

Improved App Development with Enhanced Features



Our client is a leading Indian ed-tech company, dedicated to providing affordable and comprehensive learning experiences to students of Class 11th, 12th, JEE, NEET preparation. With a user base of over 3.5 million and more than 7.5 million YouTube subscribers, they have established a significant presence in the industry. They provide Live classes, video lectures, test series, lecture wise notes, topic wise assignment with best questions, dynamic exercise and much more.

The Challenges

To expand their business, the client needed a stable and fast iOS application. They faced the following challenges with their current app:

- Slow app performance
- Lengthy development cycles for rolling out new features
- Lack of intuitive user experience (UX), causing difficulties in navigating through the app

Quarks Solution

To address these challenges, we deployed our team of skilled developers to revamp the app and address the pain points.

Our solution included:

- Revamping the UI/UX to improve usability and navigation
- Adopting Agile methodologies to optimize code and accelerate development processes
- Implementing a streamlined approach to roll out new features swiftly

The Benefits

By implementing our solution, the client experienced significant benefits, including:

- Enhanced app performance by 30%, resulting in improved user satisfaction
- Stabilized app performance and successful rollout of critical features in less than 2 months