Romanna Pastyrska

# Top 5 Udemy Alternatives: Building an eLearning Software to Compete

Studying has never been so easy. When the worldwide pandemic had stroked, the demand for online education started growing at a rapid pace, and things haven’t changed since.

Modern users have endless possibilities to gain knowledge and skills without leaving the comfort of their homes. At the same time, entrepreneurs are looking for opportunities to build online learning platforms with unique features as the eLearning market is expected to [reach over 370 billion U.S. dollars](https://www.statista.com/statistics/1130331/e-learning-market-size-segment-worldwide/) by 2026.

What are the best cases of online tutoring platforms to adhere to? What steps have to be taken to build an eLearning software? We find answers to these questions in this article. Get comfortable and let’s dive into the world of online education.

## What Is Udemy?

Probably, [Udemy](http://udemy.com) is the first online learning resource that comes to your mind as well as ranks at the top of Google search. It’s no wonder: as of October 2021, [35 million students](https://www.semrush.com/website/udemy.com/) were learning more than 130,000 courses via Udemy.

Udemy offers high-quality online tutoring suitable for professionals of any level who want to upgrade their skills as well as beginners that are willing to start a new career. There is a wide variety of courses on numerous topics, mostly free or worth a maximum of $159.99.

However, Udemy is not perfect and has its drawbacks. The main reason Udemy might not be suitable for some students is that its courses do not offer official certification. Hence, the students that need documented proof of their freshly mastered skills have to look for better opportunities.

Luckily, there are numerous variants of MOOCs (massive open online courses) on the market to opt for. What are they? What are their advantages over Udemy? Proceed reading to find out the Udemy alternatives.

## What Are the Best Udemy Alternatives?

### Coursera

Considered of the most prestigious online education platforms worldwide, [Coursera](https://www.coursera.org/) offers online courses on a variety of subjects taught by top experts. Specializations and degrees vary from business and programming to health and social psychology and many more.

Сorsera gives a unique opportunity for its students by providing them with a massive collection of 4000+ professional and accredited courses in many languages created in partnership with leading universities. Another good news is Coursera ensures affordable prices for an invaluable base of knowledge. Some cources are available for anyone and are taken for free. Although, they typically lack certificates, personal assignments, and bonus materials. Average Coursera subscription price varies between $39-79 per month.

### Skillshare

[Skillshare](https://www.skillshare.com/) is another popular online learning platform and a great Udemy alternative. With a monthly fee, students receive access to more than 27,000 masterfully made classes taught by expert teachers. Created for professionals who are looking for high-quality opportunities to hone their skills, Skillshare mostly provides online tutoring for creative workers and entrepreneurs of all levels, from beginners to advanced. Art & Design and Business are two categories with the greatest variety of choices.

### LinkedIn Learning (Ex Lynda)

[LinkedIn Learning](https://www.linkedin.com/learning/subscription/topics?src=go-pa&veh=sem_src.go-pa_c.LLS-C_EMEA_ROE_ROW_EN_SEM_SEM_GoogleAds_NA_All_NA_NA_Core_NA_LIL-HeadTerm-MKAG_Brand_Exact_pkw.linkedin%20learning_pmt.e_pcrid.311995511655_pdv.c_plc._trgid.kwd-310582843911_net.g_learning&trk=sem_src.go-pa_c.LLS-C_EMEA_ROE_ROW_EN_SEM_SEM_GoogleAds_NA_All_NA_NA_Core_NA_LIL-HeadTerm-MKAG_Brand_Exact_pkw.linkedin%20learning_pmt.e_pcrid.311995511655_pdv.c_plc._trgid.kwd-310582843911_net.g_learning&mcid=6841864363146670269&cname=&camid=1630106131&asid=62840499820&targetid=kwd-310582843911&crid=311995511655&placement=&dev=c&ends=1&gclid=Cj0KCQiAnaeNBhCUARIsABEee8UuvDqKQjUVpiW4nK4mrPHH5JJLS_wblwvTAQApp0nhI9U_u4CRRFcaAuCdEALw_wcB&gclsrc=aw.ds) is another MOOC provider with a vast library of 16,000+ courses. First known as Lynda that had appeared in 1995 as online support for books and classes, it has later been acquired by LinkedIn in 2015. Since then, the platform has vastly increased the amount and quality of video tutorials covering a wide array of subjects in software, creative and business fields.

LinkedIn Learning gives the possibility to test out the platform during free trial month and then proceed with courses that cost $29.99 per month.

### Udacity

[Udacity](https://www.udacity.com/) is a synonym for reaching new career heights. Why so? The answer is short: Nanodegree programs. These are skill and project-based learning programs that last for 3-6 months. Nanodegrees include more than 200 courses in the fields of Business, Web and Mobile Development, Artificial Intelligence, Robotics, Data Science, and many more.

However, the most sophisticated the knowledge, the more pricy the education will be. The average cost for a Nanodegree program varies from $1200 to $2400. The outcomes students finish the programs with can be compared to university learning (except for actual diplomas).

### Masterclass

[MasterClass](https://www.masterclass.com/?utm_source=Paid&utm_medium=AdWords&utm_campaign=MC&utm_content=Brand-%7Bkeyword%7D-US_EM&utm_term=Aq-Prospecting&gclid=Cj0KCQiAnaeNBhCUARIsABEee8U8veIfAXmjhGs2y1PTSdBbs6TOOSC234XPaN2MyKP2Lc96h7njt5AaAvYCEALw_wcB) must have had the most of media coverage during recent years. This online learning platform comprises the courses taught by legendary celebrities. Launched in 2015, it has been gaining momentum since.

