>_ abstract

RACCOON
GANG

HOW OPEN EDX COMPARES AGAINST THE MOST NOTABLE COMPETITORS

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INTRO

In the auto industry, there is a new disruptor that describes the future of automotive development. It is "Faraday Future." With this, the manufacturers set themselves the goal of developing premium electric vehicles with elegant design and state-of-the-art technology.
If we relate this ambition to the online learning industry and to Open edX®, what would be our term to best describe the future?
In order to find **our way for the future**, we may take a step back and look at:

- Where we are?
- Where we want to go?
- What blocks us from getting there?
- How can we tackle these blockers?

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WHAT DOES THE FUTURE OF OPEN EDX LOOK LIKE?

WHAT SHOULD WE DO, IF WE WERE TO BUILD A BETTER CAR THAN TESLA?

Building a better Open edX® machine than Tesla is a significant challenge.

- We have a vision
- We start with a problem to solve
- We break it down into smaller pieces
- We apply knowledge and expertise to each piece.

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WHAT WILL MAKE OPEN EDX A BETTER?

We asked ourselves what would make an Open edX®
machine better than a Tesla one?

- Do we need to improve the **performance**?
- Do we need to improve the **range**?
- Do we need to improve the **safety**?
- Do we need to improve the **comfort**?
- Do we need to improve the **costs**?

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HOW DO WE SEE THE FUTURE OF OPEN EDX?

WE START WITH A THE PROBLEMS TO SOLVE

We started studying the market and the competition to identify gaps and opportunities. We analyze Open edX's strengths and weaknesses, and learn from their successes and failures.

It is important to understand the latest trends and advancements in the online education field, and incorporate them into our journey.

We performed:

- Interviews with Open edX service provider
- Interviews with Open edX clients
- Interviews with prospects who were not convinced by Open edX in the past
- Research in ChatGPT (artificial intelligence)

HOW DO WE SEE THE FUTURE OF OPEN EDX?

INTERVIEWS WITH OPEN EDX SERVICE PROVIDER

- What are key selling propositions for Open edX from a provider perspective?
- What do you think is the LMS that could compete with Open edX?
  Can you give us some names based on your experience?
- Why do prospects choose other LMSs?
- Why do clients select Open edX ?
- What is missing in Open edX?

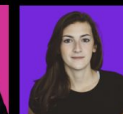Eden, tCril   Juan, edunext   Angie, edunext   Gabriel, Open Craft   Dean, ABC Online Courses   Esteban, Aulasneo   Cecilia, ___   Ana, edunext   Nicole, Abstract   Stefania, Abstract   Ned, 2U   Ayaz Quraishi , Edly   Natalia, Raccoon Gang   ___ , ___

HOW DO WE SEE THE FUTURE OF OPEN EDX?

INTERVIEWS WITH PROSPECTS WHO WERE NOT CONVINCED BY OPEN EDX

- How did you learn about Open edX?
- What LMS do you decided to go with?
- What was your criteria for selecting LMS?
- Which criteria Open edX lost?
- What was not satisfying in Open edX but satisfying in the LMS you chose?

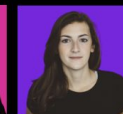Eden, tCril — Juan, edunext — Angie, edunext — Gabriel, Open Craft — Dean, ABC Online Courses — Esteban, Aulasneo — Cecilia, ___ — Ana, edunext — Nicole, Abstract — Stefania, Abstract — Ned, 2U — Ayaz Quraishi , Edly — Natalia, Raccoon Gang — ___ , _____

HOW DO WE SEE THE FUTURE OF OPEN EDX?

INTERVIEWS WITH CLIENTS WHO ARE USING OPEN EDX

- How did you learn about Open edX?
- What was your criteria for selecting LMS?
- Why have you decided to go with Open edX?

