Case Study

Digital Library Transformation

Magic EdTech

The Client

The customer is a large content aggregator and distributor who provides books, digital content, and technology solutions that help public libraries improve community outcomes.

The Challenge

The client was facing challenges with their mobile content delivery application. The application was slow and unstable. A few of the library partners had given a clear indication of moving on to another solution if the application was not stabilized immediately. The partner was expected to make the application stable and achieve a turn around within 90 days.

Critical Success Parameters

✓ An improved User Experience – personalized, intuitive, and consistent

✓ Performance improvement – less than 1s response time

✓ Provide stabilized app behavior.

Our Approach

✓ Architecture Redesign – Based on loose coupling and separation of concern architecture principles.

✓ User Experience Redesign – Make it more intuitive and less cumbersome.

✓ Analytics Solution – Developed to generate and share meaningful insights.

Key Result Highlights

70% improvement in performance – faster screen loading time

99% crash free performance

45% improved avg. session time