Azerbaijan Tourism Board

IT & Quest Experience

E-LEARNING TOOL PROJECT SCOPE STATEMENT

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A. Project Objectives

1. **Business Need**

   In order to provide teaching material to for local and overseas tour agencies, destination partners etc. and ease the organizational process for webinar hosting, the requirement to research available e-learning tools on the market was requested from IMM (International Market Management) department to IT & Quest Experience department.

   This tool will allow IMM department to share any new products, brochures and strategies with their representative offices and destination partners. Also host webinars or live trainings. IMM department can also make profit out of online course selling.

2. **Product Description**

   The desired tool should be cloud based, website that is accessible in our partner's regions. User should be able to register in order to get access to the course he/she selected and have personal history of courses that were taken or desired to be taken. User should be able to get email notifications upon his/her progress, and notification about upcoming live events like webinars, trainings.

3. **Project Functional Requirements**

   The list of requirements and their priorities:

Requirement	Priority
Live training, webinar hosting	Must Have
Live Q&A	Must Have
Webinar Participant Count of 10k+	Must Have
Quiz (after the course is taken)	Good to Have
Payable Subscription	Good to Have
Static Content	Must Have
E-mail Notifications for Users	Must Have

Requirement	Priority
Follow Up E-mail After Course is Finished	Good to Have
Supported Format for Static Content(pptx, pdf, video)	Must Have
One Time Payment Course Purchase	Good to Have

B. Project Description

1. **Scope**
   User should be able to access the service via web browser (both pc and mobile), and have access for brief course description and have full access to purchases or attend the webinar after registration on the web site. The courses would have three types of availability, free that are available to everyone after registration, one time payed courses, and courses that are available with monthly subscription to the website.
   Any webinars (live trainings) should be promoted on the website before the webinar date. User should be able to sign up for a webinar in advance and should be reminded about attending the webinar in advance.
   Webinar tool should support more than 10k user live streaming it at the same time, and have live chat option in order to provide live Q&A in the end of the webinar.
   A follow up email after the course is completed should be send to users.
   User should be able to take quizzes during or after the course.
   Tool should support all video formats, pptx, and pdf.

2. **Completion Criteria**
   IT & Quest experience department will provide a list of tools that fulfil must-have requirements, and indicates which of the good and nice to have requirements are met. Stakeholders will have full understanding of tools capabilities, possible customization, and costs.
   Also list of possible vendors that can support with tool customization and technical setup for webinars will be provided.

3. **Constraints**
   In order to fulfil needs of having both static and live content, there is a possibility of acquiring **more than one** tool.
   Only tools that support integration of **third party webinar tools** should be considered.
   Third party webinars should have embedded code of their player.
   Some regions in China may not have access or have **limited access** to the **live streaming**.

4. Project Roles

Role	Name
Stakeholders	Florian Sengstschmid, Bahruz Asgarov, Sevinj Zeynalli, Vusal Shahbazov
Project Owner	Sevinj Zeynalli
Project Manager	Leyla Mammadova

C. Project Control

1. Application Roles
The following role definitions are being applied to the resources assigned to this project:

Project Role	Responsibility
Administrator	Administrator will have access to website admin panel, and full control over privacy, courses, and registered users.
Content Manager	Will be responsible for creating static content (videos, pictures, presentations and brochures).
Webinar Organizer	Will be responsible for hosting and promoting webinar.

Tools will require **branding and customization** by brand manage and content manager ***

D. Suggested Tools

1. Tools Capability Chat

Application Name	Live Training	Static Content	Live Q&A	User Count	Admin Count	Subscription/ Payable Content	Notifications for Users	Quiz	Price per month
Thinkific	Embedded Player	✔	Embedded Player	Unlimited	2	✔	✔	✔	$99
Teachable	Embedded Player	✔	Embedded Player	Unlimited	5	✔	✔	✔	$79
Livestream (Only for streaming)	✔	Video Storage	✔	Unlimited	1	-	-	-	$75

