Devolve

Transforming a Tutoring Business into a Profitable E-Learning Platform: ProjectCity

A project based platform for learning how to create animation.

Project City

ProjectCity TV goes beyond being a conventional animation learning platform. It serves as the ultimate hub for animation enthusiasts to connect, learn, and innovate new ways of storytelling and crafting captivating illustrations. The mastermind behind this endeavor is Rad, a renowned storyboard artist and character designer with a rich background in the animation industry, having worked for major studios such as DreamWorks, Disney TV, and Cartoon Network. Additionally, Rad's experience as a teacher at the California Institute of Art provided him with valuable insights, leading him to envision an online tutoring business that would cater to a wider audience. With this vision in mind, Rad embarked on creating an e-learning platform tailored to the needs of aspiring artists and storytellers.

The challenge

When our team were onboarded into the project, the project was already underway, with approximately 30% of the work completed. The previous team had encountered various challenges, resulting in their departure. The first task was to understand the project's current state and seamlessly pick up where it left off. The project itself presented numerous technical challenges due to its complexity and scale. Despite being primarily an e-learning platform, ProjectCity aimed to encompass social media features akin to Facebook, including post sharing, commenting, tagging, and notifications, balancing the development efforts between the backend and frontend, ensuring code quality, meeting deadlines, and establishing a process to manage user complaints were just a few of the challenges we faced. Payment-related issues arose from the poor implementation by the previous team, necessitating fixes and the integration of secure and efficient Stripe payment functionality.

The Solution

As a dev team lead I took charge of overseeing the project's development and aligning the team's efforts with the client's expectations. Together, we successfully accomplished the following:

- We have built a comprehensive social media section within the app, offering users the ultimate space to connect, share, and innovate.
- Fully integrated Stripe payment system, resolving all payment-related issues users faced and enabling cross-country transactions for international users.
- Design and implement an astounding frontend UI/UX, tailored to inspire artists and make the platform feel lively and artist-friendly.
- Provide high-quality support for end-users, ensuring prompt resolution of technical issues and concerns.

The Results

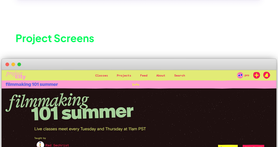
The outcome of our efforts resulted in the following components of ProjectCity:

- **Well-documented API:** An easily accessible API used by the frontend platform for seamless CRUD operations and secure database connections.
- **Web Admin Panel:** A user-friendly interface empowering administrators to manage classes, users, payments, and other essential aspects.
- **Proposed Basic Gift app:** A modern and attractive interface that provides a delightful and intuitive learning experience for users.
- **Fully integrated payment solution:** A robust payment system enabling complex transactions across countries.
- **A comprehensive social media section within the app:** offering users the ultimate space to connect, share, and innovate.
- **A ton of other learning features:** such as creating and managing classes for teachers. Subscribing to classes by students. Payment discount system. Following teacher's profiles and many more features.

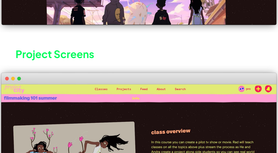
The testimonial

ProjectCity has become the embodiment of the union between art and technology, revolutionizing the market it serves. It continues to evolve, constantly improving the user experience without any limitations. The ProjectCity community is rapidly expanding, boasting over 100 teachers and more than 20,000 students, further solidifying its position as a leading e-learning platform in the field.
Rad's testimonial encapsulates the impact of ProjectCity: "ProjectCity is the result of art and technology combined together. This idea has now become a tool that revolutionizes the market. ProjectCity is an evolving solution that continues growing and adjusting, to provide a better experience for the user, without any limitations. The community behind ProjectCity is getting bigger every day, with more than 100 teachers and over 20,000 students."

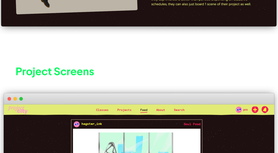
Project Screens



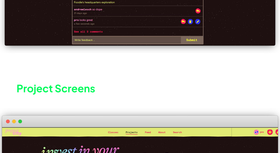
Project Screens



Project Screens



Project Screens



Thank You For Reading

Devolve

Case Study
Project City

Devolve
Let's take your business to the next level