

Boosted the Product Development



An Ed-Tech company with a vision to become a one stop solution for enthusiastic learners who want to upgrade their skills which will help in career growth.

Company kicked off the platform with Data Science Courses to start with and added internship programs to get hands-on experience with real time projects.

The Challenges

While expanding the services and courses offering, below are the major challenges faced which needs to be addressed for next level growth

- High response time while page loading
- Broken flow or Gaps in the system
- User Experience was not so great for user retention
- New Updated and Feature roll outs are time and effort consuming

Quarks Solution

After analysis of pain points and business impact with product, Quarks recommended a solution to improve performance and stabilized the product which includes

- Improved response time and significant decrease in page load time.
- Improved UX for better user and Product experience
- Robust QA for improve upon quality of product

The Benefits

Enhanced user experience

- Over all response time and performance increased to 90%, earlier was ~75%
- User Exp and retention increased by 30%
- New features roll out time is decreased by 50%