

CHAPTER III

RESEARCH METHODOLOGY

3.1 Project Planning Timeline and Task Delegations

The project took approximately 12 weeks. The project was defined using a Gantt chart that provides the things to be done and an time estimate for each task listed. The Gantt chart for the project is shown on Figure 3.1. This Gantt chart is for Group 27, which is the group that the author is in when conducting this task.

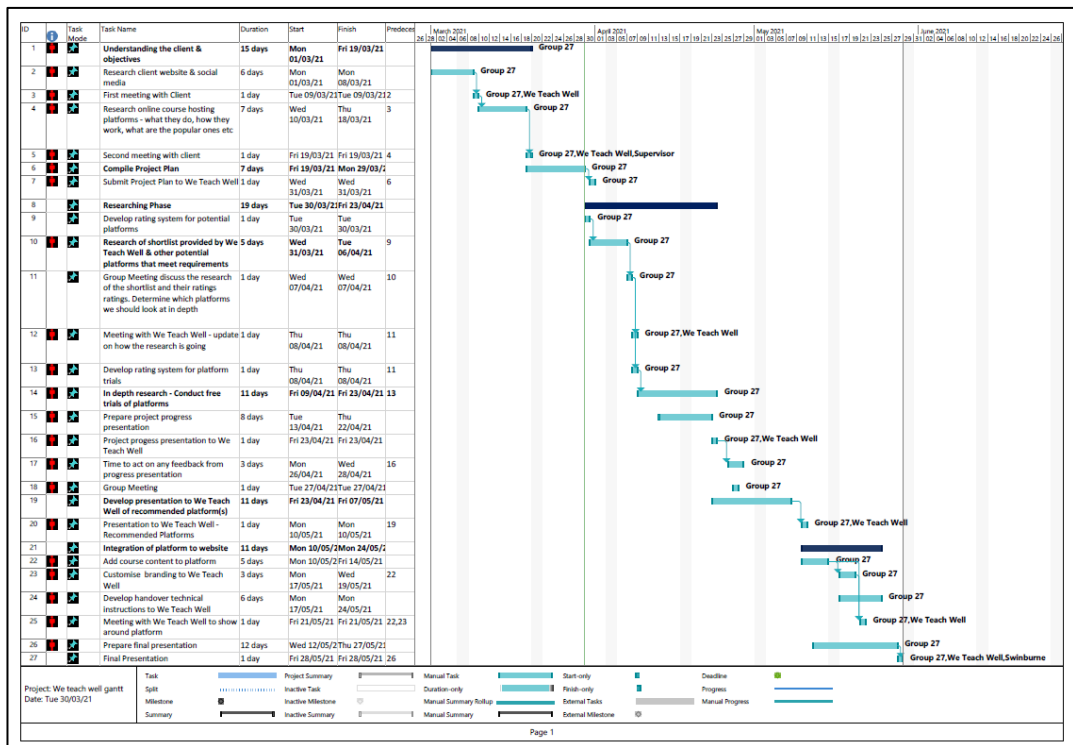


Figure 3.1 Group 27 Gantt Chart

Group 27 has 4 members, Rafael, Damian, Calvin, and Natasha. Rafael is the team leader. He is the one that maintains regular communications with the Client and the Mentor. Rafael helps research the platforms Teachable, Mighty Networks, and Kajabi. He also customizes We Teach Well’s Thinkific page and uploads and

customizes the courses. Rafael also is the one responsible submitting all of the team's documents. Rafael also is in charge of finalizing the report and making sure that it is up to standards.

Damian is the maker of the user manual in this project. He also designed the team's gantt chart and he is the one that fixed We Teach Well's Google Analytics. Damian also researched the platforms Quitch, Teachery, and Go1.

Calvin is in charge of all of the meeting minutes. He made sure to make all of the meeting minutes for every team meeting. Calvin also was in charge of the integration of We Teach Well's website to We Teach Well's Thinkific platform. He also researched the platforms LearnWorlds, Invanto, and Gumroad.

