

Project Proposal

The Idea:

Online courses website designed to redefine the learning experience by providing a comprehensive platform for individuals seeking knowledge and skill enhancement. With a focus on user engagement, convenience, and a rich multimedia environment, our goal is to empower both learners and instructors.

Target customer:

Our primary target customers are Egyptians seeking accessible and high-quality online education. This demographic often faces difficulties with international education platforms.

The Problem:

Egyptians interested in online education are confronted with several challenges when engaging with international platforms. The primary issue revolves around payment methods, as the current systems in place often do not align with the preferences and local payment habits of the Egyptian audience. The disparity in currencies, complex billing processes, and limited support for widely used local payment methods create barriers, preventing learners from fully utilizing the educational resources offered by these platforms. This misalignment hampers the accessibility and inclusivity of online education for Egyptians.

The Solution:

To address challenges in Egyptian online education, our platform integrates Paymob, a widely-used local payment solution. Users confidently navigate payments with familiar methods like bank cards and mobile wallets. Course prices in Egyptian Pounds and customized billing forms ensure transparency. Our commitment is to deliver a user-friendly, affordable, and accessible online education platform, exceeding the expectations of Egyptians for a positive learning experience.

Features and Functions:

- 1- User Authentication and Profile Management.
- 2- Local Payment Integration with Paymob.
- 3- Course Creation and Management.
- 4- Progress Tracking and Analytics.
- 5- User Comments on Courses.
- 6- YouTube Integration for Course Videos.

Site Structure:

- 1- Home page.
- 2- Sign-up & Login.
- 3- Create course.
- 4- Dashboard for both user and instructors.
- 5- Personal profile.
- 6- Course page – courses page.
- 7- Lesson page.
- 8- About & privacy.
- 9- payment pages [checkout & cart].

Additional Features:

- Automatic generation of certificates upon the completion of each course

How the business model will go !!!!!!!!!!!!!!!

we will go with the Decentralized Pricing (Instructors Set Prices)

50% 50%

Single course payment system