



CANVAS

BY INSTRUCTURE

Team 5

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Purpose

- Introduce Canvas LMS
- Point out the major issues experienced with Canvas
- Analyze survey results
- Explain Benefits of Slack
- Discuss plan of action





CANVAS

What is Canvas?

- A web-based software learning management system (LMS)
- Allows institutions to access and manage online course materials
- Supports integration with third party tools

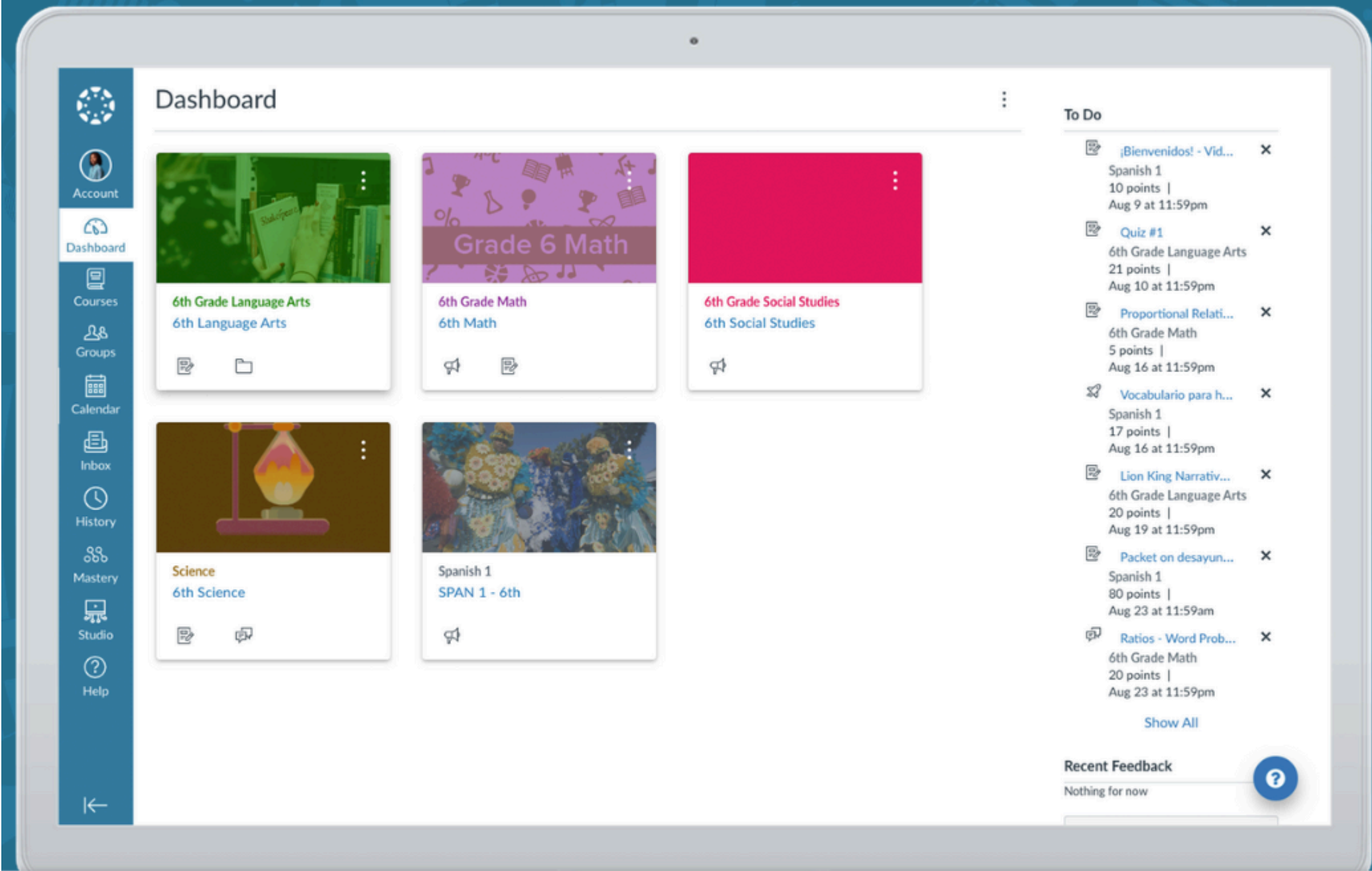
Target Market:

- Learning institutions, Educators, and Students



Canvas Features In-Depth

- User-friendly interface and intuitive design
- Efficient course management
- Assessment and analytics to analyze learning
- Data and security protection



Issues with Canvas

1. Communication Issues:

- Lack of real time messaging
- No threaded conversations

2. Collaboration Issues:

- Group work and file sharing

3. Notification Overload

- Too many notifications lead to important messages being lost



Conducted Survey

Survey findings offer real-time results about communication used among students

Survey Structure:

- One question
- Survey is administered to students who have or are currently utilizing Canvas

What form of communication do you use for group assignments? *

Canvas built-in messaging systems

Text messages

GroupMe

Snapchat

Discord

Submit

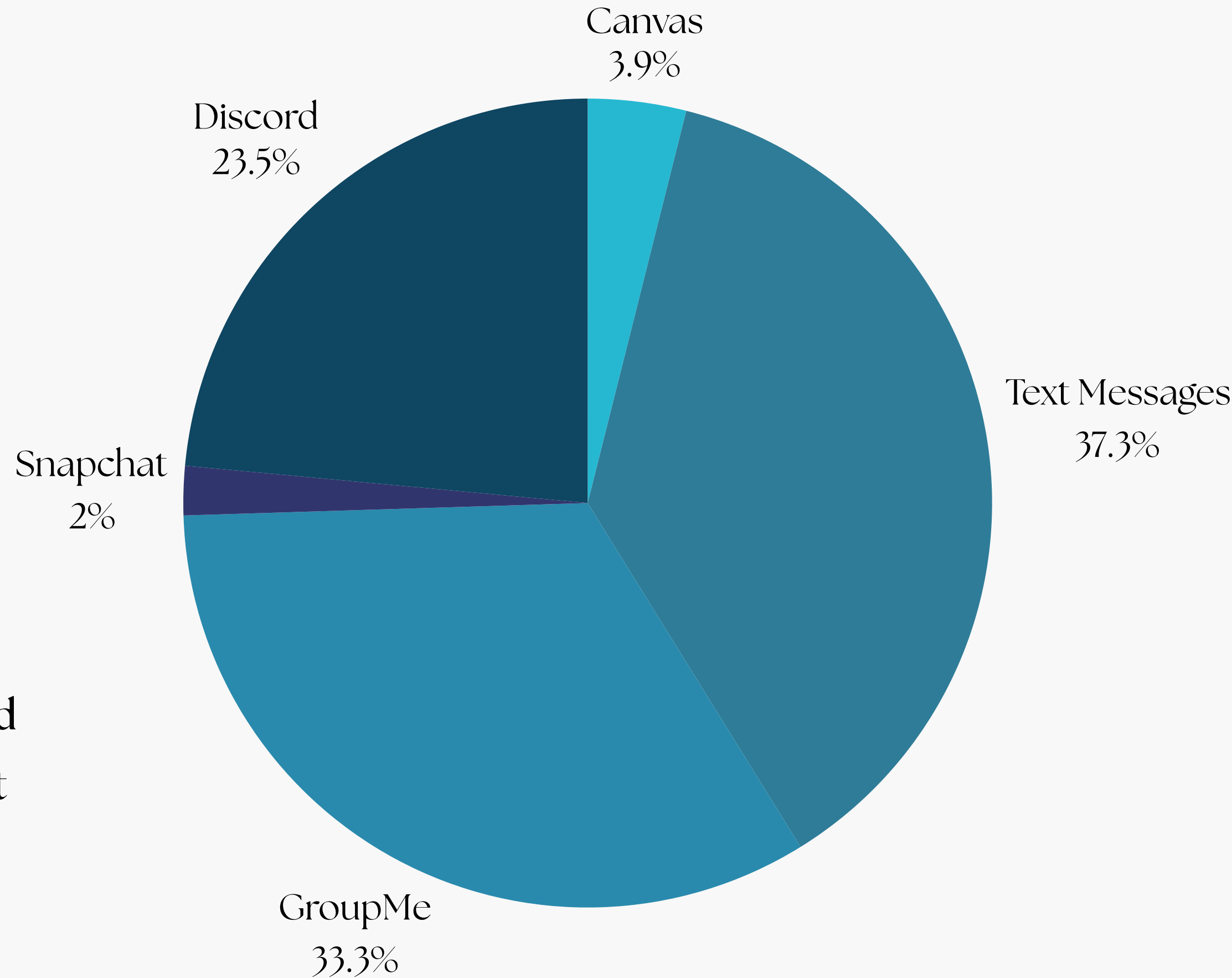
Clear form

Survey Results

Survey provides support that current “group” setting on Canvas is not efficient enough for students

Graph further shows

