Cloud Based e-Learning Implementation

Name

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Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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# Abstract

With the implementation of computer-based learning will be able to move into the next generation of learning with cloud-based education. This solution will allow Seamus Company (SC) to reach a broader demographic and allow a global reach as the company grows. With the implementation of adding cloud-based learning to their portfolio it will allow SC to reach anyone with internet to access the learning materials. This will also allow SC to sell access to their learning portal while also reducing overhead costs since the learning portal will be cloud-based.

* The goal of the RFP can best be summarized to that SC wants to use emerging and cutting-edge technologies to expand their portfolio while reducing cost and overhead to achieve this goal.
* It is recommended that SC expand their portfolio into cloud-based learning through a web-based learning portal.
* To benefit the company, it will expand their portfolio to allow access to a broader range of students and increase their profit by being able to sell subscriptions to their learning materials.
* The goals of the project are to implement a cloud-based web learning portal, setup a subscription-based access service, and reduce costs to the company by reducing overhead currently needed in printed materials.
* An estimate of the overall cost of the project to Seamus $240,800 as detailed in section D5.
* With 15 years’ experience implementing cloud-based learning SC can be confident that E-Learning, Inc. will provide a solution that not only meets their needs it will exceed them. E-Learning, Inc. will give SC the confidence to expand their portfolio into the digital market and reach a broader demographic and the solution will also allow them to grow in the long term with its expandability.

# Proposed Project for Seamus Company

## D1. Proposed Solution

Seamus (SC) seeking to improve and augment their current portfolio of printed materials and games utilizing current and emerging technologies. E-Learning, Inc. is proposing that SC expand and augment their current portfolio with a cloud-based learning portal that will broaden their reach of their learning materials, increate their profits as they will be able to sell subscriptions to their service, and reduce overhead costs with this solution by having it cloud-based.

The solution will include the implementation of the cloud-based services hosted on the internet through a Software as a Service (SaaS) implementation. By hosting this in SaaS service there is little overhead incurred to the company as the hardware costs are mitigated with a SaaS platform. An additional benefit to SaaS is that since the hosting software is supported by a vendor the system will always be up to date with patches to ensure security of the site.

E-Learning, Inc will then create starter courses based on their current portfolio of grammar books and will train SC staff on how to design and implement future courses. E-Learning, Inc. will also setup their portal to accept subscriptions for both the individual and learning institutions to access the portal. E-Learning, Inc. will also fully train staff on the administration of the portal to be able to change subscription services, add/remove users and groups, and customize the portal to add addition course topics outside of the initial topic of grammar.

E-Learning, Inc. will also setup the portal to be accessible from mobile devices such as Android phones, iPhones, and tablets. Implementing this part of the solution allows for members of the learning portal to be able to be on the go and still learn. With the addition of mobile access this will increase the footprint of SC into areas where the younger generations feel more comfortable in using their mobile device for the learning process.

## D2. Related Works Review

The benefits of implementing a cloud-based learning solution into your portfolio there are several key aspects to consider that will benefit SC. With a cloud-based learning solution there is scalability and reduced times in creating the course material, improved access to the materials, and learns can study at their own pace (Modern School, n.d.). The e-Learning suite will allow SC to expand beyond the printed materials and include not only text-based learning but also tutorial videos, animated videos, and the ability to test on course taught.

The cloud-based learning solution to be implemented also as an advanced for students as studies have shown that modern learners prefer bite-sized and inter-active learning which leads to greater retention of the taught materials (Puri, 2018). With the courses taught in small bite-sized interactive courses the students learning within SC’s cloud-based learning platform the students will retain more of the information taught.

With the proposed solution SC will also be able to accommodate the needs of everyone as online learning is best suited for everyone (Gupta, 2017). This translates to SC being able to build courses that not only fulfill the needs of their current demographic, but they will be able to expand into students of all ages within the same platform. The platform will also allow them to reach demographics outside of the US and into a more global market wanting to learn English and grammar from SC.

