute insights and suggestions.

➤ **Communication Plan:**

Regular meetings, progress reports, and communication channels are explained to ensure effective information sharing. A Q&A session allows stakeholders to seek clarification on communication-related matters.

➤ **Kickoff Celebration:**

An informal session is held to celebrate the project's beginning, fostering team spirit and motivation. Team-building activities further promote collaboration and rapport among team members.

**Action Items After Kickoff Meeting:**

- **Distribution of project-related documentation:** Ensures stakeholders have access to necessary project materials for reference and guidance.
- **Setup of communication channels:** Establishes clear channels for communication, facilitating seamless information sharing and collaboration.
- **Commencement of initial tasks outlined in the Gantt chart:** Initiates project activities according to the established timeline, ensuring progress towards project objectives from the outset.

## 12.2 Project Charter

Learnify						
Project Manager : Mashiat Tabassum Khan	Project Start Date: January 1,2025					
Project Sponsor:	Project End Date: December 31,2025					
<b>Project purpose</b> <ol style="list-style-type: none"> <li>1. The fully functional platform with core features and functionalities.</li> <li>2. System architecture documentation, including wireframes and prototypes.</li> <li>3. Comprehensive user manuals, tutorials, and training materials.</li> </ol>	<b>Project Scope</b> <p>The project encompasses the entire software development lifecycle from initiation and requirement analysis to deployment, user training, and ongoing improvements. The scope includes the development of a responsive web application and a mobile app, ensuring compatibility with various devices....</p>					
<b>Assumptions</b> <ol style="list-style-type: none"> <li>1. Stakeholders are committed to providing timely feedback and approvals.</li> <li>2. The development team has the necessary skills and expertise for implementing the required features.</li> <li>3. The initial requirements captured accurately represent the expectations of stakeholders.</li> </ol>	<b>Deriverables</b> <ol style="list-style-type: none"> <li>1. Fully functional EduConnect platform with core features and functionalities.</li> <li>2. System architecture documentation, including wireframes and prototypes.</li> <li>3. Comprehensive user manuals, tutorials, and training materials.</li> </ol>					
<b>Project Financials</b> <p>Budget to complete this project is \$</p>						
<b>Potential risks</b> <ol style="list-style-type: none"> <li>1. <i>External Dependencies</i></li> <li>2. <i>User Adoption</i></li> <li>3. <i>Technical Challenges</i></li> </ol>	<b>Project constraints</b> <ol style="list-style-type: none"> <li>1. Timeline</li> <li>2. Budget</li> <li>3. Resource Availability</li> </ol>					
<b>Timeline</b> <table border="1"> <tbody> <tr> <td> <b>Pick design elements</b>   Due: March 14 </td> <td> <b>Build app's main functions</b>   Due: June 15 </td> <td> <b>App testing</b>   Due : July 1st </td> <td> <b>Quality assurance</b>   Due : July 15 </td> <td> <b>Development and release</b>   Due : August 15 </td> </tr> </tbody> </table>		<b>Pick design elements</b>  Due: March 14	<b>Build app's main functions</b>  Due: June 15	<b>App testing</b>  Due : July 1st	<b>Quality assurance</b>  Due : July 15	<b>Development and release</b>  Due : August 15
<b>Pick design elements</b>  Due: March 14	<b>Build app's main functions</b>  Due: June 15	<b>App testing</b>  Due : July 1st	<b>Quality assurance</b>  Due : July 15	<b>Development and release</b>  Due : August 15		



# Chapter 13

## Risk Analysis

### 13.1 Risk Breakdown Structure

Risk Breakdown Structure (RBS) helps identify, categorise, and assess potential risks that could impact the success of the project. Regular review and updating of the risk breakdown structure, along with proactive risk management strategies, will be crucial for ensuring the success and sustainability of Learnify.



Fig : Risks of our project

## **13.2 Risk Mitigation Plan**

Discussing here the risks and mitigation plans for our service:

### **1. External Challenges**

#### **1.1 Market Dynamics:**

Risk: Intense competition from both established and emerging educational platforms, potentially affecting user acquisition.

