

Technical Brief: MAC Institute Web Portal

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Executive Summary

MAC Georgia seeks the development of a comprehensive web-based learning platform – **MAC Institute** – to centralize and deliver high-quality training on disability and related subjects. This technical brief outlines the platform's functional and technical specifications for developers/vendors interested in submitting a proposal.

1. Introduction

The **MAC Institute Web Portal** is a comprehensive **e-learning and training platform** designed to centralize all educational services offered by MAC Georgia. This platform provides individuals, professionals, and organizations with **seamless access to online, in-person, and on-demand training programs** in the field of disability and related areas. Users can **search for courses, select training formats, enroll, track progress, and earn certifications**, all within an intuitive and efficient interface.

2. Goal

The goal of the MAC Institute Web Portal is to develop an **accessible, responsive, and user-friendly** learning environment that integrates modern technology for **efficient course discovery, enrollment, and engagement** across various training formats.

3. Mission

To **empower learners** by providing high-quality, accessible, and flexible **training programs** that foster professional growth and promote **inclusive education and disability awareness**.

4. Vision

To establish MAC Institute as a **leading educational hub**, bridging the gap between **online learning and in-person training**, ensuring a **seamless, engaging, and impactful** educational experience.

5. Core Features

5.1 User Authentication

Effortless user registration and login process, with options for email, Gmail and phone number authentication. Security and privacy are paramount, ensuring that users can engage with the platform with confidence.

- Gmail
- Email

- Phone number

5.2 User Roles & Permissions

- Admin: Manages users, courses, and transactions.
- Student: Purchases and tracks course progress. (In case of group registration, each training will have a corresponding form to fill it).
- Instructor (Future Phase): Reviews assignments and scoring.

5.3 Course Management

- Course Types:
 - Recorded Video Trainings from TSU Platform (manual upload).
 - Live online courses via Zoom/Google Meet.
 - In-person training at the institute.
- Course Previews: Free introductory content before purchase.
- SEO Optimization: Enhancing discoverability of courses.

5.4 Learning & Progress Tracking

- Quizzes & Exams:
 - Mid-course quizzes and final assessments.
- Progress Tracking:
 - Percentage-based tracking of course completion.
- Certification:
 - Shareable certificates with a unique verification code (to be able to share on social media).

5.5 Payment Strategy

- Payment Methods:
 - Credit/Debit cards (mandatory).
 - PayPal (optional).
- Subscription Model:
 - One-time payments only (no recurring subscriptions).
- Discounts & Promo Codes: Available for promotions and group enrollments.

5.6 Communication & Support

- Contact Form: Contact page with contact info and simple contact form
- No Direct Messaging: Communication will be external to the platform.

5.7 Analytic & Performance Optimization

- User Engagement Tracking: Monitoring course completion rates (Integrate Google analytics).
- SEO & Marketing Tools: Ensuring maximum online visibility.

5.8 Platform & Technology Requirements

- Web-Based: Fully responsive, with mobile-friendly optimization.
 - Cloud Hosting: AWS or similar infrastructure for scalability.
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6. Admin Panel

6.1 Dashboard Overview

- Display of active users, payments, and course enrollments.
- Quick actions for managing content.

6.2 Course & Content Management

- Upload & Organize Courses: Admins can add, edit, or remove courses.
- SEO & Metadata: Optimization for better reach.

6.3 User & Organization Management

- User Profiles: Admins can view and manage user details.

6.4 Transaction & Payment History

- View Payment Logs: Tracking course purchases and discounts used.
- Refund System: Admins can process refunds if needed.

6.5 Promotions & Discounts

- Promo Code Generation: Discounts on courses.
- Limited-Time Sales: Offering discounted pricing for special events.

6.6 Notifications & System Settings

- Admin Notifications: Updates on platform activity.
 - Platform Customization: Updating pricing, terms, and contact details.
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7. Design & User Experience

7.1 UX (User Experience)

- User Flow Optimization: Ensuring intuitive navigation from course discovery to completion.
- Wireframes & Prototypes: Designing based on a structured user journey.