Eden, tCril

Juan, edunext

Angie, edunext

Gabriel, Open Craft

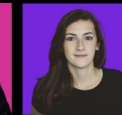Dean, ABC Online Courses

Esteban, Aulasneo

Cecilia, ___

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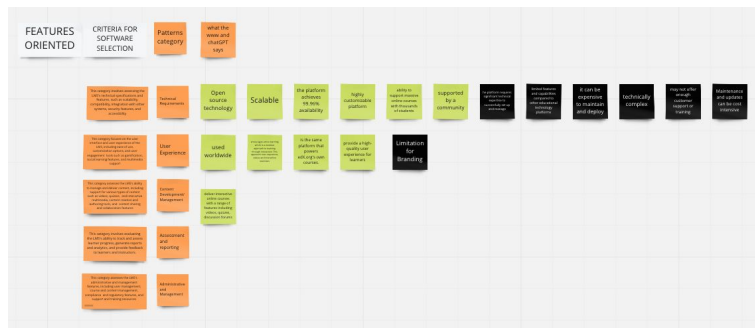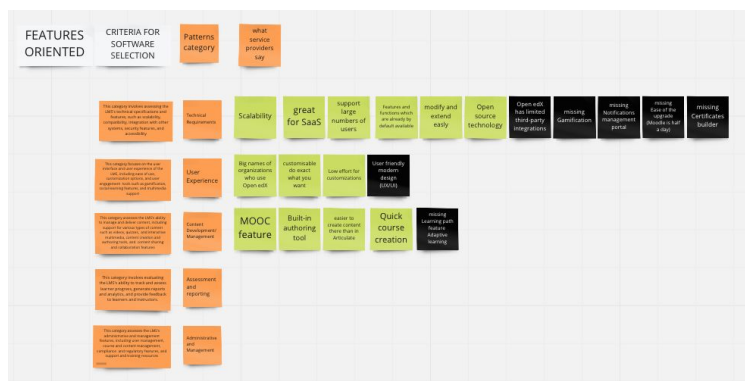
Ned, 2U

Ayaz Quraishi , Edly

Natalia, Raccoon Gang

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HOW DO WE SEE THE FUTURE OF OPEN EDX?

WE BREAK IT DOWN INTO SMALLER PIECES
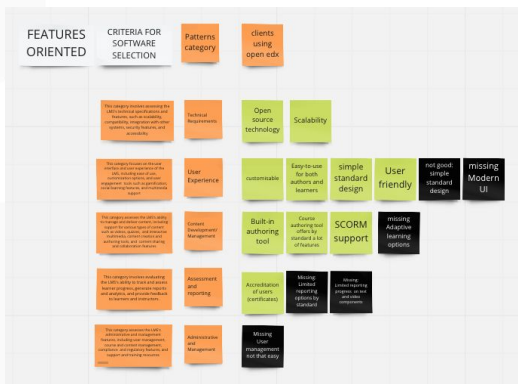
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PATTERNS

WE APPLY KNOWLEDGE AND EXPERTISE TO EACH PIECE

HOW DO WE SEE THE FUTURE OF OPEN EDX?

Technical Requirements
Involve assessing the LMS's technical specifications and features, such as scalability, compatibility, integration with other systems, security features, and accessibility

User Experience
Focus on the user interface and user experience of the LMS, including ease of use, customization options, and user engagement tools such as gamification, social learning features, and multimedia support

Content Development/ Content Management
Assess the LMS's ability to manage and deliver content, including support for various types of content such as videos, quizzes, and interactive multimedia, content creation and authoring tools, and content sharing and collaboration features

Assessment and reporting
Involve evaluating the LMS's ability to track and assess learner progress, generate reports and analytics, and provide feedback to learners and instructors.

Administrative and Management
Assess the LMS's administrative and management features, including user management, course and content management, compliance and regulatory features, and support and training resources

PATTERNS

TECHNICAL
CRITERIA
FOR
SOFTWARE
SELECTION

HOW DO WE SEE THE FUTURE OF OPEN EDX?

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Ease of use

Features & Functionality

Customization

Security

Scalability

Support & Training

PATTERNS

BUSINESS
CRITERIA
FOR
SOFTWARE
SELECTION

HOW DO WE SEE THE FUTURE OF OPEN EDX?

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BUILDING A BETTER OPEN EDX MACHINE THAN TESLA WILL BE A SIGNIFICANT UNDERTAKING,

BUT WITH THE RIGHT APPROACH AND MINDSET,

IT IS POSSIBLE TO ACHIEVE THE GOALS!

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OPEN EDX TODAY

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Ease of use

- Easy-to-use for both authors and learners
- Simple standard design
- Quick course creation
- encourages active learning using sequences, videos and interactive exercises
- provide a high-quality user experience for learners

Features & Functionality

- Open source technology
- Features and functions which are already by default available
- Built-in authoring tool offers by standard a lot of features
- SCORM support
- Accreditation of users

Customization

- Modify and extend easily
- Customizable do exact what you want
- High customizable

OPEN EDX TODAY

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Security

- the platform achieves 99.96% availability

Scalability

- Ability to support massive online courses with thousands of students
- great for SaaS

Support & Training

- Used worldwide
- supported by a community
- Big names of organizations who use it
- is the same platform that powers edX.org's own courses.

WHAT DO SERVICE PROVIDER THINK?

Adaptive learning	User-friendly modern design	Limited third-party integration	Gamification	Ease of the upgrade
Scalability, support large numbers of users	Low effort for customizations	Quick course creation	Open source technology	Big names of organizations use Open edX

WHAT DO SERVICE PROVIDER THINK?