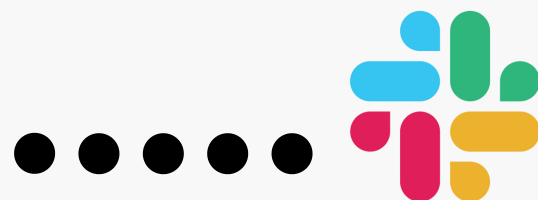
- A total of 52 responses
- Snapchat and Canvas are least favored
- Text messages and GroupMe are most favored





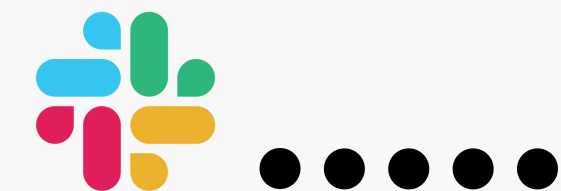
What is Slack?

- Communication software made for teams
- Sharable projects, videos, and other files
- Secure messages for creation of groups.
- Specialized URL for groups
- Has video and audio chat options



Decision Criteria

- User-friendly platforms
- Cost-effective
- Easy to integrate with Canvas LMS
- Vendor Support





STRENGTHS:

- User-friendly interface
 - Real-time communication
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WEAKNESSES:

- Dependent on internet connectivity
 - learning curve for new users
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OPPORTUNITIES:

- Expanding market reach
 - Enhanced security features
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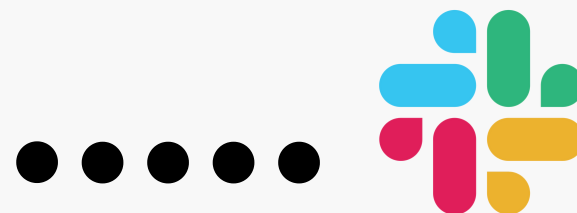
THREATS:

- Security breaches
 - Intense competition
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Analysis of Issues:

Potential Risks

1. Added cost
2. Privacy and security
3. Training needs for staff





Alternatives

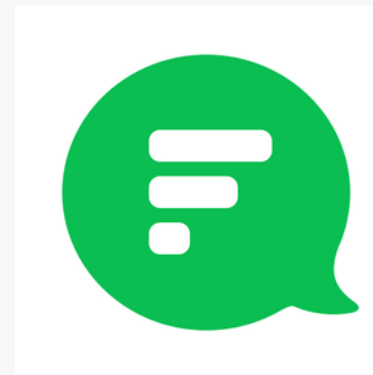


1. Flock
2. Chanty
3. Discord

Contingency Plan

Flock

- Less expensive alternative
- Similar features to Slack



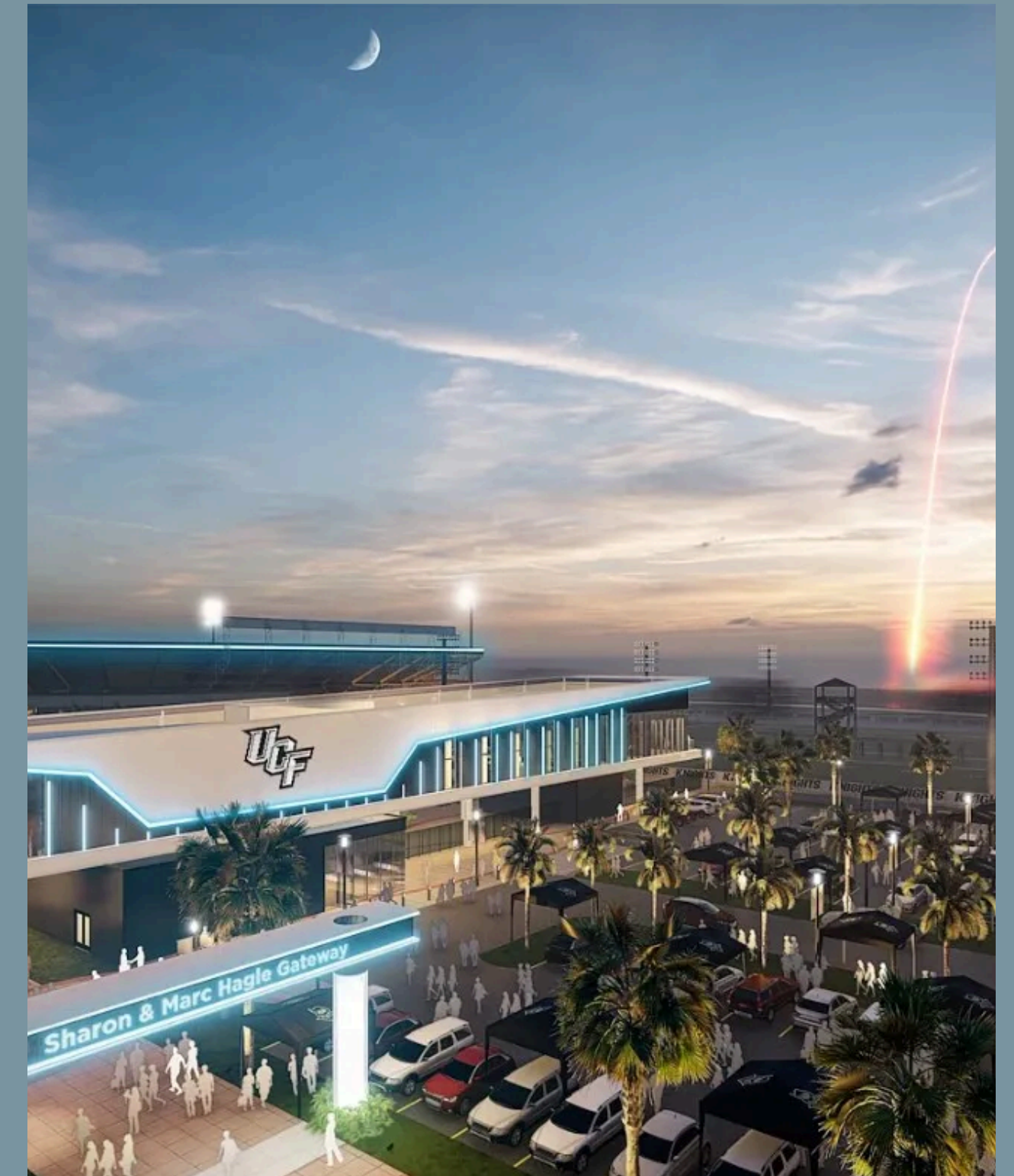
Justification

Slack offers

- User-friendly
- Flexible platform
- Efficient security

Plan of Action

1. Choose Slack plan	1-3 days
2. Customize Slack for Canvas	1-2 weeks
3. Develop usage guidelines	3-4 weeks
4. Testing	1 week
5. Training staff	1 week
6. Launching Slack on Canvas	1 day





