

Pure Desire E-Learning Platform

Version 3.3



Overview:

The Pure Desire E-Learning Platform is intended to be the digital version of Pure Desire's popular collection of workbooks. The online platform will enable a more immersive experience for users and enable Pure Desire to reach a much larger market globally where shipping traditional workbooks is not practical.

The new E-Learning Platform will serve as the cornerstone of the future of Pure Desire's digital landscape, being its first React-based web application. That platform will not only house courses but will also contain an engine to build new courses using a combination of text, video, and assessments. The system will allow users to purchase and take courses, then interact with their results; all current and future course data, progress and results will be stored in an easy-to-access and use format that is desktop, tablet, and mobile-friendly for users across the globe.

Revenue Model:

In the first version of the Pure Desire E-Learning Platform, all revenue will flow from the existing E-Commerce experience powered by WooCommerce. In future iterations, direct support for e-commerce and transaction processing may be added to the platform.

Users will create a user within the existing WooCommerce system. User and purchase data will automatically sync with the application, allowing courses to be sold directly to users or bundled along with workbooks SKUs in the shopping cart. Data and course information would be automatically transferred into the application.

Workflow:

Users will be able to purchase a digital workbook from puredesire.org via the existing WooCommerce store. Items will need to be updated with keys related to the new web app indicating which item or SKU attaches to which e-learning course within the Pure Desire E-Learning Platform.

When a course is purchased the user will be automatically created in the e-learning platform and/or the course will be added to an existing user account. Users will be sent a link with detailed information about their course and how to log in to the course from the web app. Users can then access the course and web app directly using that link or by clicking the e-learning link that will be incorporated into the Pure Desire website.

Platform:

The initial platform will be a responsive web app built using Material UI, ReactJS/NodeJS, and I8N with some potential adjustments. The application will include an integration with WooCommerce for transaction and account support and another integration with Mailgun for transactional email distribution. All requests will be built using RESTful concepts to ensure easy adaptation into a mobile application or another user interface in the future.

Functionality Overview:

WooCommerce Interface (Sales Website)

The public sales website is where transactions take place. This area of the website is powered by WooCommerce and all elements contained here will need to be compatible with WooCommerce.

- Development of Custom Plugin for WooCommerce/Wordpress
- Direct API Connection to the E-Learning App
 - Sync's data on available groups
 - Custom registration form
 - Ability to select pay in full
 - Ability to select monthly payment
 - Adjust terms based on payment type
 - Ability to select from the counselor list
 - Automatically application of payment promo code via WooCommerce
 - Record if the user is registering for themselves or someone else
 - If registering for someone else collect their email and this user's email so that the order can be connected
 - Upon submit push order data to app via API and create group
 - Validate against group max inventory totals
 - Collect user data and sync with API for e-learning app
 - Automatic creation of user in the e-learning interface
 - Automatic addition of items to shopping cart and redirection to WooCommerce to complete purchase
 - Upon purchase sync order data with e-Learning application
 - Dispatch alert emails to the user about their purchase and/or workbook purchase.
 - Ability for users to subscribe to email updates
 - Ability to enter email and select from a list of potential lists to subscribe to
 - List built from group categories
 - Ability to reuse the form to unsubscribe from lists

Public Interface (E-Learning Environment)

The public interface is the area where customers of Pure Desire will spend their time. From this interface, they will be able to access their list of courses and participate in any given course. Users will be able to manage basic account and profile information.

- Log-in
 - A user form that collects
 - Email
 - Password
 - Support & Reconciliation of users using Facebook and Google authentication as well as simple authentication.
 - Powered by integration with Amazon Cognito.
- Forgot Password
 - Allows the user to enter their email address
 - When a proper user email is entered the user will be sent an email to unlock their account.
 - The email will contain a link with a single-use hash attached to the account that allows the user to update their password.
- Manage Account
 - Ability to update contact information
 - Name
 - Address
 - City
 - State
 - Zip
 - Phone
 - Ability to update log-in credentials
 - Change email address
 - Change password
- Dashboard
 - Shows a listing of all available credits
 - Credits can be accepted and used by the currently logged in user
 - Credits can be sent to another user via email
 - If the user has an existing account and claims the credit it will be added to their account.
 - If the user does not have an existing account they will be prompted to create an account and/or switch the credit to a different email of their choosing
 - User will complete a simple account creation process entering
 - Email
 - Password
 - Name
 - Address
 - City
 - State
 - Zip
 - Registers the user with Amazon Cognito