Mitigation: Continuous scrutiny of the market landscape, strategic differentiation, and swift adaptation to evolving trends.

#### **1.2 Regulatory Landscape:**

Risk: Potential alterations in regulations impacting the online education industry, necessitating adjustments in business operations.

Mitigation: Regular monitoring of the regulatory environment, seeking legal advice, and proactive adjustments to ensure compliance with new regulations.

#### **1.3 Economic Fluctuations:**

Risk: Economic conditions influencing user spending on online education services.

Mitigation: Diversification of user segments, flexible pricing strategies, and astute cost management to navigate economic variations.

### **2. Operational Hurdles**

#### **2.1 Technical Glitches:**

Risk: System failures, bugs, or technical issues potentially disrupting the user experience.

Mitigation: Rigorous testing, constant monitoring, prompt response to user feedback, and a dedicated technical support team.

## **2.2 Server Reliability:**

Risk: Downtime due to server issues impacting the availability of services.

Mitigation: Implementation of redundancy in server infrastructure, regular maintenance, and efficient recovery protocols to minimize downtime.

## **2.3 Data Security Vulnerabilities:**

Risk: Unauthorized access or data breaches that could compromise user information.

Mitigation: Robust cybersecurity measures, encryption protocols, regular security audits, and adherence to data protection standards.

# **3. Financial Uncertainties**

## **3.1 Revenue Variability:**

Risk: Fluctuations in subscription renewals and new user acquisition.

Mitigation: Diversification of revenue streams, continuous user engagement strategies, and financial contingency planning.

## **3.2 Cost Overruns:**

Risk: Unexpected increases in operational costs.

Mitigation: Regular monitoring of costs, implementing budgetary controls, and efficient allocation of resources to prevent exceeding budget limits.

## **3.3 Funding Challenges:**

Risk: Inability to secure additional funding if required.

Mitigation: Comprehensive financial planning, exploring diverse funding sources, and maintaining proactive relations with potential investors.

## **4. User Adoption Risks:**

### **4.1 Limited User Adoption:**

Risk: Challenges in attracting and retaining a significant user base.

Mitigation: Implementing targeted marketing strategies, optimizing the user interface, and ensuring responsive customer support for enhanced user adoption.

### **4.2 Evolving User Preferences:**

Risk: Changes in user preferences affecting the platform's relevance.

Mitigation: Regular collection of user feedback, adaptive development strategies, and staying abreast of industry trends to meet shifting preferences.

## **5. Strategic Concerns**

### **5.1 Technological Evolution:**

Risk: Rapid changes in technology are impacting the platform's relevance.

Mitigation: Continuous technological innovation, adopting future-proof development strategies, and fostering collaboration within the industry to stay technologically relevant.

### **5.2 Partnership Risks:**

Risk: Challenges associated with collaborations and partnerships.

Mitigation: Thorough due diligence, clear and well-defined partnership agreements, and ongoing management of relationships to mitigate potential partnership-related risks.

## **6. Reputation Risks:**

### **6.1 Negative Public Perception:**

Risk: Negative reviews, public backlash, or controversies potentially impacting the reputation.

Mitigation: Proactive communication, effective crisis management, and a relentless focus on user satisfaction to minimize any adverse public perception.

### **6.2 Brand Integrity:**

Risk: Dilution of brand value due to inconsistent quality or messaging.

Mitigation: Consistent brand management, stringent quality assurance, and proactive brand-building initiatives to maintain a strong and positive brand image.

# Chapter 14

## Basic financials

### 14.1 Introduction

Basic financials for a business typically include several key financial statements and metrics that provide insights into the company's financial performance and position. Cost, revenue, and gross profit are fundamental financial metrics used to assess the performance and profitability of a business.

**Cost:** Expenses incurred by a firm in the production or acquisition of goods or services that it sells are referred to as costs.

**Revenue:** The total amount of money a firm makes from selling its products or services to clients during a given time period is known as revenue.

