

Persona Example:

This is an example of one of our customers:

Emily Chen a Corporate Training Administrator

Age: 35

Job Title: Corporate Training Administrator

Company Size: Small to Medium

Industry: Healthcare Services

Background and Demographics:

Emily has been working in the training and development field for 8 years, primarily focusing on healthcare-specific training programs. She has a bachelor's degree in Nursing and a certification in instructional design. Emily is detail-oriented and committed to ensuring that all employees receive relevant and up-to-date training to enhance patient care and safety.

Goals and Challenges:

Emily's primary goal is to manage and streamline the training process within her healthcare organization:

- Content Management: Efficiently uploading and organizing training materials such as videos, PDF documents, and quizzes created by internal trainers.
- Accessibility: Providing easy access to training resources for employees across multiple shifts and locations.
- Compliance: Ensuring that training materials meet regulatory requirements and industry standards for healthcare professionals.

Needs and Pain Points:

- User-Friendly Platform: A web-based platform that is intuitive and easy for both administrators and employees to navigate.
- Content Upload: Tools and features for uploading, organizing, and updating training materials in various formats.
- Tracking and Reporting: Capability to track employee progress through quizzes and assessments, and generate reports on completion rates and performance.
- Security and Privacy: Ensuring data security and privacy of sensitive training materials and employee information.

Usage Scenario:

Emily logs into the platform to upload a new training video on patient confidentiality guidelines developed by the hospital's compliance team. She uses the platform's content management tools to categorize the video, add accompanying PDF documents, and create a short quiz to assess comprehension. Emily schedules the training module to be available to all nursing staff and monitors their progress through the platform's reporting dashboard. She utilizes feedback from employees to continuously improve the training materials and enhance learning outcomes.

Behavior and Preferences:

Emily values platforms that prioritize simplicity and functionality, allowing her to efficiently manage training content and monitor employee engagement. She prefers platforms that offer responsive customer support and prioritize data security, given the sensitive nature of healthcare information.

Key Takeaways for the Project:

- Focus on providing a user-friendly and secure web-based platform for internal content management and employee training.
- Highlight features such as easy content upload, intuitive navigation, and robust reporting capabilities tailored to the needs of training administrators like Emily.
- Emphasize compliance with industry regulations and standards, particularly in sectors with stringent training requirements like healthcare.

According to the persona example above we tailored the platform to meet the needs of a corporate training administrator like Emily Chen and others from different sectors and businesses to ensure that the project addresses specific challenges faced by organizations seeking to manage and deliver internal training content effectively.

And we also concluded that:

Target: companies and their employees, the type of companies varies from small staff rounding to 15 employees to large companies up to 100 employees.

Users:



Learner/Employee

The end-user consuming the training content for professional development, compliance, or skill enhancement.

Goals:

- Easy access to assigned courses
- clear course structure and navigation
- tracking personal learning progress
- earning certifications
- applying learned knowledge on the job

Pain points:

- Navigating complex course structures
- managing time for learning
- staying motivated and engaged with the content
- balancing work and learning responsibilities
- accessing courses on-the-go

UX considerations:

- Intuitive course navigation and progress tracking
- personalized learning dashboards and recommendations
- gamification elements (badges, leaderboards)
- audit logs and activity trails
- social learning features (discussions, collaboration).



Corporate Administrator

Responsible for overall platform management, user administration, billing, and ensuring compliance with organizational policies and regulations.

Goals:

- Seamless onboarding of new users
- Maintain control over the organization's training curriculum
- ensure course content aligns with organizational standards and guidelines
- integration with existing HRIS systems

Pain points:

- Managing a large and dynamic user base
- ensuring data security and privacy
- monitoring platform usage and costs
- enforcing consistent standards across various courses and departments

UX considerations:

- Centralized admin dashboard with a dedicated course management section
- bulk user management tools
- reporting and analytics for course approvals and platform usage
- manage the available programs and courses



Instructor/Trainer

Subject matter experts responsible for creating, updating, and delivering training content.

Goals:

- Developing engaging and effective training materials
- facilitating learner interactions and discussions
- assessing learner progress and providing feedback
- tracking content engagement and usage

Pain points:

- User-friendly content creation tools
- multimedia integration (videos, documents, quizzes)
- managing course updates and versions
- providing timely feedback and support to learners

UX considerations:

- Intuitive course authoring and content management tools
- multimedia integration support
- version control and content scheduling
- discussion forums or Q&A sections
- grading and assessment tools
- content analytics and engagement metrics



Training Manager

Oversees the organization's training programs, course curricula, and employee development initiatives.

