

White Label E- Learning Website Development

CASE STUDY



Industry : Education

Region : India

Technology Used : WordPress, PHP, and MySQL



The Team

Project Coordinator : 1

Developer : 2

REQUIREMENT

Our team always makes it a point to define the scope of the project with an elaborate meeting with the client. Our project managers and developers collaborated with the client to form a strategy that covered all the business objectives. After we mapped the scope of the project, we assessed the technical aspects of the project and outlined the overall timeline required to finish the project.

Here are the requirements of the project.

- ▶ *Design and develop a responsive e-learning web application*
- ▶ *Ensure the application has all the necessary membership features*
- ▶ *Easily manage content addition and handle various membership plans*
- ▶ *Segregate and customize membership plans based on free and paid versions*
- ▶ *Option for students to provide answers via text and audio format*
- ▶ *Choice for teachers to grade tests manually and automatically*

OVERVIEW

We partnered with an India-based client who wanted to enter the e-learning industry. They wanted to help students prepare for PTE, IELTS, GRE, GMAT, and SAT and take part in mockup versions of the exam before they attend the actual exam. By offering such mockup tests, they wanted to give students an opportunity to find out the topics they have mastered so they can direct their focus on other areas they have to focus on. The client also had plans to upgrade the content based on the actual examination pattern conducted by the examination boards. So, they wanted to set up a robust web application with exceptional user experience.

The client reached out to ColorWhistle to seek our expertise in e-learning web application development.

Let's take a look at how we helped this client set-up an amazing test preparation web application.

APPROACH

Here is our approach and how we developed the website from scratch to drive the business towards its vision.

WEBSITE PLATFORM

As the client required a user-friendly platform and an option to easily update content on their website on a regular basis, we decided to go with the WordPress platform for the application

DESIGN

For this project, the client gave us the design of the website

DEVELOPMENT

Once we got the website design from the client, we started with the development work

Dashboard creation

The dashboard had score predictor (auto-calculates scores), practice questions (total number of practice tests pending), results of each test (displayed in a bar chart) and performance summary

Plugins used

We used plugins such as Ultimate Membership Pro plugin, Advanced Custom Fields Pro (to add extra content fields and display dynamic content), Newsletter Subscription (to grow email list), and User Role Editor (manage various user roles and capabilities)

Test pages

For custom post type, reordering questions, and random number generation, we created custom codes using the Recoder.JS library

Ultimate Membership Pro plugin – We used this plugin to add/create features such as membership types, membership packages, PayPal payment integration, coupons, lock rules, and MailChimp integration



Custom coding

For custom post type, reordering questions, and random number generation, we created custom codes using the Recoder.JS library

Ultimate Membership Pro plugin

We used this plugin to add/create features such as membership types, membership packages, PayPal payment integration, coupons, lock rules, and MailChimp integration

Login for teachers

We created a separate login for the teachers so they can evaluate the answers

Speed optimization

Our developers also worked on the site speed and page speed to give a better user experience to the students

TESTING, REVIEW, AND LAUNCH

After the development phase, we did a thorough functional testing. We also double-checked to find out if all the content files were uploaded properly. We submitted the final website to the client for review. They requested a few changes and our developers made it. Once the client was completely satisfied, we made the website viewable to the public

RESULT

Our team designed and delivered a web application that addressed the client's specific requirements and a complete online learning solution optimized for the needs of the students' staff and administrator. We also made sure that the web application was fully responsive. Additionally, our team made the application future-proof with the possibility to upgrade it with new features.

Here are some results they experienced once the website was moved to live.

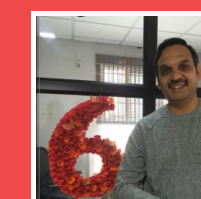
- ▶ *Responsiveness of the web application helped our client to conduct online tests effectively*
- ▶ *Students could attend the tests easily*
- ▶ *Audio answer feature was widely used by the students*
- ▶ *Dashboards in every student's login gave an accurate overview of their progress*
- ▶ *Newsletter subscription features helped the client to send regular updates and new information to existing students*
- ▶ *Coupon codes also allowed existing students to purchase an additional bundle of tests*

As one of the top providers of e-learning solutions, ColorWhistle can create web apps and websites to help your learners grasp your content easily. From integrating a Learning Management System (LMS) to creating learning portals, we can create effective solutions that will cater to your business challenges and goals. We can also create diverse e-learning solutions using modern AR/VR enabled learning.

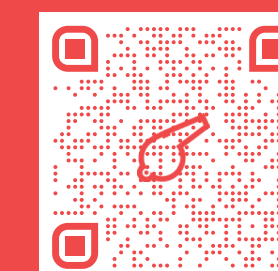
If you need any help with website designing and website development for e-learning, get in touch or call us at **+1 (919) 234-5140**. We are happy to partner with you to create interactive e-learning solutions.

Alright, sounds like a plan!

Let's go!!



AUTHOR
SANKAR
Founder, ColorWhistle



SEND DIRECT MAIL
hi@colorwhistle.com