

# Business Case Analysis

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## Summary

A solution to be designed to help the enterprise achieve the objective of onboarding and engaging its employees on the LMS platform and enable growth amongst employees.

## Objectives



## Key Assumptions

- The learners are the employees of the specific Enterprise customer
- The All courses access by the EdTech company has courses for people from all industries and backgrounds
- Learners are more interested in the courses based on their fields of interest
- Employees hardly get time to put in learning hours during office time
- Admin users are expected to monitor learning hours for different teams/departments
- Certain courses are mandatory for learners
- Employees are driven by competition amongst their peers

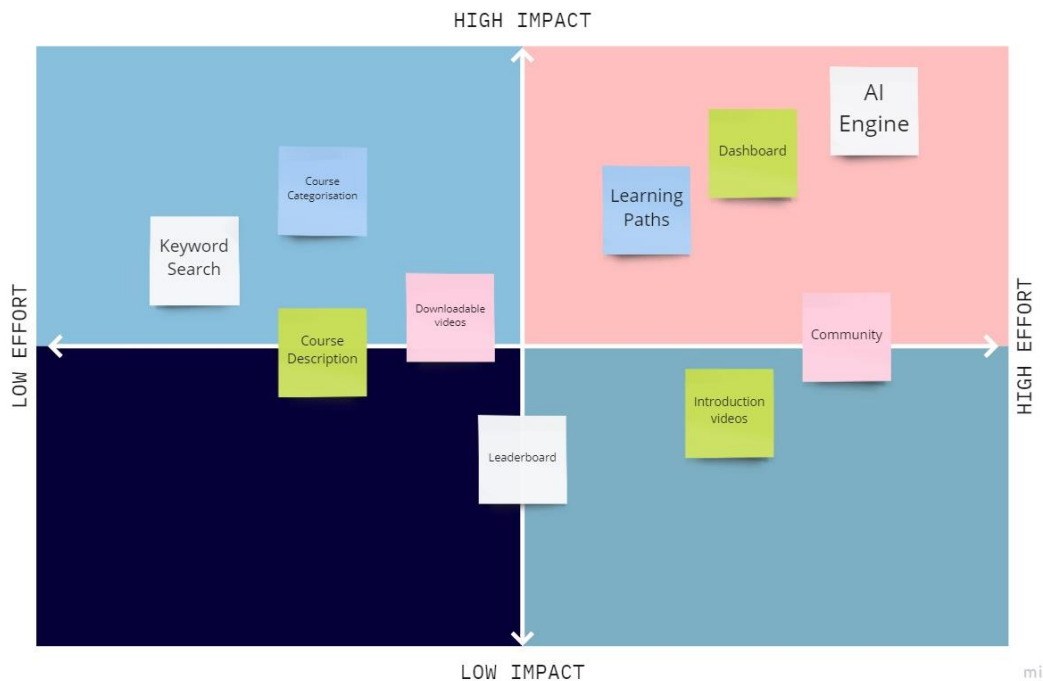
## Users and Use cases

Admins	Learners
Monitor learners progress and course completion	Search courses on the platform based on keywords
Assign compulsory courses for specific group of learners as per requirement	Enrol into courses of choice
Notify learners about the course progress and remaining portion	View dashboard with enrolled courses and their progress
Derive relevant metrics from the LMS	Assign areas of interest for better course suggestion
To ensure learners complete defined learning hours	View certificates and give feedback after course completion
Award badges and prizes for highly competitive learners	
Provide support for any queries/clarifications by learners	

## Challenges

<b>Suggest relevant courses</b>	<b>Derive important metrics</b>	<b>Increase course completion</b>	<b>On-the-go learning</b>
It is extremely essential to suggest relevant courses for learners from a large pool of courses as it can be a cumbersome task to find the exact course that the user is interested in.	Users want to understand the progress they have made with respect to the learning hours, subject expertise as well as the comparison with their peers	Learners enrol in a course but drop off in between due to low engagement / irrelevant content and end up not completing the course	Many employees find it difficult to engage in learning during office hours, hence, would require a provision to view content at their homes or on the way to work

## Feature identification



Based on the impact-effort matrix the following features were identified and the features are prioritized with a MoSCoW analysis.