Goals:

- Streamlined course assignment and learner enrollment
- monitoring Learners progress and performance
- identifying knowledge gaps and training needs
- ensuring regulatory compliance.

Pain points:

- Managing multiple training programs simultaneously
- motivating learners to complete courses
- tracking course completion and certification status
- creating comprehensive reports for stakeholders.

UX considerations:

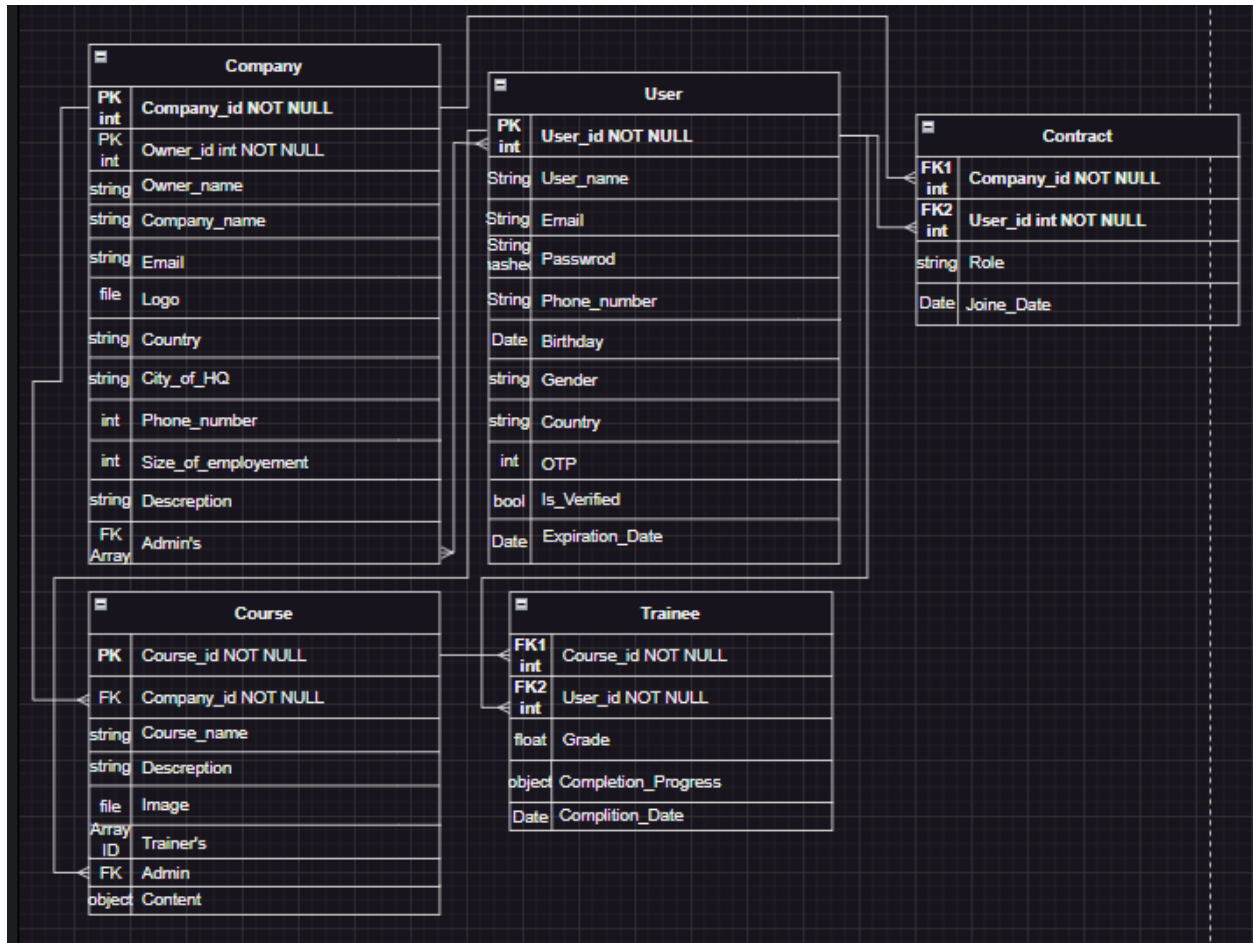
- Clear overview of training programs and course catalogs.
- approval workflow system with customizable rules and notifications
- the ability to assign Instructors and Learners to courses
- automated notifications and reminders
- customizable dashboards and reports