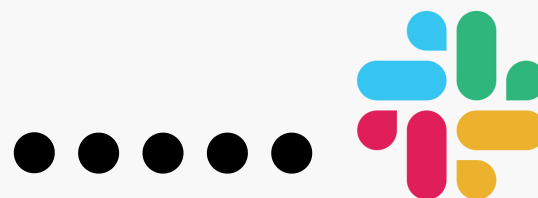
Integration of Slack

1. Improved Customer Engagement:

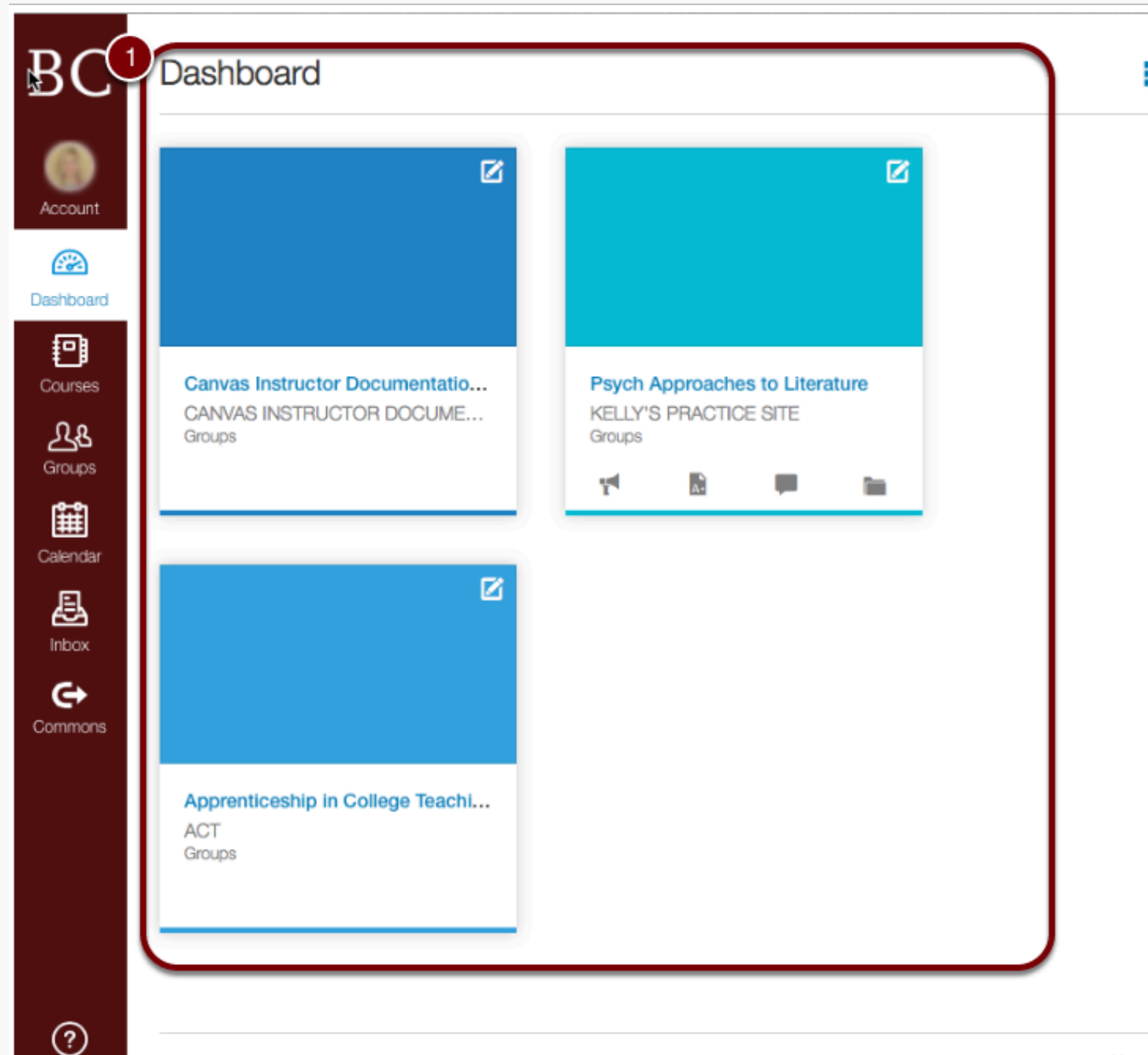
- Foster stronger relationships through personalized engagement
- Increase customer retention rates

