

Development of E-Learning & Content management System



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- Use of outdated technologies caused App performance issues and inability to customize the application as per business requirements.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need to upload the content manually which was a tedious task and also it was very difficult to track the deletion of outdated content.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.
- 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.