Natasha is in charge of We Teach Well's Thinkific's design. She ensured that We Teach Well's Thinkific platform design matches the original We Teach Well website, and she also was in charge of making the team's poster for the project. She also researched the platform of iSpring Solutions, Podia, and Thinkific.

All of the team members regularly attended the internal team meetings, mentor meetings, and client meetings. All of them also worked on the project proposal, attended the mid-progress presentation and the final presentation, as well as working on the final report together.

3.2 Platform Research

Based on the information laid out on the previous chapter, Group 27 researched a list of 12 platforms, with nine supplied by We Teach Well, and the other three found from articles on the internet recommending particular platforms. We Teach

Well requested that Group 27 return with three platforms and present the pros and cons for them to decide on a single platform to use. Each of the 12 platforms were researched using different methods, including using free trials for hands-on experience, watching webinars, as well as reading articles and reviews.

The platforms researched were as follows:

- Go1
- Quitch
- Teachery
- Podia
- iSpring Solutions
- Thinkific
- Teachable
- Mighty Networks
- Kajabi
- Gumroad
- Invanto
- LearnWorlds

3.3 Platform Design

Group 27 was also tasked to design the online platform as a part of the project. The group had to plan and create the layout. The team knew the basics of what needed to be included into the layout, this including the We Teach Well colours of purple and green, the logo and the fonts used on the website. Group 27 got the correct fonts used on the website, the HEX codes for the colours used and the link

to the Wordpress image folder of all the purchased images We Teach Well has the rights to. We Teach Well's colour scheme is shown in Figure 3.2 below.

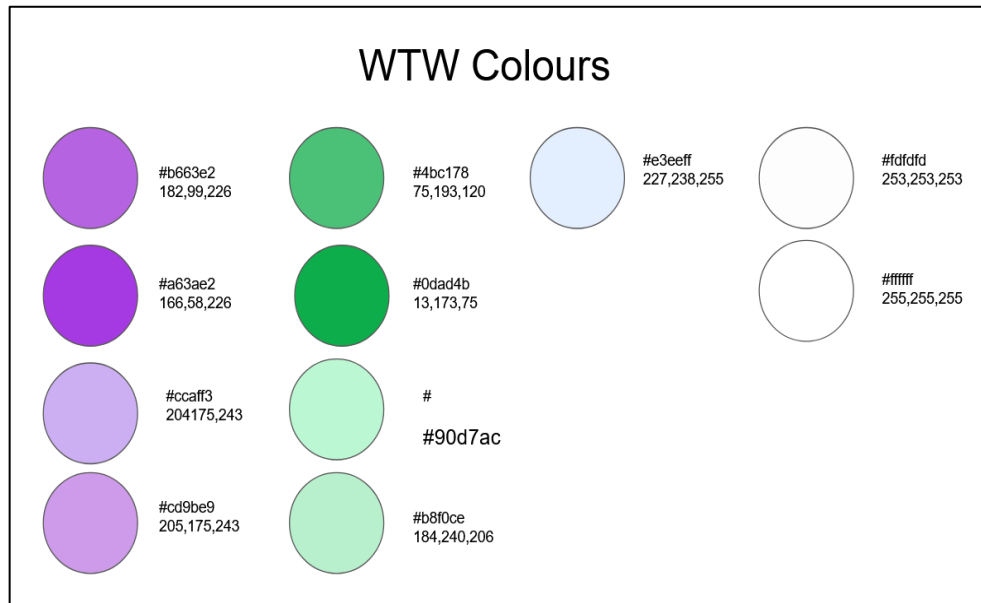


Figure 3.2 We Teach Well Color Scheme

Group 27 chose the template that is simple but effective for the platform, it shows the customers exactly what they are looking for without having to scroll too much and it has very minimal clicks for the user to make, making the platform very easy to navigate through.

3.4 Platform Configuration

Group 27 was tasked to edit the platform and tweak it to We Teach Well's requirements. Group 27 integrated Thinkific with We Teach Well's Stripe account, which is a payment account that can be used to process payments.

