

# eLearning & Content management app for Kids



The client believes in the power of storytelling and reading and they developed an E-Learning platform which provides learning contents in the form of animation and storybooks that children can read and learn in a fun way. The contents are provided in multiple languages and categorized as per the user age.

## The Challenges

The client was facing various challenges that were impacting the performance of the application efficiency.

- User experience was not as per the user persona resulting in less interaction.
- Use of outdated technologies caused App performance issues and inability to customize the application as per business requirements.
- Manual content management was challenging as they need to upload the content manually which was a tedious task and also it was very difficult to track the deletion of outdated content.

## Quarks Solution

Quarks provided them with the digital solutions to improve the performance of the product and provide stability while maintaining the quality.

**Revamp the UI using react js and make the interface catchy as per user persona.**

- To determine performance metrics.
- Add the custom solution in order to increase the user engagement.
- Integrate the crash analytics tool to track the app performance. This helps to reduce the latency rate.
- Build the Content management system to manage the content and track the report of the content in each of the categories.

## The Benefits

**Quarks innovative solutions helped:**

- Exponential increase in DAU.
- Customer engagement increased by 60%
- Reduce the app crash
- The contents are entirely managed through the admin panel. This helps to identify the more engaging content.