- If a credit has not been accepted by the user it was sent to the original owner of the credit can revoke the credit and share it with another user or use it personally.
 - Shows a listing of all workbooks the user currently has access to.
 - Under each workbook will be a bar graph that shows the current progress within that workbook.
 - Shows a collection of other workbooks that may interest the user based on the workbooks currently attached to their account.
 - Each workbook merchandised will have a link to the Pure Desire store to purchase that item.
 - Shows news, information, and other happenings from Pure Desire that may be interesting to the user.
- Workbook
 - Each workbook will have its own unique link that when clicked will open to the user's current location within the workbook.
 - Navigation on the left-hand side of the page will show the user's progress through the sections, lessons, and assessments of the workbook.
 - A user can use this navigation to go back into the assessment to adjust their previous answers or review material without losing the progress they have made.
 - A user cannot move forward until they have completed the earlier lessons and assessments to allow them to advance.
 - (Note: Logic of cascading assessment responses has not been answered so each section and assessment is treated as an independent entity)
 - Each Section can contain an unlimited number of lessons or assessments in an ordered format and each workbook can have unlimited sections.
 - Each Lesson must be attached to a single section.
 - Lessons can be made up of rich HTML text including text, photos, video, and audio. HTML will be editable through a rich-text editor similar to CKEditor and some license fees may apply depending on the editor selected.
 - Lessons can be of varying lengths.
 - Lessons can have a minimum time associated before the user can move on to future lessons.
 - Each assessment can be attached to a section or optionally a lesson. A user must complete the assessment to move on to the next lesson or section.
 - Assessments will be made up of various types of questions including
 - Text area responses
 - Input responses
 - Ratings (Scale of 1-10)
 - Checkboxes (Check one or more responses)
 - Radio buttons (Check only one of many responses)

- When developing assessments, administrators can provide a total value for the outcome of the assessment along with a numerical value for each entry option. The response can then be tallied and a score on a percentage basis can be presented to the user.
 - Not all fields will be required to have a value.
 - Many fields may be for personal information or recollection only and are not part of the scoring or tabulation system.
 - Scoring is limited to each individual assessment and is not cumulative across multiple assessments within a workbook or section.
- When developing assessments, administrators can opt-out of having the assessment scored, in which case only the data is stored for the user and no value is established for the assessment.
- If the assessment has a value, the tabulated value will show next to the assessment in the left-hand course navigation.
- As users are completing the assessment it will asynchronously save with no need to press a save or submit button
- If an assessment requires a total score or a score out of x the assessment will asynchronously determine if the assessment is complete and score only when all questions are complete
- Assessments will have the option of having an HTML page that will show after completing with the user's score at the top and the key explained in HTML rich text below and formatted by the administrator
- Unattached assessments can be linked to from lessons or sections
 - Unattached assessments can be completed multiple times.
 - The results from each attempt are stored in a list and each past assessment can be accessed to view the results
 - A date and time is assigned each time a linked assessment is completed
 - Linked assessments can be reviewed based on the workbook instance the link was made from
 - Note: linked assessments are not attached to a particular lesson or section
- When a user completes a workbook
 - A simple certificate of completion will be generated for the user.
 - The certificate will display the Pure Desire logo.
 - The certificate will list the date of completion.
 - The certificate will be emailed to the user as a PDF file.
 - The certificate will be available for download within the account.
 - Certificate generation can be enabled or disabled per workbook.

Administrative Interface (E-Learning Management)

The private interface is where administrators can build and manage e-learning courses and experiences for users, update existing courses, and attach courses to WooCommerce.