Group 27 also edited Thinkific's sign-up settings. First Group 27 disabled any sign-ups using social media such as Google, Facebook, or LinkedIn. Users can only sign-up using their email address. Group 27 edited the platform's Terms of Use and Privacy Policy based on the Terms of Use and Privacy Policy on We Teach Well's

Website. Group 27 changed the name of the site, assigned a site email, and the site URL to We Teach Well's requirements.

Group 27 integrated Thinkific with two third-party apps. These were Google Analytics and ConvertKit. Google Analytics was used to gain insight into customer activity, and ConvertKit was used to automatically assign tags to users. Group 27 sets ConvertKit to assign tags every time someone signs in to Thinkific, every time someone purchases a course, and every time someone finishes a course. We Teach Well can always add and remove tags as they wish.

3.5 Course Upload

Group 27 was responsible for uploading the first course to Thinkific for We Teach Well. All of the course materials were supplied by We Teach Well. We Teach Well wanted the course to be a Shakespeare themed course, and the course is aimed at teachers so that they can understand Shakespeare, his teachings, and why they are still relevant today.

Group 27 created a course in Thinkific and customized it to We Teach Well's requirements. This includes setting the price, adding relevant images, as well as descriptions to the course. Group 27 cannot set the course to issue certificates of completion at the time of writing due to said feature being not available in the Basic Plan that We Teach Well was enrolled in.

The course name was "Teach Shakespeare Well", and it consisted of five lessons. The lessons contain various types of file formats such as video, audio, text, and PDF. This course is free.

3.6 Integration to We Teach Well's Website

We Teach Well outlined the requirements for Group 27 to integrate the website to Thinkific. Originally, both parties defined integration as outlined below:

1. A way for customers to access the teaching platform from the website, using forms to first add the user as a 'Confirmed Subscriber' in ConvertKit and then sending them the access method to the teaching platform.
2. Accessing the teaching platform using the credentials entered in the form.
3. Testing the incentive email set on the sequence that is sent after 24 hours of signing up through the form.

Based on the definitions above, Group 27 modified the form per We Teach Well's request and embedded the form into We Teach Well's website page. Group 27 also proceeded with testing the form-related features, most notably the incentive email and the sequence linked to the form that sends an email after 24 hours.

However there were some misunderstandings between the group and We Teach Well. Thus after further meetings and clarifications, a new definition of integration was agreed. These include:

1. A way for customers to access the teaching platform from the website, which is agreed to be implemented in a button on the page.
2. Accessing the teaching platform by signing up for an account on the platform rather than the website.
3. Integration of ConvertKit and the platform of choice to allow users signing up and doing activities on the platform of choice to be added as a 'Confirmed Subscriber' in ConvertKit.

4. Testing of tags assigned from the platform of choice in ConvertKit by linking the tag with a sequence, a form, or other tags.

We Teach Well agreed to design the new Professional Development Courses page and the Teach Shakespeare Well page. Group 27 tested the platform of choice's ConvertKit integration by doing selected activities that grants a user a tag, in particular: signing up, enrolling into a course, and completing a course.

3.7 Google Analytics

We Teach Well requested that the Google Analytics (GA) account that was previously created for www.weteachwell.com be corrected so that audience statistics could be tracked. This objective was treated as second priority behind the Online Learning Platform, but it was completed, and a functioning GA account was delivered to We Teach Well.

The state of We Teach Well's GA account was explored and after examining the settings it was clear that the We Teach Well's website had not been correctly linked to the GA account. As Group 27 had no previous experience with GA it was decided that it would be important to follow Google's own instructions on how to link the We Teach Well website to the GA account. After following the instructions the Google Analytics was tested by accessing pages on the We Teach Well website

3.8 User Manual

A User Manual featuring instructions on the key operations of the platform was requested by We Teach Well, so that the business would be able to create future courses without the assistance of Group 27.

In the initial stages of development the User Manual incorporated only instructions for creating and publishing a course. However, it was decided that the User Manual should go on to define the other sections within Thinkific, as there were features such as the community and certificates that We Teach Well, so that when the time came for the business to implement these features it would be prepared to do so.