2. Additional Features

Thinkific	**Teachable**	**Livestream**
Unlimited courses and students	*No transaction fees*	*Unlimited viewers*
2 site admins/authors	*Instant payouts*	*7tb storage*
Private & hidden courses	*Monthly payouts*	*Unlimited event pages*
Advanced course pricing options	*5 admin-level users*	*Analytics*
Memberships and bundles	*Priority product support*	*Ability to disable viewer count, chat, commenting*
Certificates	*Graded quizzes*	*Password protected events*
Advanced customization	*Advanced theme customization*	*White label player and embeds*
Priority support	*Advanced reports*	*Ad free*
Built in content creation tools	*Unbranded website*	*Event and VOD archive*
Downloadable content	*Course completion certificates*	*Live embedding*
Embed third party tools and sites	*Unlimited Hosting*	*Cloud recording*
Student course review	*Integrated Payment Processing*	*HD video player*
Students discussions	*Student management*	*Local publishing server*
Quizzes		

Student surveys
Voice over PowerPoint presentation tool
Randomized quiz question bank
Prerequisite lessons
Host Storyline, Captivate & more
Create free, paid, and time-limited courses
Instant fund access
Offer free trials for courses
JavaScript tracking
Order tracking, conversion tracking, and retargeting pixel support
Search engine optimization(SEO)
Multiple payments method and currencies
Convertkit integration
Aweber integration
Mailchimp integration
Marketing analytics programs
Affiliate reporting
Coupons and promotions
Drip(scheduled)content
Additional course prices
Offer payment plans
Bundles and upsells
Custom website creation tool
Compatible with existing websites (Wordpress, SquareSpace etc.)
Custom site links
Additional pages
Custom domains
Advanced CSS/HTML editing
Choose your site language
Student progress tracking
Scheduled classes
Completion certificates
Automated welcome and completion emails

Unlimited video/courses/students
Discussion forums
Basic quizzes
Graded quizzes
No fees on free courses
Live chat and email support
Custom domain
Coupon codes
Integrated affiliate program
Integrated email marketing
Third-party integration
Drip course content
Course completion certificates
Advanced dev optimization
Unbranded website
Automated welcome and completion emails

Stream to FB and YouTube live
Lead capture
Live switching using livestream studio software
Cloud transcoding & RTMP input
Email support

3. Usability and Functionality

a. Thinkific

- User-friendly design
- Various course building templates
- Easy to use website building tool with preview option for both desktop and mobile version
- Offers two starting paths, website customizations or course creation
- One-click third party integration for tools like Google Analytics, MailChimp, Zapier, Accredible etc.
- Course review enabling option

b. Teachable

- Free live webinar for new users
- Website generation and course creation is not as advanced as in Thinkific
- Faster to learn due to its simplicity

c. Livestream

- Easy to use streaming software
- Complexity may rise depending of which streaming equipment will be used
- Livestream Producer is a licensed free software that allows you to go live quick and easy from your desktop

4. Demo Version Usability Result

IMM department employees were provided with free demo of both Teachable and Thinkific and Usability Questionnaire that they needed to fill after using both platforms for a day.
As we can observe from the results below IMM department employees found Thinkific as more user friendly tool.
Overall results of the questionnaire are:

Questions	Thinkific	Teachable
I think that I would like to use this platform frequently	Agree(3)	Agree(2)/Disagree(1)
I found the platform unnecessarily complex	Disagree(3)	Agree(2)/Disagree(1)
I thought the platform was easy to use	Agree(3)	Agree(1)/Disagree(2)
I think that I would need the support of a technical person to be able to use the platform	Agree(1)/Disagree(2)	Agree(3)
I found various functions in this platform were well integrated	Agree(3)	Disagree(3)
I thought there was too much inconsistency in this platform	Disagree(3)	Disagree(3)
I would imagine that most people would learn to use this platform very quickly	Agree(3)	Disagree(3)
I felt very confident using this platform	Agree(3)	Agree(1)/Disagree(2)
I needed to learn a lot of things before I could get going with this platform	Disagree(3)	Agree(1)/Disagree(2)
I found the design of this platform attractive	Agree(2)/Disagree(1)	Agree(2)/Disagree(1)
I found that this platform fulfils my requirements	Agree(3)	Disagree(3)

5. SUMMARY

    a. Functionality:

Both tools (thinkific & teachable) complies with core requirements as an offline content e-learning tool. Together with Livestream combination, it will become an online+offline e-learning tool.

    b. Usability:

	Thinkific	**Teachable**
In Favor	31	12
Against	2	21

    c. Price:

Tool	**Price / month**
Thinkific (content)	99 $
Teachable (content)	79 $
LiveStream (streaming)	75 $

*** If live trainings will be performed, bundle of content tool + streaming tool should be used.