- Log-in
 - A user form that collects
 - Email
 - Password
- Forgot Password
 - Allows the user to enter their email address
 - When a proper email is entered the user will be sent an email to unlock their account.
 - The email will contain a link with a single-use hash attached to the account that allows the user to update their password.
- Dashboard
 - A dashboard that shows all e-learning courses currently available in the system.
 - Analytics data on how many people are enrolled in each course.
 - Analytics data on how many people have completed each course.
 - Analytics on used credits
 - Analytics on unused credits
 - Ability to view/manage customers
 - Customers and Orders sync via WooCommerce
 - When a new order occurs a customer is synced and/or created
 - When a new order occurs the order is pushed to the workbooks system and a credit is created in the workbook system for each quantity of a workbook ordered
 - Update WooCommerce to use Amazon Cognito to help with cross-site authentication
 - Note: Requires a 3rd party WooCommerce plugin to support
 - A complete listing of all customers
 - The ability to edit each user's basic account information
 - Name
 - Address
 - City
 - State
 - Zip
 - Phone
 - The ability to see email subscriptions connected to a user
 - The ability to add/remove subscriptions for a user
 - Ability to update log-in credentials
 - Update email address

- Note: Changing an email address will unlink the user with WooCommerce unless the email address is also updated within the WooCommerce account.
- Update password
- The ability to log-in as any customer.
 - This function will allow an administrator or support representative to assume the e-learning account of any customer to help with troubleshooting issues or navigating the platform.
- Ability to see customer's last login date/time
- Ability to create/manage groups
 - Create a group
 - Ability to select group type
 - Ability to add a special distinction
 - Set total seats available
 - Set a group leader - Must be a system contact
 - Ability to add a contact if they do not exist in the contact database
 - Name and email required
 - Set date/location
 - Date
 - Time
 - Paid in full-rate
 - Paid in full WooCommerce variant ID
 - Monthly rate
 - Monthly rate WooCommerce variant ID
 - Monthly payments sign-up fee
 - Monthly payment duration
 - Resource included
 - Ability to link connect to one ore more workbooks created with the item when a purchase occurs
 - Hide group from website
 - Select a meeting platform
 - Provide am meeting ID
 - Collect a profile image and basic listing information for the website
 - When a group is created
 - Automatically sync group data with WooCommerce and build the variants and update the variant fields
 - If editing a group update the data where variant id is a match
 - Send notification to users subscribed to email updates
 - Connect to Mandrill and dispatch the group email with up to 3 customer fields

- Email created by Pure Desire in Mandrill
- Group statistics
 - Show how many users are subscribed for each group category typed
- Ability to manage group attendees
 - Ability to see all contacts connected to a group
 - Ability to add/edit contacts connected to a group
- Management of Terms & Conditions Documents for Group Registration
 - Ability to add/edit required terms
 - Ability to set basic parameters for when those show
 - Ability to edit content of disclaimers
- Ability to view/manage Workbooks
 - A complete listing of all workbooks.
 - The ability to create new workbooks
 - The ability to edit existing workbooks
 - The ability to disable workbooks that are obsolete
 - The ability to duplicate a workbook
 - Duplicates all sections
 - Duplicates all lessons
 - Duplicates all assessments
 - Duplicates all connections between assessments and lessons
 - Duplicates links to global worksheets
 - When editing an existing workbook the user will be able to see all sections, lessons, and assessments.
 - Each item will be editable
 - The order of items can be adjusted using drag and drop.
 - Note: Assessments that are attached to a lesson will need to move with the lesson should the order of the lesson change. Assessments that are attached to sections will need to move with the section should the order of the section change.
 - When adding a new workbook, the user can create the layout by adding blank sections, lessons, and assessments that they can come back and extend.
 - When adding assessments, they must be attached to a lesson or section.
 - Workbooks
 - Ability to add a name for the Workbook
 - Ability to add a SKU and/or multiple SKUs that workbook attaches to in WooCommerce
 - Ability to add a description for the Workbook
 - Ability to add an image representing the Workbook