Must Have	<b>AI Engine</b> - to suggest relevant courses based on the fields of interest, department of learners, years of work experience
	<b>Categorised courses</b> -Navigation for users to view courses based on certain categories
	<b>Keyword search</b> -Display courses based on the keywords provided by the learner
Should Have	<b>Course Description</b> - A brief summary of the course content long with the duration on the course display page
	<b>Learning Paths</b> -A group of courses to be suggested for specialisation in a particular topic/subject
	<b>Dashboard</b> -A view for the learner to understand their total learning hours, course completion status, etc
	<b>Downloadable videos</b> -Ability for learners to download the videos for viewing them on-the-go
Could Have	<b>Leaderboard</b> -To see where the learner stands against their peers with respect to the total learning time
	<b>Community</b> -A platform where users can comment, give feedback, ask questions and engaged with others
	<b>Introduction Videos</b> -Short videos which give a brief overview of the course

## Wireframes

- Page for the user to select his fields of interest and their role in the organisation

The wireframe shows a browser window with the URL <https://www.learning.io>. The page header includes the site name "LEARNING.IO" and the user name "Aman Shaikh" with a profile icon. A navigation bar contains a home icon and links for "Dashboard", "My Courses", "Explore", "Leaderboard", and "Help".

The main content area is titled "Select your role in the organisation" and features a grid of role selection buttons: Sales, Marketing, R&D (highlighted), Accounts, Admin, Product Mgmt, HR, and a "Save" button.

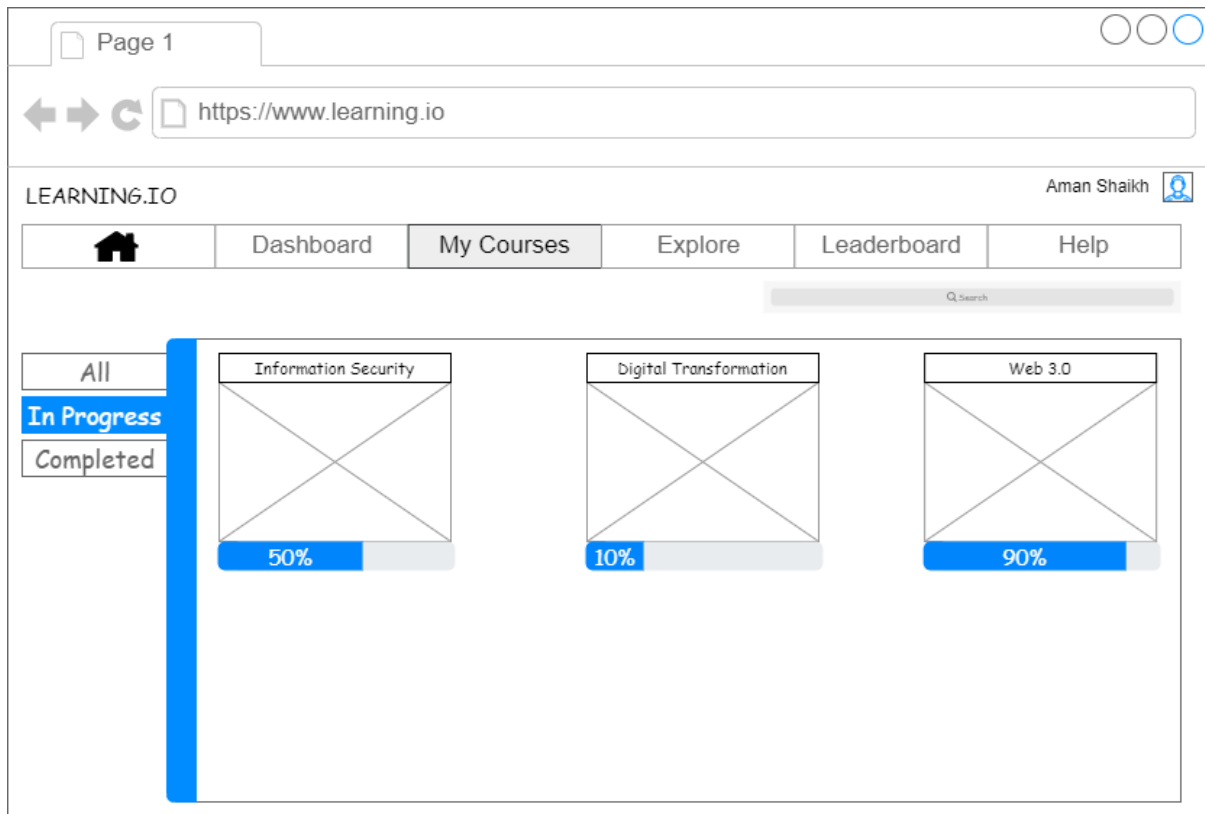
Below this is the "Select topics of interest" section, with a grid of topic selection buttons: Marketing, Business (highlighted), Productivity, Operations, Data Science, IT Tools, Communication, and another "Save" button.