**Gross Profit:** The difference between revenue and cost is represented by gross profit, which serves as a measure of a business's profitability. It reflects the revenue generated by a company's main operations before operating costs are subtracted.

This formula is used to determine gross profit:  $\text{Gross profit} = \text{Revenue} - \text{Cost}$

### 14.2 How to prepare

#### 14.2.1 Revenue:

In the first year, the project is in its development phase. So there is no revenue during that time. The revenue starts generating from the year of its launching.

## **The calculation of revenue for year after launching Learnify is :**

### **Total Monthly Estimated Revenue-**

Depending on the user adoption rates, conversion rates from free to premium tiers, and other market dynamics. Estimates:

- Freemium Model: Ad revenue and partnerships can contribute to initial revenue.
- Premium Subscriptions: Assuming 5% of free users upgrade to premium tiers, and considering the pricing ranges provided.

Total Monthly Revenue=Subscription Revenue + Course Purchases Revenue + Institutional Licensing Revenue + Corporate Partnerships Revenue

➔ Conservative Monthly Revenue Estimate: \$1,70,000 - \$2,30,000

### **Annual Revenue Calculation-**

- ➔ Annual Revenue = Total Monthly Revenue\*12
- ➔ Conservative Annual Revenue Estimate: \$20,40,000 - \$27,60,000
- ➔ Revenue midpoint: \$20,40,000

## **14.2.2 Cost:**

### **Initial costing-**

The initial year basic costing is given-

### **Development cost:**

- Custom UI/UX design- \$6,000
- Graphic animation design- \$15,000
- App architecture setup- \$7,500
- Implementation of features- \$9,000
- Development of server-side logic- \$16,000

- Database setup and integration- \$5,000
- User authentication and authorization- \$2,500

Total development cost= \$6,000 + \$15,000 + \$7,500 + \$9,000 + \$16,000 + \$5,000 + \$2,500= \$61,000

#### **Maintenance and Updates cost:**

- Bug fixing and optimization- \$12,000
- Periodic updates- \$35,000

Total Maintenance and Updates cost= \$12,000 + \$35,000= \$47,000

#### **Ongoing operational cost:(Per month)**

- Hosting and cloud service- \$15,000
- Staff salaries (Development, marketing and operation)- \$80,000
- Miscellaneous Operational expenses- \$5,000

Total Ongoing operational cost= Per month cost \* 12

$$= \$1,00,000 * 12$$

$$= \$12,00,000$$

#### **Marketing cost:**

- Marketing Campaigns- \$10,000
- Launch marketing- \$40,000

Total Marketing cost= \$10,000 + \$40,000= \$50,000

#### **In the 2nd year, the costing variation given-**

Maintenance cost= \$ 40,000

Ongoing cost= \$ 4,80,000

Marketing cost= \$ 12,000

Total cost in 2nd year= \$40,000 + \$4,80,000 + \$12,000  
= \$5,32,000



### 14.1.3 Gross Profit:

Profit starts in the 2nd year-

Total annual cost for the 1st and 2nd year= \$61,000 + \$47,000 + \$12,00,000 + \$50,0000 + 5,32,000 = \$18,90,000

Annual revenue range after 2 years- \$20,40,000 to \$27,60,000

Midpoint= ( \$20,40,000 + \$27,60,000 ) /2

= \$24,00,000

Gross profit calculation= Annual Revenue - Annual cost

= \$24,00,000 - \$18,90,000

= \$5,10,000 (estimated)

# Chapter 15

## Company valuation

### **15.1 Description**

Valuation for a company refers to the process of determining the economic value or worth of the business. Valuation is important for various reasons, including investment analysis, mergers and acquisitions, fundraising, financial reporting, and employee stock option plans.

