

# Case Study

## Digital Product Development

### Education



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## CASE STUDY

# DIGITAL PRODUCT DEVELOPMENT

## EDUCATION

While the great majority of things around us change so rapidly, there is something that has an eternal value: education. For this reason, our client has decided to invest in developing the character of our future artists, businesspeople, teachers and others.

## ABOUT THE CLIENT

**Our client's coverage area involves high school and university students and is now focused on the artistic domain with plans to expand.**

This is where our specialists take the lead, helping the client create the interface of an official website. Their solution, although categorized as an MVP, is a successful starting point for a much bigger project which will cover many more areas, people, and subjects.

According to the Deloitte Digital Transformation 2020 study, companies with a high level of digitalization are three times more inclined to report annual growth of income than companies with a low level of digitalization. Our client understood the importance of digitalization in all domains, giving their project an added value.

## CHALLENGE

Our client saw the need to create an interface for an educational website in order for students to study in a familiar environment where they would feel more motivated.

### Breakdown of the Challenge



Studying online has always been a challenge since there is no face-to-face interaction with the students. This is why educational websites need to be modern to hold students' attention. Because there was no online access for the material presented during lectures, a change was necessary.



Because the platform would be accessed by high school students, it needed to be intuitive, easy to manage, and familiar. Additionally, it had to be interactive and animated.



Although our client had been planning this major change for over a year, the recent pandemic further drove this need. Now that all students are accessing the platform, the content has to be innovative.



Our client not only wanted to make a major change but identified it as a must. Being seen as an absolute need, our specialists did their best to meet and accomplish that goal.



The need for graphic design became increasingly urgent while the material presented remained unchanged. The way it was presented made a major difference.



Even if this project represents only an MVP, it had to be completed with consideration for future plans. Therefore, the technology used had to be viable for further extension of the features.

The weekly meetings with our specialists gave birth to more and more ideas for the graphic development of the material. The team quickly understood that a digitalized educational system would lead to a highly efficient learning process. This remained an aim and motto for the team, who continued working towards finding suitable solutions.

# SOLUTION

With hundreds of students and professors needing to access the website, LiftUp Solutions' role was fundamental in transforming the concept of education for both learners and teachers.

- 1 Initial MVP**  
In order to meet both the needs and budget of our client, our specialists envisioned an initial MVP to be developed in the future as a complete, complex website.
- 2 Innovation**  
The technology stack used is innovative. Our specialists avoided using standard tools for website creation such as WordPress. Instead, they opted for React with Server-Side Rendering.
- 3 Progress**  
The new React technology allowed our client to be creative and materialize whatever they had in mind. Our specialists chose this technology so it will suit the website's future development.
- 4 Refinement**  
After the official testing of the platform by our specialists, Pallal was also tested by university and high-school scholars. The testing occurred in March and June.

# METHODOLOGY

When our client contacted LiftUp Solutions, they had already worked with us on other projects. Knowing our specialists and the work they do, our client had a specific idea for the platform they wanted to develop.

Our specialists focused mainly on developing the initial list of required features. Once completed, they moved on to the graphic design which had to be animated and interactive. The website now has a game-like interface, being developed with new React technology.

This MVP proves that even small beginnings can be successful! It is the starting point of a much more ambitious project which is planned to facilitate communication between teachers and students, to have all subjects' material uploaded, include more courses, offer preparation for baccalaureate exams, and feature a virtual 3D museum, student forum, picture gallery. Because our specialists chose React, they will be able to develop all these features in the future, without the need to restart development from scratch.



# RESULTS

The testing included high-school teachers, out of which 65-70% agreed that the platform is game-like, one that makes the students enter a fantastic world.

Due to the many activity types and interesting ways to learn interact with lectures, students are at least 30-35% more engaged. The lectures can become a game-like experience on Pallal.

Pallal allows students to learn at 25-30% faster than compared to a less dynamic platform, .

Our specialists worked exactly 314 hours to develop this MVP with the help of React, whereas creating the website with WordPress would have not only taken longer but would also have been impossible.

These days, as remote learning has become a major part of students' lives, an educational platform like Pallal can increase their engagement and attention. By making it more intuitive and interactive than typical educational platforms, learning can become more interesting, as the results of the tests show.

A small beginning like this could perhaps lead to many French schools having access to the website and uploading materials for their students there. Educational topics may stay the same, yet the way they are presented changes everything.

According to Stephen M. Kosslyn, the Dean of Social Science at Harvard University, technology opens up huge opportunities, but in order to take advantage of them, we need to have clear learning outcomes and to measure each student's progress in achieving those outcomes, shifting to a focus on active learning. Through the testing of this MVP, Pallal is checking exactly these outcomes and will be soon ready to state the efficiency of digitalization in education.



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