

Problem	Root Cause(s)	New Capabilities	To-Be Features to Fill Gaps
Low Traffic & Weak Engagement	Static / weak content (catalogue + news)	Content Management System (CMS) + SEO & Analytics tools+Digital Marketing	Dynamic course catalogue/content publishing
	SEO tools		SEO optimization tools
	No bilingual support		Bilingual content support(ARABIC / English)
	Branding inconsistencies		Consistent branding across platforms
Lack of course Registration Workflow	manual course Registration	Enhanced Online Course Registration Portal + UX/UI Redesign	custom registration form for each course with guided flow
	Multi-step, complex registration forms(leads to high bounce rate & missing applicants)		Validation checks to prevent incomplete forms and errors
	UI not user-friendly		Modern, mobile-friendly registration interface/Clear navigation
Lack of Approval Workflow	Manual approval process	Student Information System (SIS) with workflow automation+ RBAC	Online registration forms with automated approval workflow
	No automated approval process		Role-Based Access Control (RBAC)
	No role-based access control		Single source of truth for student data, auto-sync across modules
	No unified student profile		Automated Parent approval workflow via NAFATH
	Data redundancy and manual data entry		
Poor Learning Experience	No LMS implemented	Learning Management System (LMS moodle+ SSO) with mobile support	Student access to course materials, assignments, attendance, grades
	Students cannot access course materials, assignments, attendance, or evaluations		Instructor tools to upload materials, grade assignments, and track student performance
	Instructors cannot upload materials, assignments, or track students		Mobile app for students and instructors with full LMS functionality
	No mobile app support		Single Sign-On (SSO) between website, SIS, and LMS
	Website not designed as full digital learning portal		
Compliance with National Regulations	No integration with NAFATH for ID verification	Compliance & Verification Integration	NAFATH ID verification during registration
	No parental approval workflow for students under 14		Parent approval process for <14 applicants
	Student profiles not unified per NELC requirements		Unified student profile across registration, SIS, and LMS
Future Payment Gateway (future)	current courses are free	Online Payment Gateway Integration	Multiple payment methods support (credit card, Apple Pay)
	No online payment support		