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Scalability, support large numbers of users	Low effort for customizations	Quick course creation	Open source technology	Big names of organizations use Open edX

BACKLOG

Gamification	Ease of the upgrade
User-friendly modern design	Limited third-party integration
Adaptive learning	Scalability, support large numbers of users
	Big names of organizations use Open edX

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WHAT CLIENTS & PROSPECTS TOLD US

Limited reporting options by standard

User management not that easy

Platform set-up complicated

Adaptions take a lot of time and effort

CMS offers by standard a lot of features

Accreditation of learners

Easy-to-use for both, authors and learners

SCORM support

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BACKLOG

Limited reporting options by standard	User management not that easy
CMS offers by standard a lot of features	Easy-to-use for both, authors and learners
Platform set-up complicated	Time & labor-intensive adaptions

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WHAT chatGPT TOLD US

Technical complexity	Require major development & customization efforts	Limited support	Implementing Open edX require effort & resources
Supports MOOCs with thousands of students	Highly customizable	Handles large volumes of traffic	With a range of features
Powerful features & tools for course creation	Open edX can be integrated with a range of other systems	Interoperability & open standards	Community

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BACKLOG

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ChatGPT - WHAT IS OPEN EDX?

Open edX is an open-source learning management system (LMS) that is used to create and deliver online courses. It was created by edX, a nonprofit organization founded by Harvard University and MIT that offers massive open online courses (MOOCs).

Open edX is a highly customizable platform that allows educators to create and deliver interactive online courses with a range of features including videos, quizzes, discussion forums, and certificates of completion. It is designed to be used by anyone, from individuals creating and delivering courses to entire institutions looking to offer online education.

One of the key features of Open edX is its ability to support massive online courses with thousands of students. It is designed to handle large volumes of traffic and provide a high-quality user experience for learners. The platform is also modular, which means that educators can choose the features and functions they need and add them to their courses as needed.

Open edX is licensed under the Affero General Public License (AGPL), which means that it is free to use and can be customized to meet the specific needs of an institution or individual. The platform is actively developed and supported by a community of developers, educators, and other contributors who work to improve the platform and add new features.

1. Technical complexity: Open edX can be more technically complex than some other learning management systems, which may make it less suitable for organizations without dedicated IT resources or technical expertise.
2. Customization requirements: While Open edX is highly customizable, it may require significant development and customization efforts to meet specific organizational needs. This can increase costs and time-to-market.
3. Limited support: Unlike some commercial LMS providers, Open edX may not offer the same level of customer support or training. Organizations may need to rely on community forums or hire outside consultants for support.
4. Implementation challenges: Implementing Open edX may require significant effort and resources, including the deployment of servers, the installation of software, and configuration of the platform. This can make it less suitable for organizations with limited resources or expertise.
5. Branding and marketing: Open edX may not be as well-known or trusted as some commercial LMS providers. For organizations that need a strong brand or reputation, this may be a concern.
6. Maintenance and updates: Organizations may need to keep the platform up-to-date with the latest security patches, bug fixes, and software updates. This can require additional resources and ongoing maintenance efforts.

ChatGPT - Why organizations choose Open edX

1. Flexibility: Open edX is a highly customizable platform that can be tailored to meet specific organizational needs. It provides a modular architecture that allows for the creation and integration of new features and functions.
2. Cost-effectiveness: Open edX is an open-source platform, which means that it is free to use and can be customized and modified without any licensing fees. This can make it more cost-effective than some commercial LMS providers.
3. Powerful features: Open edX provides a range of powerful features and tools for course creation, delivery, and management. These include interactive video, discussion forums, assessments, and certifications.
4. Scalability: Open edX is designed to handle large volumes of traffic and users, making it suitable for organizations with a high number of learners.
5. Community support: Open edX has a large and active community of developers, educators, and other contributors who work together to improve the platform and provide support to users.
6. Integration: Open edX can be integrated with a range of other systems, such as student information systems (SIS) or customer relationship management (CRM) software.
7. Open standards: Open edX is based on open standards, such as HTML, CSS, and JavaScript. This allows for greater interoperability with other systems and tools.

