

EDMINGLE-INSPIRED LEARNING MANAGEMENT SYSTEM (LMS)

Project Proposal

Prepared By

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Executive Summary

The education industry is undergoing a rapid digital transformation, driving the need for intelligent Learning Management Systems (LMS) that enable institutions to deliver high-quality online education, conduct live classes, manage assessments, automate administrative processes, and engage learners through a single integrated platform.

Luminix IT Solutions Pvt. Ltd. proposes the development of a modern, scalable, and enterprise-grade Learning Management System (LMS) inspired by the workflow, user experience, and core capabilities of **Edmingle**, while extending the platform with a significantly broader range of enterprise features, advanced automation, AI-powered capabilities, business management tools, and customizable modules.

The proposed solution is designed for coaching institutes, schools, colleges, universities, corporate training organizations, educational franchises, and professional educators. It will provide a centralized ecosystem for managing the complete learning lifecycle—from course creation, student enrollment, live classes, examinations, assignments, certifications, and digital content management to CRM, marketing automation, finance, HR, analytics, mobile applications, franchise management, and white-label branding.

Developed using modern technologies including **Laravel**, **Next.js**, **Flutter**, and **MySQL**, the platform will deliver exceptional performance, enterprise-grade security, high scalability, and long-term flexibility. With support for multi-branch management, multi-tenant SaaS architecture, API integrations, AI-powered learning tools, customizable branding, and future-ready

infrastructure, the proposed LMS will empower educational organizations of every size—from individual educators and coaching institutes to universities and large educational enterprises.

This proposal outlines the complete project scope, system architecture, functional modules, technology stack, implementation strategy, development roadmap, commercial quotation, and future enhancement opportunities required to build a next-generation digital learning platform.

The proposed system will support:

- Online Course Selling
- Live Classes
- Mock Tests
- Test Series
- Student Management
- Instructor Management
- Website Builder
- Marketing Automation
- CRM
- AI Learning Assistant
- Mobile Applications
- White Label Branding
- Reports & Analytics
- Multi-Branch Management

The platform will be built using modern technologies such as Laravel, Next.js, Flutter, and MySQL to ensure high performance, scalability, and security.

2. Company Overview

About Luminix IT Solutions Pvt. Ltd.

Luminix IT Solutions Pvt. Ltd. is a software development company specializing in enterprise web applications, ERP systems, CRM solutions, Learning Management Systems (LMS), mobile applications, SaaS platforms, AI integrations, and cloud-based solutions.

We focus on delivering scalable, secure, and user-friendly software solutions that help businesses automate operations and improve customer experience.

Our Core Services

- Custom Software Development
- Web Application Development
- Mobile Application Development
- ERP Development
- CRM Development
- Learning Management Systems
- SaaS Product Development
- AI Integration
- API Development
- Cloud Deployment
- UI/UX Design
- Software Maintenance

3. Project Vision

Our vision is to create a comprehensive educational platform that empowers institutes to digitize their teaching process while providing students with an engaging, secure, and interactive learning experience.

The platform should not only replicate Learnyst features but also introduce innovative modules such as AI-powered learning, CRM, finance, HR, placement management, and franchise management to create a complete educational ecosystem.

4. Project Objectives

The primary objectives of the proposed LMS are:

- Create an all-in-one learning platform.
- Allow institutions to sell digital courses.
- Conduct live classes.
- Create online examinations.
- Manage students efficiently.
- Manage instructors.
- Accept online payments securely.
- Generate certificates automatically.
- Provide Android and iOS applications.
- Automate marketing campaigns.
- Manage inquiries and admissions.
- Generate detailed business reports.
- Support multiple institutes under one platform.
- Provide White Label solutions.

5. Why Build This Platform?

Educational institutions today require much more than online video hosting.

They need a complete ecosystem that manages:

- Students
- Teachers

- Admissions
- Marketing
- Sales
- Payments
- Examinations
- Mobile Apps
- Reports
- Communication
- Certificates

Instead of purchasing multiple software products, institutions prefer one integrated solution that handles everything from admission to certification.

Our platform addresses this need by combining Learning Management, CRM, Marketing, Finance, Analytics, and AI into a single system.

6. Business Benefits

The proposed platform provides several strategic advantages:

Increase Revenue

Institutes can sell online courses, subscription plans, test series, and learning bundles while supporting multiple payment methods.

Reduce Manual Work

Automation of admissions, enrollments, attendance, notifications, certificates, and reporting minimizes repetitive administrative tasks.

