

APPLIED BUSINESS ANALYSIS

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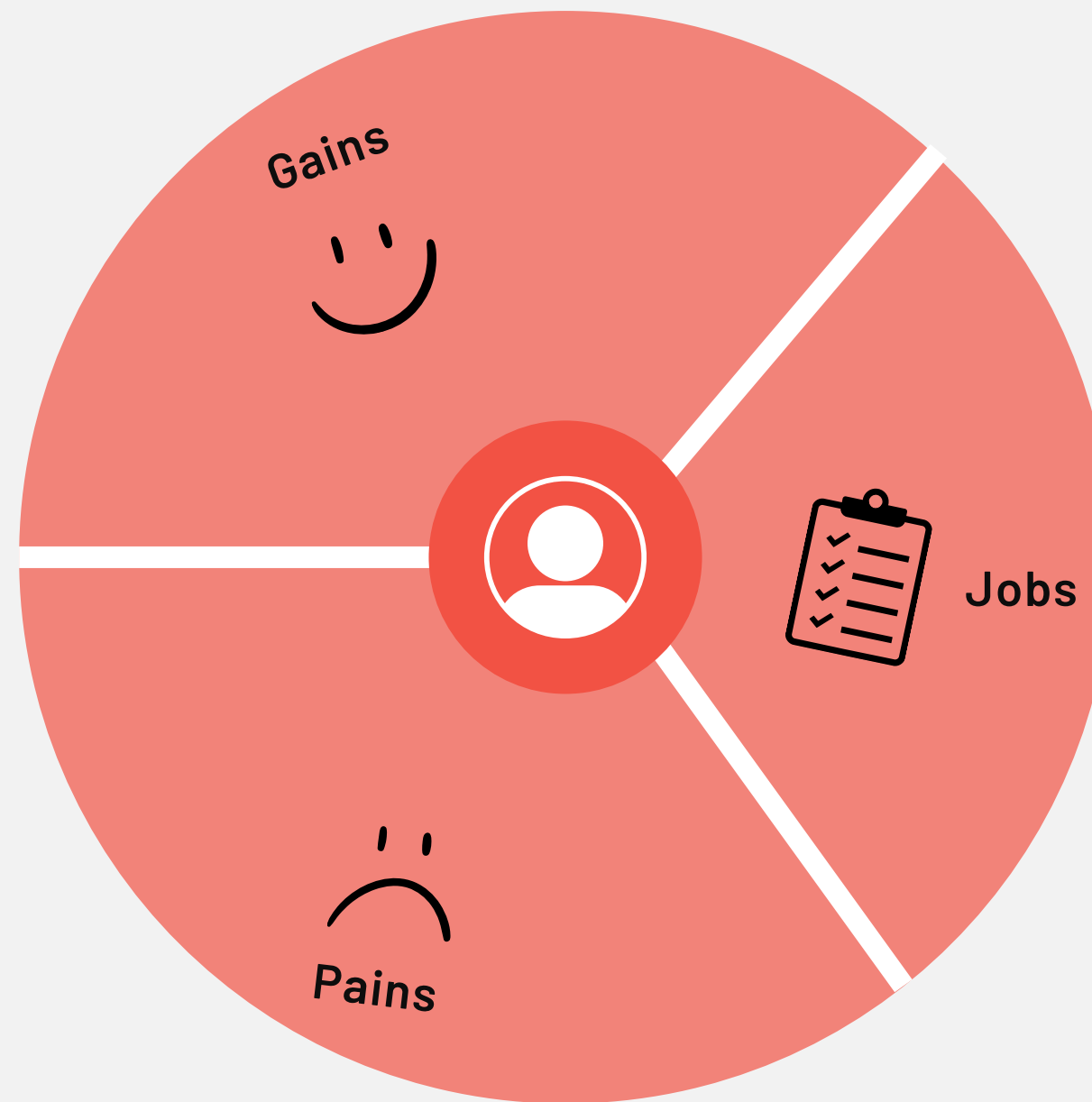
LEARNING MANAGEMENT SYSTEM



VALUE PROPOSITION CANVAS

- A simple, clear and convenient LMS that's easy to navigate
- Course materials organized in a way that makes sense (uploading materials weekly instead of everything all at once)
- Reliable and timely notification service on my phone and computer
- Efficient use of space to prioritize important information

- Course names are confusing, making it hard to tell what's what
- Sometimes missing announcements because mobile notifications don't work
- Navigating through course content is difficult and confusing
- Unnecessary buttons in the top navigation bar clutter the interface and causes confusion
- There's lot of wasted blank space that could be used more efficiently



- Find my way around courses easily
- Get notified when important announcements are made
- Collaborate effectively with classmates and instructors
- Access learning material and resources easily
- Stay organized and manage my time well
- Track my progress effectively and see how I'm doing in my courses



STRENGTHS

1. **Customized Features:** Instructors have the flexibility to personalize the curriculum, assessments, and assignments to meet the specific Course/subject requirements.
2. **Accessibility:** It has features like screen readers, close captioning, and other technologies that can accommodate the need for additional support.
3. **Easy Access:** Students can access the LMS on any device at any time, making it convenient for reviewing course content.
4. **Centralized Platform:** It provides a single central location for all course materials, assignments, and communication.
5. **Integration with other tools:** The platform has the capability to integrate with Zoom, Microsoft Teams, and Turnitin among others, embracing a streamlined approach to teaching and learning.
6. **Reasonable Cost:** Compared to other LMS service providers BrightSpace is economical.



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WEAKNESSES



1. **User Hostile:** The users find it difficult to navigate the features and understand the usage of the platform as it is very complex.
2. **Limited customization option for students:** Students don't have an option to customize the view to personalize the notification and prioritize their need to access the platform.
3. **Technical issues:** Due to bugs and interrupted service, few of the notifications don't reflect, creating chaos.
4. **UI Design:** The platform has poorly designed UI which has few unnecessary buttons and uneven spacing.



OPPORTUNITIES




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THREATS



1. **Interactivity & Gamification:** Adding capabilities for game-like functions, real-time polling, and badge earning that increase engagement and motivate students to learn interactively.
 2. **AI & Data Analytics:** Scalable personalization through AI and data analytics will provide actionable insights that improve not only learner performance but also instructional practices.
 3. **Mobile Application:** Development of mobile application in more optimized and user friendly method would increase the engagement.
 4. **Training & Continuous Improvement:** This would smoothen the learning curve and provide for continuous improvement through increased from users.
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1. **Competitors:** LMS platforms like Blackboard, Google classroom has better features and accessibility
 2. **Student Expectations:** Students have the expectation that the platform should be more interactive and have real-time problem solving capacity.
 3. **Security and Privacy Risks:** Data breaches and other security issues may lead to leaks of vital student information resulting from systems that are not upgraded regularly to protect the information against cyberattacks.
 4. **Resistance from Students:** Students shows resistance after using the brightspace as their experience have been unpleasant.
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THANK YOU !