## D3. Goals, Objectives, and Deliverables

1. Goal 1: Install e-Learning Suite
   1. Objective 1: Install e-Learning, Inc. base e-Learning suite in test environment
      1. Deliverable 1: Setup SC e-learning site domain name to point to test environment
      2. Deliverable 2: Install e-Learning, Inc. base e-Learning suite to SC cloud server
      3. Deliverable :3 Setup e-Learning Suite site security
   2. Objective 2: Customize e-Learning suite to SC corporate image
      1. Deliverable 1: Setup SC corporate image template
      2. Deliverable 2: Graphic designer applies SC Corporate imaging to e-Learning suite
   3. Objective 3: SC Signoff
      1. Deliverable 1: Have client signoff on install
2. Goal 2: Convert first 100 printed materials to e-Course
   1. Objective 1: Content creators will convert 100 SC supplied printed learning materials to digital format.
      1. Deliverable 1: Convert first printed material to e-Course for design and layout approval
      2. Deliverable 2: Convert remaining 99 printed materials to e-courses and submit for approval
   2. Objective 2: Go-live of approved e-Courses
      1. Deliverable 1: Create directory structure for course materials
      2. Deliverable 1: Install courses to respective areas per SC direction
   3. Objective 3: SC Signoff on e-Courses
      1. Deliverable 1: Client signoff on e-Courses, course directories and layout.
3. Goal 3: Beta testing with 100 employees
   1. Objective 1: SC will choose, at random, 100 employees from within the company to beta test the e-Learning suite and e-Courses
      1. Deliverable 1: Create guide for beta testers to follow when testing suite
      2. Deliverable 2: Create beta test response template of questions and ratings
      3. Deliverable 3: Employees will follow structured guide and populate template with responses
   2. Objective 2: Consolidate beta test template responses
      1. Deliverable 1: Consolidate beta test response template answers for data analysis
      2. Deliverable 2: Build report on responses from beta testers
   3. Objective 3: Address issues and concerns from beta test responses
      1. Deliverable 1: Content creators and programmers address all concerns on responses
      2. Deliverable 1: Test and apply changes to content
   4. Objective 4: SC Signoff on beta test completion
      1. Deliverable 1: Client signoff and approval of beta test results
4. Goal 4: SC Training for e-Learning suite, administration of users, and content creation/implementation
   1. Objective 1: E-Learning, Inc to train chose SC staff on all aspects of e-Learning suite
      1. Deliverable 1: Create training manual and support documents
      2. Deliverable 2: Train staff on core functionality of suite
      3. Deliverable 3: Train staff on most common issues encountered with end users
   2. Objective 2: Train content creators on aspects of creating content and implementing new e-courses
      1. Deliverable 1: Create training manual and support documents
      2. Deliverable 2: Train content creators on how to build new e-Courses
      3. Deliverable 3: Train content creators on how to implement new e-Courses and place them in respective content areas of suite.
   3. Objective 3: Train end user support staff on aspects of end user support, account creation, and account issue resolution
      1. Deliverable 1: Create training manual and support documents
      2. Deliverable2 : Train end user support staff on aspects of supporting end users in the e-Learning portal and how-to sign up and access courses
      3. Deliverable 3: Train end user support staff on creating accounts for new users when automated system fails
      4. Deliverable 4: Train staff on most common account issues that arise and how to resolve them
   4. Objective 4: SC Signoff of Employee Training
      1. Deliverable 1: Client signoff and approval employee training results
5. Goal 5: Subscription Portal Setup and Validation
   1. Objective 1: Setup Subscription portal with membership levels per SC direction
      1. Deliverable 1: Create membership levels per SC direction
      2. Deliverable 2: Apply subscription portal membership levels to portal
      3. Deliverable 3: Validate functioning of purchasing memberships and courses
      4. Deliverable 4: Validate user accounts created properly after subscription purchase
   2. Objective 2: Go-Live of Subscription Portal
      1. Deliverable 1: Implement Subscription and Membership portal
      2. Deliverable 2: Validate functioning and access of portal
   3. Objective 3: SC Signoff on subscription portal setup and function
      1. Deliverable 1: Client signoff on membership and subscription portal
6. Goal 6: Go-Live testing e-Learning suite and Subscription portal for 50 of SC clients
   1. Objective 1: Live testing of e-Learning Suite by 50 clients pre-selected by SC
      1. Deliverable 1: Create testing feedback questionnaire and response template
      2. Deliverable 2: Deliver response template to go-live testers
      3. Deliverable 3: Fully support SC Staff and Go-Live testers for 30-day duration of testing
   2. Objective 2: Gather feedback response templates from Go-Live testers
      1. Deliverable 1: Receive feedback responses and aggregate data to compile full feedback report and scores
      2. Deliverable 2: Draft feedback report for SC on feedback from Go-Live testers
   3. Objective 3: Address and resolve issues and concerns from feedback responses
      1. Deliverable 1: e-Learning, Inc. programmers will address all feedback concerns about functionality and resolve
      2. Deliverable 2: e-Learning, Inc. content creators will address and resolve all concerns around the content and flow of the e-Courses
   4. Objective 4: SC Signoff on Go-Live Testing
      1. Deliverable 1: Client signoff on Go-Live testing
7. Goal 7: Final Go-Live and SC Signoff – Project completion
   1. Objective 1: Final Go-Live
      1. Deliverable 1: Migrate e-Learning platform and suite from test environment to production environment
      2. Deliverable 2: Validate the production environment is running with no issues
      3. Deliverable 3: Fully test production environment with 10 quality control personnel, 5 from e-Learning, Inc and 5 of choice from SC
   2. Objective 2: Final Signoff from Client
      1. Deliverable 1: Client signoff on project completion and full implementation of e-Learning Suite
8. Goal 8: 1-year post implementation support
   1. Objective 1: e-Learning, Inc. will provide 1-year post implementation full support to SC for any issues that arise after completion
      1. Deliverable 1: SC POC will contact e-Learning, Inc. with any issues that arise from the software platform
      2. Deliverable 2: e-Learning, Inc will support the hardware and operating systems of the cloud-based server, after 1 year this will be turned over to SC vendor of choice
      3. Deliverable 3: e-Learning, Inc. will supply any updates to the core e-Learning suite at no cost to SC for first year.

