

## EduCentral

Nikita, a recent MBA graduate from Christ University, Bangalore, realized how difficult it can be to have too many options. She wanted to undertake a course in the Business Finance to further her skills, and did a quick search online for the same. The results were staggering. There were multiple websites offering a multitude of courses – she just did not know what to choose! It was quite a task to go through the different websites and compare the different courses. Each site catered to a specific type of program like e-learning, workshops, distance learning, etc. – but there was not one place where she could view everything and compare. She spent more time searching, rather than learning!

Going through this experience, Nikita saw an opportunity. She formulated the idea of having a website – “**EduCentral**” - to consolidate the data from different education providers in one place. She aimed to simplify the search and selection process for learners like her.

**EduCentral** will be the one stop shop for all learners as well as education providers to mutually benefit from each other. Learners can view courses across various categories, price points, modes of delivery (fully virtual, blended, distance learning etc), review ratings, receive personalized suggestions, provide feedback and recommend to friends. Education providers will benefit from the additional visibility and extended learner base they are able to reach out to through **EduCentral**.

As Nikita researched more on this opportunity, she also realized that associating with leading Global Professional certification bodies would be of great benefit to the learners. She was keen on offering Industry recognized Professional certification courses through **EduCentral**.

She had many of her friends from her MBA days employed with leading corporates. While she bounced off her ideas with them, she understood that Corporates were also looking out to partner with online education providers to upskill their employees globally, on a regular basis. As more and more opportunities unfolded in front of her, she realized the urgency to have **EduCentral** solution available quickly.

She set herself a deadline of 3 months to have the IT solution in place and started looking out for IT partners to help her build it.

**Note to customer to align features to capabilities:**

Our aim is allow every campus mind to pick 1 user story and implement end to end to get an exposure to all layers UI, Business layer, service layer and DB.

Please ensure the following are addressed in the features they implement:

- Ensure CRUD (Create-Retrieve-Update-Delete) operations are covered as a basic minimum.
- Admin and end user operations to be considered throughout.
- Login
- Search
- Personalization
- Time box 1 could be more on MVP and Time box 2 on personalization.