Improve Student Engagement

Interactive features such as live classes, quizzes, leaderboards, discussion forums, gamification, and AI-powered learning assistants help keep learners actively involved.

Better Decision Making

Real-time dashboards and analytics provide insights into student performance, sales trends, instructor effectiveness, and business growth.

Scalability

The architecture supports growth from a single coaching institute to a nationwide multi-branch educational organization.

7. Target Audience

The platform is suitable for:

- Coaching Institutes
- Schools
- Colleges
- Universities
- Skill Development Centers
- Corporate Training Companies
- Educational Franchises
- Individual Trainers
- Professional Certification Institutes
- Government Training Programs
- Online Learning Startups

8. User Roles

Super Administrator

The Super Administrator has complete control over the entire platform.

Responsibilities include:

- Platform Configuration

- Subscription Management
- Institute Management
- White Label Settings
- Security Management
- API Configuration
- Global Reports
- Backup & Restore

Organization Administrator

The Organization Administrator manages the educational institute.

Responsibilities include:

- Student Management
- Course Management
- Instructor Management
- Website Content
- Payments
- Reports
- Marketing
- Certificates

Instructor

The Instructor creates and manages educational content.

Responsibilities include:

- Create Courses
- Upload Videos

- Manage Lessons
- Conduct Live Classes
- Evaluate Assignments
- Create Mock Tests
- Student Interaction
- Performance Monitoring

Learner

Students can:

- Register
- Purchase Courses
- Attend Live Classes
- Attempt Mock Tests
- Submit Assignments
- Download Certificates
- Track Learning Progress
- Participate in Community Discussions

Parent (Optional)

Parents can monitor:

- Attendance
- Performance
- Course Progress
- Fee Payments
- Notifications

9. Complete System Overview

The LMS is divided into the following major modules:

- Dashboard
- Products
- Website & Apps
- Community
- Gamification
- Users
- Marketing
- Sales
- Reports
- Analytics
- Platform Settings
- CRM
- Finance
- HR
- AI Center
- White Label
- API Integration

Each module is interconnected, enabling seamless communication and data sharing across the platform.

10. Core Modules

The LMS consists of the following core business modules:

Dashboard

Provides business statistics, revenue insights, student growth, course performance, and operational summaries.

Products

Manage all educational offerings, including courses, live classes, mock tests, and learning bundles.

Website

Create and manage a professional institute website with dynamic content.

Community

Facilitates learner interaction through discussion forums, announcements, and groups.

Marketing

Supports campaigns, messaging, workflows, lead generation, and communication.

Sales

Handles online orders, coupons, wallet management, referral programs, and affiliate marketing.

Reports

Generates detailed operational, academic, and financial reports.

Platform Settings

Centralized configuration for branding, security, payment gateways, APIs, notifications, and system preferences.

11. Admin Panel Overview

The Admin Panel serves as the operational control center.

Key responsibilities include:

- Managing students and instructors
- Creating and publishing courses

- Scheduling live classes
- Configuring examinations
- Monitoring sales
- Managing payments
- Creating coupons
- Publishing website content
- Running marketing campaigns
- Reviewing reports
- Managing integrations

The admin dashboard offers real-time visibility into platform performance, enabling informed decision-making.

12. Instructor Panel Overview

The Instructor Panel provides educators with all the tools required to deliver high-quality online education.

Key capabilities include:

- Create and update courses
- Upload video lessons
- Manage assignments
- Conduct live sessions
- Create quizzes and mock tests
- Monitor student progress
- Answer learner questions
- Download reports
- Issue certificates

13. Student Panel Overview

The Student Panel provides a personalized learning experience.

Students can:

- Register and log in securely
- Browse and purchase courses
- Access enrolled courses
- Attend live classes
- Attempt quizzes and examinations
- Track learning progress
- Download study materials
- Participate in discussions
- Earn certificates
- Receive notifications
- View payment history

14. Website & CMS Module

A built-in Content Management System allows administrators to manage the public-facing website without coding.

Features include:

- Home Page
- About Us
- Contact Us
- Faculty Profiles
- Testimonials

- FAQ
- Blog
- Landing Pages
- Dynamic Banner Management
- SEO Settings
- Footer Management
- Navigation Menu
- Inquiry Forms
- Newsletter Subscription

15. Authentication Module

The Authentication Module ensures secure access to the platform.

Features:

- Email Registration
- Mobile Registration
- OTP Verification
- Email Verification
- Forgot Password
- Password Reset
- Google Login
- Facebook Login
- Apple Login
- LinkedIn Login
- Device Management

- Session Management
- Role-Based Login
- Login History
- IP Restriction

15. Dashboard Module

The Dashboard provides a centralized overview of platform performance.