## D4. Projected Timeline

Table D4.1 – Project Deliverables and Milestones

|  |  |  |  |
| --- | --- | --- | --- |
| **Tasks** |  |  |  |
| **Start** | **End** | **Duration**  **Days** | **Label** |
|  |  |  |  |
| **12/16/2019** | **1/14/2020** | **30** | **Install e-Learning - Dec 16 - Jan 14** |
| **1/15/2020** | **1/21/2020** | **7** | **Customize to SC Corporate image -Jan 15 - Jan 21** |
| **1/22/2020** | **3/21/2020** | **60** | **Convert 1st 100 printed materials to e-Learning -Jan 22 - Mar 21** |
| **3/22/2020** | **4/20/2020** | **30** | **Beta test with 100 employees** |
| **1/22/2020** | **5/20/2020** | **120** | **SC Training** |
| **4/21/2020** | **5/20/2020** | **30** | **Validate subscription portal** |
| **5/21/2020** | **6/19/2020** | **30** | **Go-Live testing with first 50 SC Clients** |
| **6/20/2020** | **6/24/2020** | **5** | **SC final review and signoff** |
| **Milestones** |  |  |  |
| **Date** |  |  | **Label** |
|  |  |  |  |
| **1/21/2020** |  |  | **SC Sign off on install and image, Jan 21** |
| **3/21/2020** |  |  | **1st 100 courses go-live, Mar 21** |
| **4/21/2020** |  |  | **Stability and readiness, Apr 21** |
| **5/20/2020** |  |  | **Training Sign off, May 20** |
| **5/21/2020** |  |  | **Subscription Portal Go-live, May 21** |
| **6/20/2020** |  |  | **SC Sign off on Client usability, Jun 20** |
| **6/25/2020** |  |  | **Go-live & Sign off, Jun 25** |

Table D4.2 – Project Timeline

## D5. Resources and Costs

For the project resources include a programmer to install and validate all aspects of the e-Learning suite to customize to meet the needs of SC. A graphic designer will be implemented to ensure that the SC corporate image is reflected through out the entire portal. E-Learning content creators will be utilized to create the first 100 courses from SC printed portfolio of products, the client will choose which courses go-live first. Additional resources needed that are included in the base cost of the licensing are as follows: cloud-based server hardware, e-Learning base software, 100Gb of data transfer per month to learning platform, domain name redirection and all hosting fees.