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COMPETITORS OF OPEN EDX

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	Easy of use *Modern UI*	Features and Functionality	Customizations Capabilities *How easy to customize?*	Security	Scalability	Support and Training *Is available?*	Cost *How easy to upgrade?*	Internet Presence
Moodle	not particularly modern or visually appealing		relatively easy			large and active community	relatively easy	strong online presence
Blackboard	somewhat outdated		moderately complex			comprehensive support	challenging	significant online presence
Canvas	modern		moderately complex			comprehensive support	moderately complex	strong online presence
Learndash	modern		relatively easy			provides support	relatively easy	relatively small online presence
Open edX	not particularly modern or visually appealing		challenging			less active community, no oficial training or support options	challenging	somewhat less prominent online presence

COMPETITORS OF OPEN EDX

Lack of user-friendly modern design

Challenging & pricey to upgrade

Less prominent online presence

Lack of official training & support

Features Security & Scalability

BACKLOG

Less prominent online presence

Lack of official training & support

BACKLOG

TO DO

Limited third-party integration	Adaptive learning	Lack of official training & support
User-friendly modern design	Gamification	Less prominent online presence
Time & labor-intensive adaptions	Technical complexity	User management not easy
Limited support	Ease of the upgrade	By standard a lot of features
Easy-to-use	Handle large volumes of traffic, Scalability	Supports MOOCs with thousands of students
Interoperability & open standards	Less prominent online presence	Lack of official training & support

IN PROGRESS

DONE

OPEN EDX & OPEN EDX

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Open edX is licensed under the Affero General Public License

Open edX is widely regarded as one of the best e-learning management systems, thanks to its comprehensive range of features, its ease of use for both authors and learners, and its open source nature.

One of the outstanding features of Open edX is its customisability, which allows organisations to tailor the platform to their specific needs. In addition, the built-in authoring tool makes it easy for content creators to design interactive courses and assessments that engage learners.

Open edX also offers certification programmes that enable learners to demonstrate their knowledge and skills to potential employers. The platform's support for SCORM means that courses created in other authoring tools can be easily imported into Open edX and vice versa.

Most important, Open edX provides a high-quality user experience for learners, with a wide range of interactive features and functions designed to keep them engaged and motivated. The platform is also extremely reliable, with an availability rate of 99.96%, making it a great choice for large organisations that need a scalable solution that can support high volumes of users.

Open edX is also supported by a vibrant community of developers who are constantly working to improve the platform and add new features. Whether you're looking to create a MOOC or simply deliver eLearning

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JOIN THE DECLARATION OF INTENTIONS

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The objective of this DoI is to continue to develop and promoting the Open edX platform

We declare our intention to work on and improve this powerful product in order to prepare the next Open EdX Gen Alpha solutions, to promote and increase market visibility, to explore, to establish processes and to foster new approaches.

We recognize that Open edX is a powerful platform for creating and delivering online courses, and that it has the potential to transform education for millions of learners around the globe. However, we also understand that there are many challenges to achieving this vision, including technical features, support of important integrations, training for newcomers and the limited user-friendly modern design.

THE IDEA OF OPEN EDX GENERATION ALPHA IS READY FOR TAKE OFF!!

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JOIN THE DECLARATION OF INTENTIONS

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WHAT ABOUT YOU? WE WOULD LOVE TO HEAR YOUR THOUGHTS! VOTE NOW.

1. Go to the Slido.com and put the code **#1482809**(30 Mar) OR
2. Follow link: https://app.sli.do/event/3SQHD3vfeK4GzYnbijSnUb OR
3. Scan QR code

JOIN THE DECLARATION OF INTENTIONS

RESULTS

1.   Engaged participants: you engaged 57 out of 68 participants who joined your Slido. 56 of your 68 Slido participants voted in a poll.

2.   Open edX Generation Alpha: Do you think the backlog will be a game changer for Open edX in the future?

    a.   I agree with the aim of the initiative. 42%

    b.   This idea should be discussed. More actors should be involved in order to be successful. 31%

    c.   The idea is a good one, but it's not yet mature and needs to be worked on. 27%

3.   Are you interested in being part of this working group, drafting a declaration of intent, and working together on goals and deliverables?

    a.   I like the initiative, but I do not have the time to help with it. 44%

    b.   I'm pretty excited about it. Keep me posted. 35%

    c.   I'm thrilled about the initiative, I'll be there. 15%

    d.   I'm not interested in it 6%

QUESTIONS

1. If we only had the resources to work on one thing to improve the platform right now, what would it be?
2. Did you notice any divergence in your research with clients that required multiple language support vs single language?
3. if I'm starting a new platform would you recommend using edx or starting with something else
4. How does edX compare on the permissions topic with other LMS like D2L/Brightspace?
5. Customization came up as both a strength and a weakness how should we think about that?
6. Not a question but I was surprised to hear Canvas described as modern UI 🤭 Maybe that says more about how my institution uses Canvas🤔
7. Do you know if we are being mentioned in the site elearning industry?
8. Did you take into account which releases the interviewees were using? Did the currency of the release they were running have any impact on their responses?

Join us in the Marketing Working Group!

FREEDOM