2. Enhanced Market Reach:

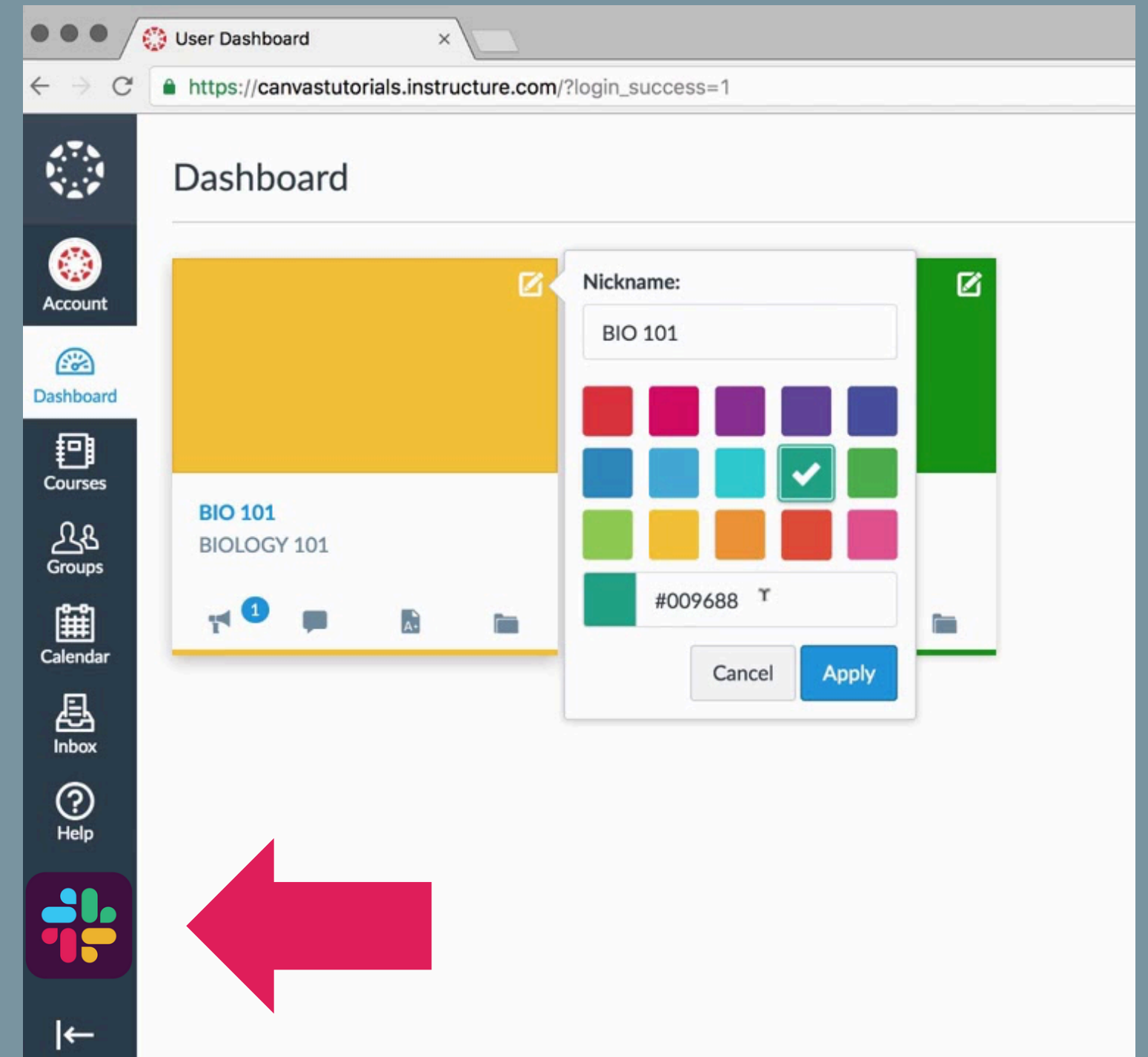
- Expand market reach by cutting off need for other software
- Strengthen Canvas's presence in schools with Slack's broad range of communication options