- Ability to add a header image for the workbook that will show within the theme.
- Ability to add brand colors will be applied to H1-H3 headings, links, and buttons throughout the workbook to allow the workbook to be styled similar to the print edition.
- Editing sections
 - Ability to provide a section name (required)
 - Ability to provide a section description
 - Ability to provide a section image
 - Ability to provide a section download in PDF format if desired
 - Ability to reorder sections
 - Note: Reordering sections will impact the interface for users who have already completed the section. If the section is moved forward it will maintain completed status but the user will be required to repeat new items prior to that section before the user can move on.
- Editing lessons
 - Ability to attach to a single section
 - Ability to add a lesson name
 - Ability to add a lesson description
 - Ability to add lesson content (WYSIWYG editor)
 - Support for HTML content
 - Support for video
 - Support for audio
 - Support for images/illustrations
 - Ability to reorder lessons within a section
 - Editing will allow a lesson to be moved to another section by detaching using a dropdown.
 - Note: Reordering lessons will impact the interface for users who have already completed the lesson. If the lesson is moved forward it will maintain completed status but the user will be required to repeat new items prior to that section before the user can move on.
- Editing assessments
 - Ability to attach an assessment to a lesson or as the final item in a section and/or add the assessment as an independent assessment that is attached to a lesson or section but can be linked to from many sections or lessons.
 - Assessment must be completed before the user is allowed to move on unless it is a linked assessment.
 - Ability to add a total value to the assessment for analytics purposes (optional).

- Ability to create an unlimited number of questions in the following formats:
 - Text area responses
 - Input responses
 - Ratings (Scale of 1-10)
 - Checkboxes (Check one or more responses)
 - Radio buttons (Check only one of many responses)
- Ability to assign a value to each possible response.
 - Optional but required if the assessment is scored
 - Note: Text area and input responses cannot be graded but they can be assigned a numerical value that is applied if the user enters something into the field
- Ability to add an assessment key in HTML rich text
- Ability to manage administrators
 - Ability to assign permissions to the administrator
 - Permission levels include
 - Ability to view/edit customers
 - Ability to manage workbooks
 - Ability to manage administrators
 - Administrator editors can
 - Add/edit/remove new administrators
 - Assign one or more permissions to the user
 - When adding/editing a user
 - Ability to add name
 - Ability to add basic contact details/information
 - Ability to add an email address
 - Ability to add/change password
 - Ability to set permissions.

Pricing:

Required Effort	Hours	Fixed Price	Agile
Account Management, Meetings, and Communication	28	5600	4480
General UI/UX Design and Template Development	41	8200	6560
WooCommerce Groups Plugin	47		
- API Sync with Core Website	18	3600	2880
- Custom Registration Form w/ Validation & Sync	29	5800	4640
User Member Area	42		
- Authentication	25	5000	4000
- Forgot Password	4	800	640
- Manage Account	5	1000	800
- Dashboard	8	1600	1280
-- Credit Management System	18	3600	2880
Workbook Experience	52		
- Sections	7	1400	1120
- Lessons	13	2600	2080
- Assessments	32	6400	5120
- Unattached Assessments	15	3000	2400
Administration Interface	123		
- Authentication	8	1600	1280
- Dashboard	13	2600	2080
--Credit Management System	7	1400	1120
- Workbook Management	18	3600	2880
-- Section Management	10	2000	1600
-- Lesson Management	19	3800	3040
-- Assessment Management	37	7400	5920
- Administrator Management	11	2200	1760
- Group Management	32	6400	5120
Total	333	79600	63680

Hosting Cost Estimate:

Required Effort	Hours	Fixed Price	Agile
Setup & Configuration of AWS Hosting Environment	11	2200	1760
Setup & Configuration of EC2 Instance w/ Plesk	3	600	480
Monthly Operating Costs (Supporting up to an estimated 500 workbook uses)			
- Monthly AWS Expense (Medium Instance w/ 50B Hard Drive)		250	250
- Estimated Monthly Server Support & Updates	1.25	250	200
- Estimated Monthly Backup Cost		75	75
Total		3375	2765