Table D5.1 – Resources and Costs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Description** | **Unit Cost** | **Duration Hours** | **Quantity** | **Total** |
| **e-Learning Suite Software licensing** | **$ 35,000.00** |  | **1** | **$ 35,000.00** |
| **Customize to SC Corporate image** | **$ 75.00** | **40** |  | **$ 3,000.00** |
| **SC Sign off on install and image - Milestone 1\*** | **$ 20,000.00** |  | **1** | **$ 20,000.00** |
| **Convert 1st 100 printed materials to e-Learning** | **$ 55.00** | **480** |  | **$ 26,400.00** |
| **1st 100 courses go-live - Milestone 2\*** | **$ 20,000.00** |  | **1** | **$ 20,000.00** |
| **Beta test with 100 employees** |  |  |  | **Incl** |
| **Stability and readiness - Milestone 3\*** | **$ 20,000.00** |  | **1** | **$ 20,000.00** |
| **SC Training** | **$ 55.00** | **240** |  | **$ 13,200.00** |
| **SC Training Sign off - Milestone4\*** | **$ 20,000.00** |  | **1** | **$ 20,000.00** |
| **Subscription Portal Setup and Validation** |  |  |  | **Incl** |
| **Subscription Portal Go-live - Milestone 5\*** | **$ 20,000.00** |  | **1** | **$ 20,000.00** |
| **Go-Live testing with first 50 SC Clients - Support** | **$ 55.00** | **240** |  | **$ 13,200.00** |
| **SC Sign off on Client usability - Milestone 6\*** | **$ 20,000.00** |  | **1** | **$ 20,000.00** |
| SC final review and signoff |  |  |  | **Incl** |
| **Go-live & SC Final signoff - Milestone 7\*** | **$ 30,000.00** |  | **1** | **$ 30,000.00** |
| 1-year post implementation full support |  |  |  | **Incl** |
| **\*Milestones paid upon SC signoff** |  |  |  | ***$ 240,800.00*** |

## D6. Outcome

The projected outcome of implementing an e-Learning suite into the SC portfolio is to increase the market share that SC currently has in the education field and expand their capabilities into the well into the future to provide cutting edge learning materials not only to their current demographic of middle and high school students but will be able to expand globally and into father reaching demographics and markets.

Key metrics to base the success of the project are as follows:

* SC should see a market increase footprint of more than 50%
* SC will be able to expand demographics from just middle and high schoolers to also include elementary, international students, and adult learning programs
* SC should see membership to the e-Learning platform grow each month by at least 10% from the previous month
* SC should be able to grow their online e-Courses by 15% each month to reach broader demographics
* SC should see an increase in company profits from the addition of the platform by at least 25% ROI within the first year

# E. Justification and Proposal Highlights

In implementing an e-Learning suite and platform from e-Learning, Inc. SC will be able to expand their current portfolio of offerings, expand their global reach into new markets and demographics, and expand their educational courses to include adults and younger children. With the e-Learning platform being cloud-based SC will not see a large increase in overhead since the bulk of the cost to implement and maintain an e-Learning resource, the server hardware and technical staff to support this, will be placed on the provider of the SaaS solution.

* SC is looking to expand their portfolio with current and emerging technologies
* To meet these needs, it is proposed to implement a cloud-based e-Learning Suite
* The change from only printed materials into interactive e-Learning materials accessible online.
* This will allow SC to reach a broader demographic and expand beyond only printed materials with the implementation of interactive learning
* e-Learning, Inc. has over 15 years implementing its e-Learning suite in over 50 educational institutions and 100 corporate environments provides us a leading edge in e-Learning implementation
* SC would be encouraged to commit funding for this project as it will allow them to grow into the future, expand their portfolio with minimal overhead, and SC will see a return on investment within the first year. With out this implementation SC may fall well behind its competitors who are all looking into the cloud to expand their current offerings of educational materials. With early adoption SC will be a forerunner is the online education market and a leader is high quality online educational materials.

**G. Sources**

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