Canvas Without Slack



Canvas With Slack



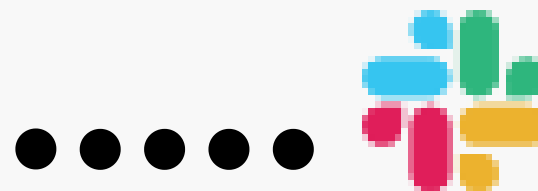
Cost to Implement

Slack Plans	Plan Prices
Basic Plan	Free
Pro Plan	\$4-9 per month
Business + Plan	\$15 per month
Enterprise Grid Plan	Dependent on company

Recommendation:

Business+ plan for Canvas

- Transfer cost on to student tuition

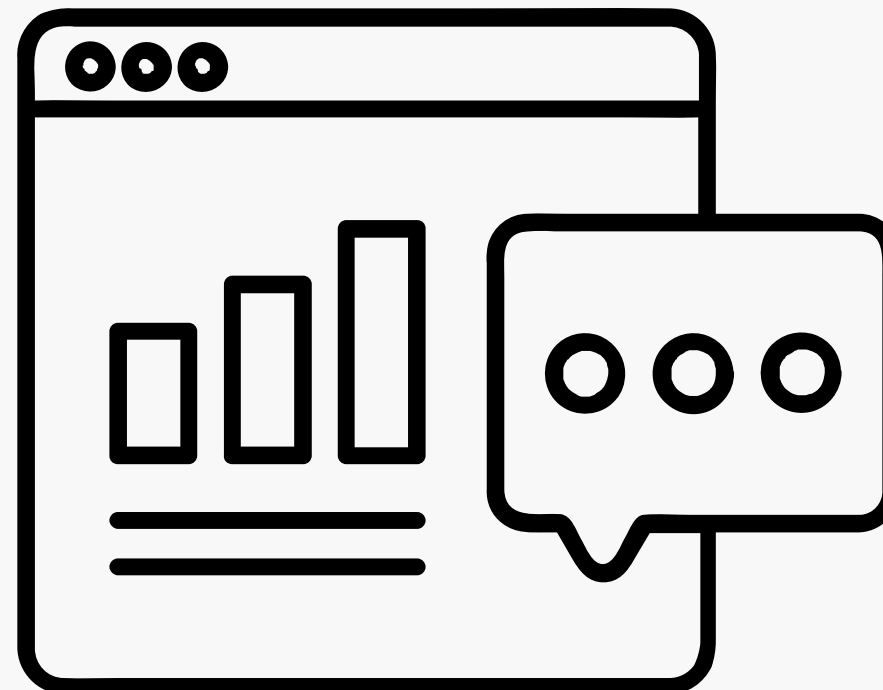


What This Plan Offers:

- Unlimited message history
 - Group audio and video meetings
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Our Timeline:

- Two months to incorporate into Canvas model
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Inclusions:

- ✓ Unlimited message history
- ✓ Unlimited app integrations and workflows
- ✓ Group audio and video meetings
- ✓ Group messages with people outside your organization
- ✓ Create and collaborate on documents anywhere
- ✓ 1 workspace
- ✓ 99.99% guaranteed uptime
- ✓ User provisioning and deprovisioning
- ✓ SAML-based single sign-on
- ✓ Data exports for all messages

Why Should You Care?

1. Canvas Benefits

- Increase in active users
- Potential ad revenue system

2. Professor Benefits

- Ability to monitor students' progress
- Improved announcements & update system

3. Student Benefits

- Efficient group work collaboration
- Protected Privacy with pre created group chats





**Thank
You!**

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