PresenTense eFellowship Request for Proposal

Purpose

The PresenTense Group would like to develop an eLearning Platform that will support the online educational needs of the organization going forward. The web development agency that partners with PresenTense would create an innovative, automated, and gaming-influenced platform for social entrepreneurs to launch new ventures. Upon completion of the development of the first stage of the project, all content and graphics will become the sole property of the The PresenTense Group. The web development agency will be given the option to negotiate with PT at a later date the ability to license the code for use by other organizations.

Description

Create a flexible, easy to use, online educational platform to teach our Fellows about social entrepreneurship using the PresenTense curriculum. The website must be user-friendly, have an intuitive interface, be multilingual (English, Russian, Hebrew with proper right-to-left support), and allow for quick management of users without technical know-how.

To be effective, our eLearning Platform must be
- Easy and intuitive
- Visually pleasing
- Safe and secure
- Quick to load and operate

Technology needed:
- PHP, MySQL
- Uploading, viewing and managing of videos via Vimeo API
- Uploading, embedding and managing of documents via Slideshare API
- Interaction with database hosted by Salesforce via API
- Interaction with main website created on Drupal

Types of users needed immediately:
- Fellows (the "students" of the platform)
- Coordinators (the "teachers"/"managers" of the students, they help move the curriculum along), admins of their clusters.
- General Administrators, can edit anything on the entire eLearning platform.

Types of users to roll out soon after:
- Coaches (to view the progress of the Fellows and give advice)
- Mentors (to be available as a resource for Fellows to ask questions and dispense general business advice)

Types of users that would be nice to have:
- Steering Committee Members (to select the Fellows for our in-person fellowships)
- Forum moderators

Clusters

Clusters are the Fellows' "classes"; a group of Fellows who will support each other in their journey from the beginning to the end of the Fellowship. They work together to brainstorm ideas, and will rate the work done by their classmates. Once the Fellow completes "level one" and decides to pay to access the rest of the system, he/she will fill out a survey. The system will determine the appropriate cluster for the Fellow based on the information in the survey: how much time they plan on spending on the platform, their goals, etc, in order to place Fellows with peers who have similar goals.

Discussions, Rating, Gamification:

The discussion forums will be be split by language, city, cluster, level and role.
- Everyone will have access to post in any language or city.
- Only Fellows, Coaches and Mentors of cluster A can see the posts for cluster A.
- Coordinators, Staff and Administrators have access to everything
  - Coordinators have admin privileges within their clusters, in order to manage fellows, coaches, and mentors - and it must be very simple and easy to use, and can be managed in bulk
- Fellows may only see forums for their current level or below.

The system will have a gaming element that may become more complex as time moves on. At first, the users will be able to rate quality of the work of other users. If Fellows receive a high enough score, they are permitted to "level-up". Everything put online by all users can be rated and commented on. Fellows can also earn points by rating the work of others and receiving high ratings for their comments and other posts.

Curricula

The general curricula is cyclical, with each cycle being a level of the "game" to complete:
1. **Seminars,** given via pre-recorded video or video chat, allowing for comment, rating, and Q&A amongst Fellows, Coordinators, Coaches and Mentors.
2. **Clusters,** a discussion forum amongst the Fellows' cluster. "Level one" Fellows will not yet have a cluster, and can instead use the discussion forum available to all members.
3. **Milestones** are the Fellows' homework that must be turned in and will be rated on by the other members of their cluster (if they have one yet, otherwise their milestone is submitted to everyone for rating). When coaching is added to the system, the coaches will give their experienced feedback that will also be shared with other members of the cluster to learn from.
4. **Case Studies** are videos, webinars, and other media presented to Fellows.
5. **Mentors** give Fellows feedback and professional opinion in a question and answer part of the forum
6. **Survey,** Fellows must fill out a survey explaining what they learned, what they would

improve in this level, how they could improve themselves, etc.
Only after every element is completed in the cycle, and the Fellow receives a high enough rating by their peers do they move up.

User Experience of an eFellow

The user experience is cyclical
** = user cannot access until they get to level 2 and pay to upgrade

1. User Signs up, takes an intake survey, and agrees to values statement, terms of service, and privacy policy
2. User is presented with a dashboard, from there they can see:
    - Notifications
      They can see what's been happening new that involves them or their cluster**
    - Profile (link to edit as well)
    - Discussion forums
      General discussion forum link
    - My cluster**
      Cluster discussion forum link
    - Case Studies
    - Ask the Experts
      A part of the forum for a Quora style question and answer
3. Seminar
    - Video and slideshare embeded slideshow - slideshow also available for download
    - A list of 'things think about' while watching the seminar
    - A place to take notes that is auto saved, so Fellows can refer back later
4. Discussion
    - Fellows discuss the seminar and their milestones with the entire community in the section of the forum dedicated to those aspects of the curriculum
    - Fellows also discuss the content of this level with members of their cluster**
5. Milestone
    - Fellow can upload the milestone at any time via Slideshare API, but it's recommended after they view the seminar first
    - Milestones can be commented on and rated by everyone.
    - Fellows must leave comments and ratings on at least ¾ of the milestones of the other members of their cluster
6. Case Studies and Ask the Experts**
    - Fellows can view interesting presentations (identical technically to seminars)
    - Fellows can ask questions in a Quora style question/answer forum and get quality, knowledgeable responses
7. Survey
    - Grayed out until milestone is complete and high enough rating.
    - Must fill out survey to pass to the next level (it's the last step).

Fellows receive a notification when:
- Someone from their cluster uploads a milestone
- Someone comments/rates their milestones

- Someone posts a new discussion thread in their cluster
- Someone comments/rates on a discussion they participated in
- A Fellow that they "follow" uploads a milestone

User Experience of a Coordinator

Coordinators are the admins for all of their clusters
- They can see, comment, delete/un-delete, rate, set user roles, invite users, and generally take any action required of an administrator
- Dashboard
  - An easy-to-use dashboard is key to making administration of the eLearning platform possible, it needs to provide usable data, and easy followup for coordinators
    - [Why Building Great Admin Dashboards Can Lead To Amazing Product](#)
    - [Build a Killer Product Faster! The Secret of User Activity Streams and Cohort Metrics](#)
    - [Cohort Metrics For Startups Revealed – Part I: Plain English](#)
  - Recent comments
  - Recent highly rated comments and milestones
  - Recently flagged comments and milestones
  - Recently flagged users
- Survey results with graphs letting us know how Fellows feel they have improved, and what they thought about when completing the level
- Management of users in bulk
  - Adding users
  - Changing the role of users
  - Messaging users
- Managing documents from slideshare, and videos on vimeo in bulk
- Discussions
  - Coordinators should be answering questions and generally managing the forums,
    - They should pay special attention to posts within the Clusters forums

User Experience of an Expert

- Once a day, mentors receive a digest email with all of the questions from Ask the Experts forum, along with other answers to questions they have answered. If they find a question to be interesting, can click on a link, which logs them in automatically and lets them post a reply right away. The key is no fuss access and no wasted time.