7.2 UI (User Interface)

- Consistent Design System: Defined color schemes, typography, and UI elements.
 - Mobile Responsiveness: Optimized for both desktop and mobile usage.
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8. Page Structure & Navigation

8.1 Landing Page

- Header:
 - Logo;
 - Search & Filters: Helping users find relevant courses.
 - In the search box, add filter based on the topics and categories;
 - About Us;
 - Contact;
 - Courses
 - Cart;
 - Login/Signup;
 - After log-in, show all courses at the place of slider and add my courses in the header.
 - Language (Georgian and English);
 - “Turn on Sound” button for accessibility.
 - Basket
- Slider;
- Categories for the format of training's (Show all (By default), In-person, Online and Video Training's).
 - Sub Categories: Show all (By default), Long terms Programs; Short Term Courses;
 - Show all courses – based on filters (4 courses will be visible and it should have the slider function to slide to other 4 courses and so on).
- Partners/Sponsors;
- Footer:
 - About Us;

- Contact;
- Terms and Conditions;
- Social media icons;
- Privacy Policy;
- Logo;

8.2 Course Listing Page

- Categories for the format of training's (Show all (based on filter), In-person, Online and Video Training's).
 - Sub Categories: Show all (based on filter), Long terms Programs; Short Term Courses;
 - Show all courses – based on filters (as a list) with title, Short description, picture, price, instructor, duration.
 - Pop-up window when pointing your cursor to the selected course to show enrollment/add to cart button.

8.3 Course Detail Page

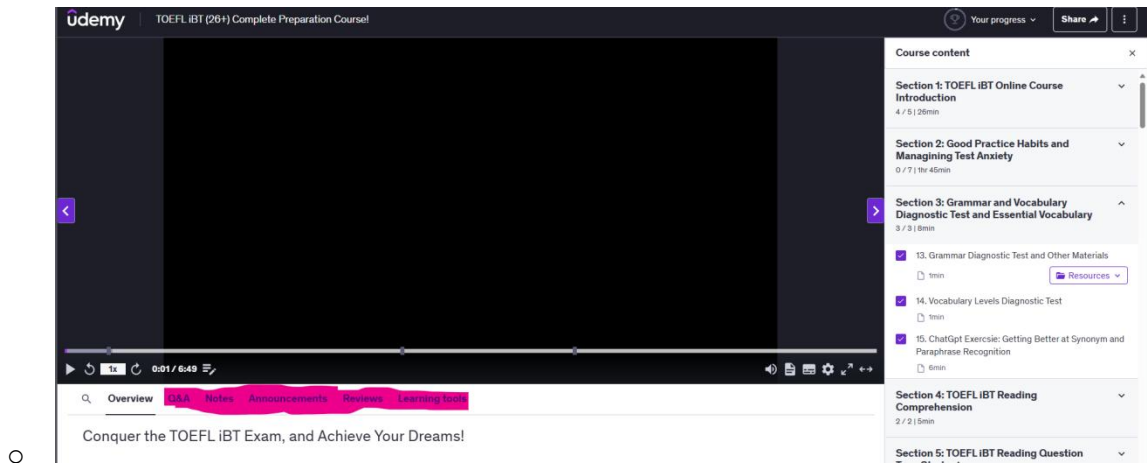
- Short Introductory Video / Cover Photo;
- Course Title;
- Instructor;
- Duration;
- Available languages;
- Price (add to cart or enrollment buttons);
- What you will learn (as a bullet points, detailed);
- Course Information: Description, price, and enrollment options.
- Requirements for the enrollment;

8.4 My courses:

- Courses that user signed up;

8.5 Learning Page:

On the Video content and downloadable resources accessible on the right-hand side with resources (Please see picture)



- Course Title;
- Instructor;
- Duration;
- Available languages;
- What you will learn (as a bullet points, detailed);
- Course Information: Description, price, and enrollment options.

8.5 Payment & Checkout Page

- Secure Checkout: Processing payments efficiently.

8.6 Profile & Dashboard Pages

- Edit Profile Details (name, surname, photo....)
- Payment details (add/delete card);
- Certifications (Share function on Social Media);

9. Next Steps

- UI/UX Design: Develop wireframes for the platform.
- Development Planning: Define the database structure and authentication system.
- Integration: Implement SEO tools, analytics, and payment processing.

This document serves as a high-level guide for development. Detailed specifications and UI/UX designs will be created based on this framework.