- Page for the users to view recommendations on the courses

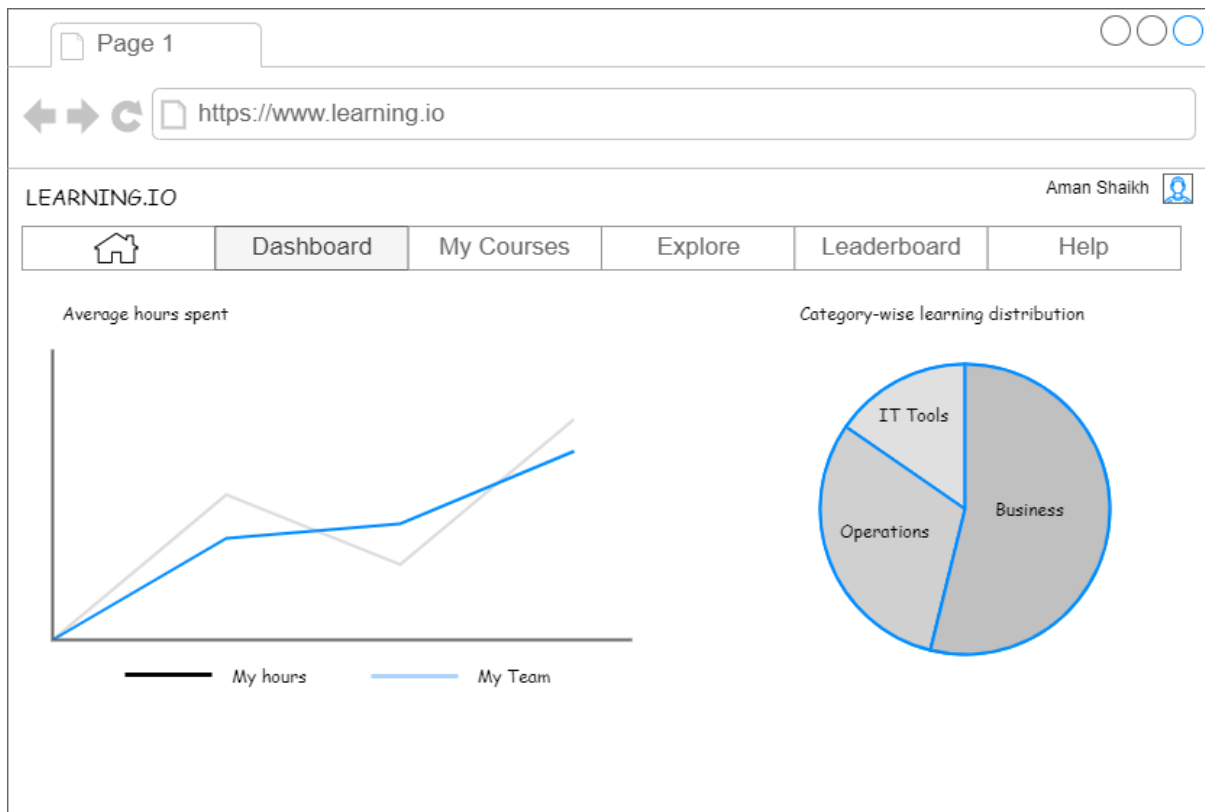
The wireframe shows a browser window with the URL <https://www.learning.io>. The page header is identical to the previous wireframe, showing "LEARNING.IO" and "Aman Shaikh". The navigation bar also remains the same.