No matter what level the students are, they can learn photography from Annie Leibovitz, filmmaking from David Lynch, leadership from Anna Wintour… the list continues with dozens of world-known names. Basically, MasterClass is a powerful virtual university for creatives who strive for developing themselves in writing, music, entertainment, fashion, filmmaking, business, and so on.

For $15/month or $180/year, students get unlimited access to 80+ classes that contain approximately 20 lessons. Classes include high-quality video lessons, assignments, workbooks, and community activities. MasterClass does not provide certificates of completion but it gives opportunities to gain invaluable experience from the best professionals in the field.

Now that we have learned about the best MOOCs of 2021, how do you feel? Are you tempted to become a student of one of those? Do you think entering the market and developing your own eLearning platform is a sound idea? If so, what steps need to be taken for developing an eLearning software? We are here to assist you and guide you through the key stages.

## How To Build An eLearning Platform: Basic Steps

Once you decide to create an online education project, you must understand the process of software creation. Keep reading to find out the basic phases of building a platform for MOOCs that thrive.

### Step 1. Research The Market

Why is market research the primary phase? Because by conducting proper research, you will have an accurate view of the market and your business landscape. To put it short, market research is a key component in making the difference between correct decisions that will boost business and poor decisions that can lead to unexpected consequences. Without thorough research, you expose your business to risk before even starting it.

To define the unique value proposition, there are important questions to answer:

* What is happening in the online education market? What's trending?
* Who is your audience? What are their needs and pains about MOOCs?
* Who are the competitors? What are their strengths and weaknesses?
* How can you make difference in the eLearning market?
* How can consumers benefit from your product?

### Step 2. Define The Required Features

Features are the tools used to complete certain tasks or actions to produce the desired result.

To define the features needed for your platform, create a list of all the requirements and functions you need and prioritize them according to the value they will bring.

Thus, what are the must-have features needed to satisfy your future users? We have come up with several ideas to start with:

* Self-registration
* Courses catalogs
* A mix of various learning tools
* Tracking and reports
* Evaluation
* Virtual classroom
* User-friendly UI/UX design
* Accreditation Support

### Step 3. Choose The Right Software Development Partner

Once you are ready to turn your brilliant idea into reality, make you establish a partnership with a reliable software development company. Oftentimes, opting for a dedicated team of experts is a cost-effective and time-saving solution in comparison to concentrating all your energies to hire an in-house team.

Furthermore, it typically takes a village to build a product. Think of a project manager, product owner, team lead, tech lead, front-end developer, back-end developer, QA lead, QA engineers, UI/UX designer… that concludes a basic required amount of human resources.

How will you benefit from hiring a dedicated team? Outsource experts will fully cover all your development needs without compromising on quality.

### Step 4. Choose Tech Stack

A technology stack is a mix of programming languages and software tools used to develop a product. Picking the appropriate tech stack is critical for developing a stable and secure platform. At this stage, cooperating with a professional team will help identify the most appropriate technologies for your eLearning platform.

Defining essential requirements for your eLearning platform allows you to have a clear understanding of the project scope, as well as the budget, time-frames, and resources required.

### Step 5. UI/UX Design

Creating an eLearning software requires a learner-centered approach. The purpose of UI/UX design is to create a convenient, intuitive, and nice-looking platform to meet the needs of consumers.

“The most important principle for designing lively eLearning is to see eLearning design not as information design but as designing an experience.” - Cathy Moore, training designer.

User Experience (UX) design encompasses the entire experience users have with the product inside and out. What are the criteria of good UX? The answer is simple: the one that can be called intuitive and consistent. In terms of eLearning products, UX design defines how a course is structured, sequenced, evaluated, etc.

UX is followed by User Interface (UI) design that concentrates on looks or style. Designers focus on creating a clean platform design pleasant to the eye that will not steal the show and let students concentrate on materials.

### Step 6. Development Phase

Bringing an eLearning platform like Udemy to life demands a solid approach. At this stage, the development team builds the actual eLearning software based on design solutions. The development process involves specialists of different roles, technologies, and unexpected challenges. Yes, even a carefully planned development strategy may not take into consideration all the possible risks and bottlenecks. The development team is likely to face a number of problems such as limited storage or data theft. Nonetheless, the development teams normally work with tech leads and product or project managers who help remove the obstacles and do the right thing. The development phase is considered completed once the code is built.

### Step 7. Launch MVP And Continuously Improve The Platform

The last but not least essential step of eLearning software development is to release it to the world. At this moment, you don’t have to seek perfection; you should better launch a minimum viable product (MVP) with core features that attract first customers. Hence, with the help of MVP launch, you will validate a product idea, receive early feedback, and have many opportunities to improve the product at the beginning of the development cycle.

Product launch is always a matter of testing various ideas that have the potential to solve certain problems. After you receive the feedback and realize some changes are needed, don’t hesitate to change your primary plan. Staying adaptive will help keep your product relevant in a competitive market, meet the needs of the audience, and reach new heights of success.

## Wrapping Up

Udemy has become the largest online learning platform worldwide. Now, with a clearer understanding of the process of eLearning platform development, it is time to take further steps.

Are you looking for an opportunity to create a MOOC platform of your own? Or do you fancy to outmatch Udemy? We are here to assist and direct you towards a willing solution. Feel free to [get in touch](https://incorainc.com/contact-us/) and let’s begin the fascinating journey of building an eLearning software together.