## 15.2 Valuation calculation

<b>Year 1:</b>	$\text{Cost PV} = 13,58,000/(1+5\%)^1$ $= 12,93,333.33$ $\text{Revenue PV} = 0$ $\text{NPV1} = \text{Revenue PV} - \text{Cost PV}$ $= 0 - 12,93,333.33$ $= -12,93,333.33$ $\text{DCF1} = -12,93,333.33$
<b>Year 2:</b>	$\text{Cost PV} = 5,32,000/(1+5\%)^2$ $= 4,82,539.6825$ $\text{Revenue PV} = 24,00,000/(1+5\%)^2$ $= 21,76,870.748$ $\text{NPV2} = \text{Revenue PV} - \text{Cost PV}$ $= 21,76,870.748 - 4,82,539.6825$ $= 16,94,331.065$ $\text{DCF2} = \text{NPV1} + \text{NPV2}$ $= 4,00,998.0655$
<b>Year 3:</b>	$\text{Cost PV} = 5,12,000/(1+5\%)^3$ $= 4,42,284.8504$ $\text{Revenue PV} = 3180,000/(1+5\%)^3$ $= 27,47,003.563$ $\text{NPV3} = \text{Revenue PV} - \text{Cost PV}$ $= 27,47,003.563 - 4,42,284.8504$ $= 23,04,718.713$ $\text{DCF3} = \text{NPV3} + \text{DCF2}$ $= 27,05,716.776$

In the 1st year, our project is in its development phase. So there is no revenue for the 1st year. Revenue starts to generate after completing the project and launching it from the 2nd year. At the end of the 2nd year, we are getting a Net Present Value of \$ 16,94,331.065 and a Discounted Cash Flow of \$ 4,00,998.065. So, after the 2nd year, our company will start gaining an estimated profit.

# Chapter 16

## Start-up Fund

### **15.1 Do we need any start-up fund, if yes, how much, when and at what deal?**

Yes, securing start-up funds is crucial for Learnify's initial development, marketing, and operational expenses. These funds will facilitate the company's growth and help overcome the challenges associated with establishing a presence in the competitive online education market.

The amount of start-up funds required depends on various factors, including development costs, marketing cost, maintenance cost and ongoing operational expenses. From the cost calculation, we are asking for a startup fund of approximately \$13,60,000. In return we would like to offer a 5% equity stake of our company.

From the timeline of our project based on the gantt chart, we need this fund before our development phase starts in the middle of March, 2025.

We are offering a 5% equity stake of our company in exchange for a \$13,60,000 fund.

# Chapter 17

## Conclusion

In conclusion, the journey of conceptualizing, planning, and detailing the Learnify project has been a comprehensive exploration into the realms of online education. As we wrap up this report, several key takeaways emerge:

**Vision Realization:**The vision of creating a robust and user-friendly online education platform, as outlined in Chapter 9, has been translated into a tangible roadmap through meticulous planning and execution.

**Strategic Framework:**The growth strategy detailed in Chapter 6 outlines a multifaceted approach, focusing on user acquisition, market expansion, feature enhancement, and more. This strategic framework positions Learnify for success in the dynamic online education landscape.

**Risk Mitigation:**Risk analysis, as detailed in Chapter 12, addresses potential challenges and uncertainties. The mitigation plans underscore the proactive measures taken to navigate external, operational, financial, and strategic risks.

**Financial Viability:**Chapter 13 presents a basic financial overview, laying the groundwork for revenue generation, cost management, and gross profit calculations. This financial perspective is vital for the sustainable growth of Learnify.

**User-Centric Design:**Chapter 16 delves into the system use case analysis, emphasizing the user experience and the intricate interactions between different actors and use cases. This user-centric approach is fundamental to the success of Learnify.

**Future Growth:**The project's conclusion does not mark an endpoint but signifies a transition into the next phase. Continuous monitoring, feedback, and iterative development, as highlighted in Chapter 10, will be pivotal for ongoing success and adaptation to evolving educational landscapes.

In essence, the Learnify project encapsulates a holistic approach to online education, integrating technological innovation, strategic planning, and user-centric design. As we move forward, the commitment to continuous improvement, adaptability, and a passion for advancing education remains at the core of Learnify's journey. This project report serves as a foundation for future endeavors, with the potential to reshape the landscape of online learning.