The main content area is titled "Recommended Courses" and contains a large rectangular placeholder for course cards. Below this is a section titled "Recently Accessed Courses", which also contains a large rectangular placeholder for course cards.

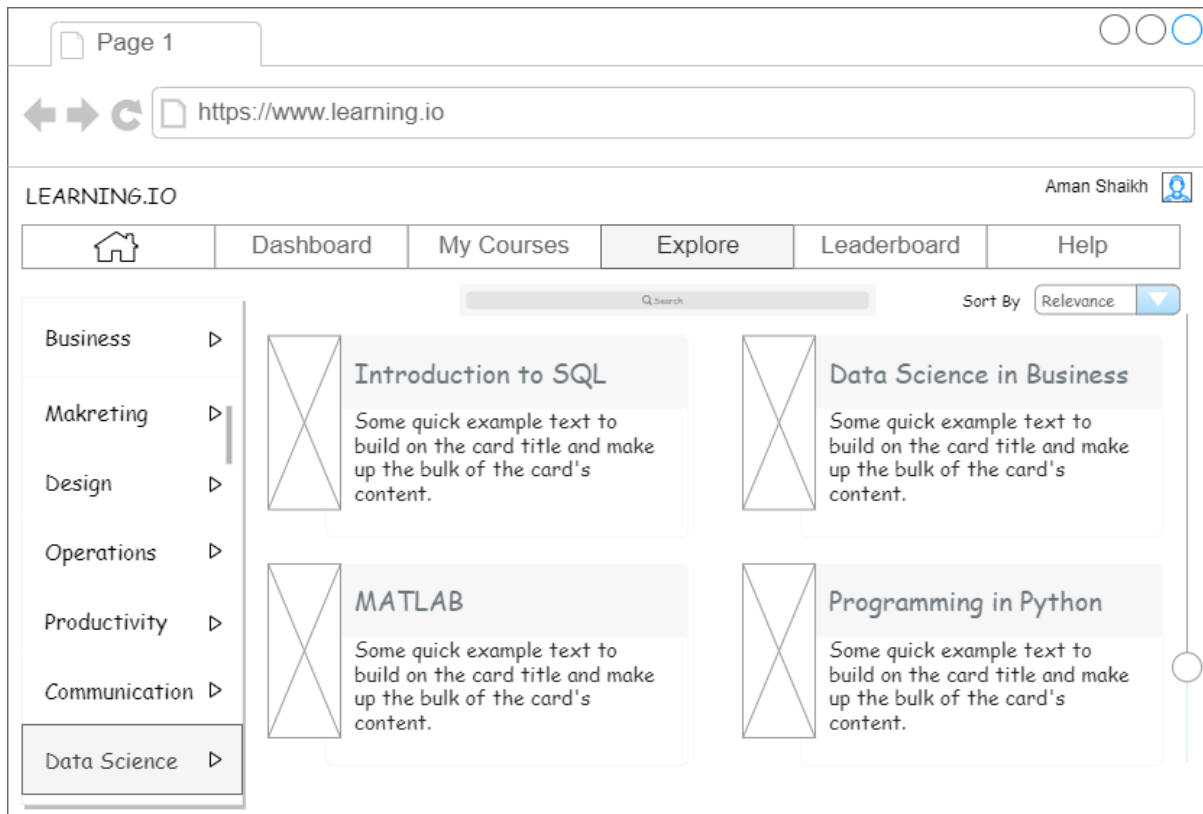
- Page for the users to see their progress across different courses



- Page for the users to view metrics with respect to their learning and development



- Page for users to explore and find different courses based on different categories



### Important Metrics

- **Course enrolment rate:** Percentage of employees who are enrolling in suggested courses. This metric will give an insight about the quality of recommendations.
- **Course completion rate:** No. of employees who have completed the course vs No. of employees who have enrolled in a course. This will give an idea about the engagement level of the courses and also an insight into why learners are dropping off.
- **Average learning hours per month:** To understand the amount of time employees are putting in towards learning and development apart from their office hours. This metric can be used to award exceptional employees or help them in promotions.