

CHAPTER V

CONCLUSIONS AND FUTURE WORK

5.1 Conclusion

5.1.1 New Integrated, Customised, Thinkific Platform

We Teach Well is a small for-profit business that provides resources to teachers no matter their nationality or income. We Teach Well wanted Group 27 to research online platforms to find the most suitable choice to publish online professional development (PD) courses on. We Teach Well has a website where they are able to publish fortnightly podcasts and sells classroom resources as well as having a blog. We Teach Well wishes to expand their business by offering these online PD courses. Group 27's objectives and goals were to find a hosting platform that has a paywall, monthly cost no greater than \$156AUD, supports multiple file formats, have customisable designing features and a certificates feature. Group 27 also linked and set up We Teach Well's Google Analytics page to work properly with We Teach Well's website.

After Group 27's extensive research into multiple platforms they recommended three platforms to the client. These platforms being LearnWorlds, Teachable and Thinkific. Group 27 found that these hosting platforms would be able to solve We Teach Well's business problems and fulfill the project goals and objectives. They were all within budget and were able to be customised. They all had a paywall and could use Stripe as a payment method. Each platform allowed for multiple file formats to be uploaded and had a certificate feature.

Group 27's overall recommendation was Thinkific as it was the most user-friendly and the easiest to utilise and navigate. It is also the platform that solves most of the project objectives. This platform also allows for integration with Convertkit and has the feature to use tags for when users sign up to the platform, purchase a course and complete a course. As mentioned above it also fulfilled the project objectives. However, it must be known that with the Basic Plan that We Teach Well has decided to use for the time being some of these are unable to be used unless We Teach Well moves to a more costly plan. The objectives that can't be fulfilled with the Basic Plan are having certificates and removing the Thinkific branding.

When the platform was selected Group 27 created a User Manual for We Teach Well to use after the project is over and Group 27 are no longer available to help. Group 27, therefore, made sure the User Manual was as detailed as possible and had all the key information on how to operate the Thinkific platform and We Teach Well could understand how to publish courses and make changes to the page without assistance from the group.

5.2.2 Fixed Google Analytics

Group 27 also fixed We Teach Well's Google Analytics as a second priority. We Teach Well can now have a working google analytics and can check their statistics about their websites. Both the We Teach Well website and their Thinkific platform. With Google Analytics, We Teach Well can see information regarding their websites such as who has visited them, which page are they seeing, as well as the location of the visitors, among many others.

5.2 Future Work

1. Any future work done for We Teach Well, either done by themselves or by other people, should aim to continue expanding We Teach Well's Thinkific platform. The first thing that can be done is to complete the materials for Teach Shakespeare Well course and upload them to Thinkific and publishing the course. From there, We Teach Well can add and publish more courses to expand its business and offer more products.
2. We Teach Well can also enroll in a more expensive plan to unlock more features. This can be done once We Teach Well has attained more subscribers / customers. Upgrading plans can give We Teach Well extra features such as subscription based pricing, removing Thinkific's branding, and issuing certificates, among many others.
3. To promote its business even further, We Teach Well should integrate its Thinkific platform with other third-party applications that can be linked with Thinkific. It can sell its products on Shopify or eWebinar, and it can enhance its student experience by integrating with Motrain, Accredible, or Community Box, among many others.