Figma Design:

<https://www.figma.com/design/EC7wnZxhywfbqzDzdvtUU/website?node-id=0-1&t=ScvgKYs7BDZb4IfI->

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Data Base:



API's:

----Auth-----

POST /api/auth/login

body: {username,password}

POST /api/auth/register/user

body:

{username,password,confirmPassword,email,phoneNumber,birthDate,gender(male,female),city,country}

POST /api/auth/register/company

body: {name,ownerId,email,logo(base64),city,country,phoneNumber,size(1-10 employees,11-50 employees,more than 50 employees),description}

POST /api/auth/verification

body: {email,otp}

POST /api/auth/verification/resend

body: {email}

----trainee-----

GET /api/companies

return: [{id,name,logo},....]

GET /api/trainee/:companyId/courses

return: [{id,name,image,progress},....]

GET /api/trainee/courses/:courseId

return: {name,content:[{type:unit,id,name},

{type:lesson,id,name,content:(video),description},

{type:lesson,id,name,content:(pdf)},

{type:lesson,id,name,content:(quiz),quiz:{name,grade,questions:[{id,name,grade,
answers:[{name},....]},....]}},

]]

GET /api/trainee/courses/:courseId/lessons/:lessonId if(type is quiz)

return: {id,name,grade,questions:[{id,name,grade,answers:[{name},....]},....]}

POST /api/trainee/courses/:courseId/lessons/:lessonId/quizSolution

body: [{id,[isCorrect,isCorrect]},...{}] return: {grade}

POST /api/trainee/courses/:courseId/lessons/:lessonId/done

GET /api/trainee/courses/:courseId/lessons/:lessonId if(type is video)

coming soon

GET /api/trainee/courses/:courseId/lessons/:lessonId if(type is pdf)

coming soon

----Trainer----

GET /api/trainer/:companyId/courses

return: [{id,name,,image},....]

GET /api/trainer/courses/:courseId

return: {id,name,image,description,content:[

{type:unit,id,name},

{type:lesson,id,name,content:(video),description},

{type:lesson,id,name,content:(pdf)},

{type:lesson,id,name,content:(quiz),quiz:{name,grade,questions:[{name,grade,answers:[{name,isCorrect},....]},....]}},

]

}

POST /api/trainer/courses/:courseId/units

body: {title}

DELETE /api/trainer/courses/:courseId/units/:unitId

POST /api/trainer/courses/:courseId/units/:unitId/lessons

FormData: {title,type(pdf,video),file,description(if type = video)}

DELETE /api/trainer/courses/:courseId/units/:unitId/lessons/:lessonId

POST /api/trainer/courses/:courseId/units/:unitId/quiz

body: {name,grade,questions:[{name,grade,answers:[{name,isCorrect},....]},....]}

PUT /api/trainer/courses/:courseId/units/:unitId/reorder

body:return: {id,name,image,description,content:[

{type:unit,id,name},

{type:lesson,id,name,content:(video),description},

{type:lesson,id,name,content:(pdf)},

{type:lesson,id,name,content:(quiz),quiz:{name,grade,questions:[{name,grade,answers:[{name,isCorrect},....]},....]}}]}

----admin----

GET /api/admin/courses/:companyId

return: [{id,name,image},....]

POST /api/admin/courses/:companyId

body:{name,description}

-----users in course CRUD-----

GET /api/admin/courses/:courseId/users

return: [{name,role,completionDate,isParticipant},....]

POST /api/admin/courses/:courseId/users/:userId

(Add to course)

PUT /api/admin/courses/:courseId/users/:userId

body: {role(trainer or trainee)}

DELETE /api/admin/courses/:courseId/users/:userId

(remove from course)

-----**users in company CRUD**-----

GET /api/admin/:companyId/users

return: [{name,role,lastLogin},....]

POST /api/admin/:companyId/users/:userId

{email,role}

(Add to company)

PUT /api/admin/:companyId/users/:userId

body: {role(trainer , trainee or admin)}

DELETE /api/admin/:companyId/users/:userId

(remove from company)