Widgets include:

- Total Students
- Active Courses
- Live Classes Today
- Monthly Revenue
- Daily Revenue
- Pending Payments
- Recent Enrollments
- Top Selling Courses
- Most Active Students
- Instructor Performance
- Sales Graphs
- Course Completion Statistics
- Notifications
- Support Tickets
- Calendar Events

The dashboard is fully customizable, allowing administrators to prioritize the metrics most relevant to their organization.

16. Website & Apps Module

This module allows institutions to build and manage their digital presence.

Features include:

- Website Builder
- Dynamic CMS
- Android Application
- iOS Application
- White Label Branding
- Mobile Push Notifications
- App Configuration
- Splash Screen Management
- Theme Customization
- SEO Optimization
- Social Media Integration
- Custom Domain Support

17. Products Module

The Products Module is the heart of the Learning Management System. It allows administrators and instructors to create, organize, deliver, and monetize educational content.

17.1 Courses

The Courses module enables institutions to create structured online learning programs.

Features

- Unlimited Courses
- Course Categories
- Sub Categories
- Course Levels (Beginner, Intermediate, Advanced)
- Instructor Assignment
- Course Thumbnail
- Course Description
- Course Preview Video
- Learning Outcomes
- Course Requirements
- Course Duration
- Course Pricing
- Free & Paid Courses
- Lifetime Access
- Scheduled Publishing
- Draft Mode
- Course Reviews
- Course Ratings
- Certificate Eligibility
- SEO Settings
- Course Analytics

17.2 Chapters

Organize every course into logical chapters.

Features

- Unlimited Chapters
- Drag & Drop Sorting
- Lock Chapters
- Completion Rules
- Sequential Learning

17.3 Lessons

Manage individual learning content.

Supported Lesson Types

- Video
- PDF
- Audio
- Presentation
- Text Content
- External URL
- YouTube
- Vimeo
- Downloadable Files

17.4 Study Materials

Provide downloadable educational resources.

Features

- PDF Notes
- PowerPoint

- Word Documents
- Excel Files
- Practice Sheets
- Assignments
- Previous Year Papers
- Additional Resources

17.5 Live Classes

Conduct live online teaching sessions.

Integrations

- Zoom
- Google Meet
- Microsoft Teams

Features

- Schedule Class
- Invite Students
- Attendance
- Class Recording
- Recording Playback
- Live Chat
- Polls
- Raise Hand
- Screen Sharing
- Calendar Sync

17.6 Mock Tests

Create online examinations.

Features

- MCQ
- Multiple Answers
- True/False
- Descriptive Questions
- Timer
- Negative Marking
- Random Questions
- Random Options
- Auto Evaluation
- Manual Evaluation
- Leaderboard
- Detailed Result Analysis

17.7 Test Series

Create collections of examinations.

Features

- Subject-wise Tests
- Weekly Tests
- Monthly Tests
- Full-Length Tests
- Practice Mode

- Scheduled Tests

17.8 Question Bank

Centralized repository for exam questions.

Features

- Unlimited Questions
- Import from Excel
- Difficulty Level
- Chapter Mapping
- Subject Mapping
- Tags
- Images
- Mathematical Equations
- Bulk Upload

17.9 Assignments

Manage homework and practical tasks.

Features

- File Submission
- Text Submission
- Deadline
- Grading
- Feedback
- Resubmission
- Rubrics

17.10 Certificates

Automatically generate certificates.

Features

- Dynamic Templates
- QR Verification
- Digital Signature
- Certificate Download
- Certificate Sharing

18. Website & CMS

The Website module allows institutes to manage their website without technical knowledge.

Features

- Home Page
- About Us
- Contact Us
- Blog
- FAQ
- Testimonials
- Faculty
- Gallery
- Dynamic Banner
- Dynamic Menus
- Footer
- SEO Meta Tags

- Sitemap
- Robots.txt
- Custom Pages
- Newsletter
- Contact Forms

19. Mobile Applications

Dedicated applications for Android and iOS.

Features

- Student App
- Instructor App
- Push Notifications
- Offline Downloads
- Live Classes
- Payment Gateway
- Mock Tests
- Progress Tracking
- White Label Branding

20. Community Module

Student engagement platform.

Features

- Discussion Forums
- Groups
- Q&A

- Announcements
- Comments
- Likes
- Doubt Solving
- Telegram Integration

21. Gamification

Increase student engagement.

Features

- XP Points
- Badges
- Rewards
- Leaderboard
- Daily Streak
- Challenges
- Achievement Levels

22. User Management

Complete user administration.

Students

- Registration
- Enrollment
- Progress
- Attendance
- Certificates

- Payment History

Instructors

- Profile
- Assigned Courses
- Revenue
- Ratings
- Availability

Staff

- Role Management
- Permissions
- Activity Logs

Parent Portal

- Student Progress
- Attendance
- Fees
- Notifications

23. Marketing Module

Marketing automation platform.

Features

- Email Campaigns
- SMS Campaigns
- WhatsApp Campaigns
- Push Notifications

- Automation Workflows
- Lead Forms
- Landing Pages
- CTA Buttons
- Promo Sliders
- Event Management
- Webinar Registration

24. Sales Module

Revenue generation system.

Features

- Online Orders
- Subscription Plans
- Coupons
- Wallet
- Referral Program
- Affiliate Marketing
- GST Invoice
- Refund Management

25. Reports & Analytics

Business intelligence.

Academic Reports

- Student Progress
- Course Completion

- Attendance
- Exam Reports

Financial Reports

- Revenue
- Orders
- GST
- Profit Analysis

Marketing Reports

- Lead Conversion
- Campaign Performance
- Website Visitors
- Source Analysis

26. Notifications

Central notification system.

Channels

- Email
- SMS
- WhatsApp
- Push Notifications
- In-App Notifications

27. Security Module

Enterprise-grade security.

Features

- Two-Factor Authentication
- Device Management
- Login History
- Audit Logs
- Session Control
- IP Restrictions
- SSL Encryption
- DRM Video Protection

28. AI Learning Center (Premium Feature)

An intelligent assistant integrated throughout the LMS.

Features

- AI Course Generator
- AI Quiz Generator
- AI Notes Generator
- AI Assignment Generator
- AI Doubt Solving
- AI Chat Assistant
- AI Translation
- AI Voice Tutor
- AI Study Planner
- AI Performance Suggestions

29. CRM & Admission Management (Premium Feature)

Complete admission lifecycle management.

Features

- Inquiry Management
- Lead Assignment
- Follow-ups
- Call Logs
- WhatsApp Chat
- Admission Pipeline
- Counselor Dashboard
- Lead Analytics

30. Finance & Accounting (Premium Feature)

Integrated financial management.

Features

- Income
- Expenses
- GST
- Invoices
- Receipts
- Cash Book
- Bank Book
- Profit & Loss
- Balance Sheet
- Tax Reports

31. HR & Payroll (Premium Feature)

Employee management.

Features

- Employee Records
- Attendance
- Leave
- Payroll
- Salary Slips
- Performance Reviews
- HR Documents

32. Franchise Management (Premium Feature)

Suitable for organizations with multiple branches.

Features

- Branch Management
- Franchise Dashboard
- Revenue Sharing
- Branch Reports
- Staff Allocation
- Student Allocation

33. Placement & Internship Portal (Premium Feature)

Career management system.

Features

- Company Profiles
- Job Postings

- Internship Listings
- Resume Builder
- Interview Scheduling
- Placement Reports

34. Digital Library (Premium Feature)

Online knowledge repository.

Features

- eBooks
- Journals
- Previous Papers
- Research Materials
- Download Control
- Online Reader

35. White Label Platform (Premium Feature)

Allow institutions to launch the platform under their own brand.

Features

- Custom Domain
- Custom Logo
- Theme Customization
- Branded Emails
- White Label Mobile Apps
- Organization Branding

36. Multi-Tenant SaaS Platform (Enterprise Edition)

Support multiple institutes from a single installation.

Features

- Unlimited Organizations
- Separate Admin Panel
- Independent Branding
- Subscription Billing
- Usage Monitoring
- Tenant Analytics
- Resource Allocation

37. API Integration Center

Connect with third-party services.

Supported Integrations

- Payment Gateways
- SMS Providers
- WhatsApp API
- Zoom
- Google Meet
- Google Login
- Facebook Login
- Apple Login
- Email SMTP
- Analytics
- ERP APIs

- CRM APIs
- AI APIs

38. Future Enhancements

The platform architecture supports future expansion.

Potential enhancements include:

- Blockchain Certificates
- AI Interview Simulator
- Virtual Classrooms
- Marketplace for Instructors
- Subscription Marketplace
- Regional Language Learning
- Advanced AI Analytics