

Subscription-based eLearning and Video Streaming Platform

The platform transforms sports education into a profitable business model by offering exclusive content and a seamless user experience.

Overview

As a subscription-based eLearning system for sports enthusiasts, the platform focuses on creating a seamless experience for online learning and content management. The video/audio player adapts according to users' internet speed and offers easy navigation and content sharing options. The platform also includes a smart recommendation feature to keep users engaged. The administrative side features a user-friendly tutorial editor and content management system that facilitates effortless creation of tutorials, news articles, and website content.

Client Profile

German multinational corporation that creates a wide range of sports equipment and accessories. As a regular sponsor of the Olympic Games and international competitions, our client is one of the most visible sports equipment manufacturing brands in the world.

Business Requirements

Develop a specialized platform for sports enthusiasts seeking to enhance their skills and knowledge in sports, with a primary focus on Table Tennis and Pickleball.

- ❖ Structured video courses to enhance players' skills
- ❖ Access to podcasts, informative articles, and news
- ❖ Lesson and course curation via an admin site

QBurst Solution

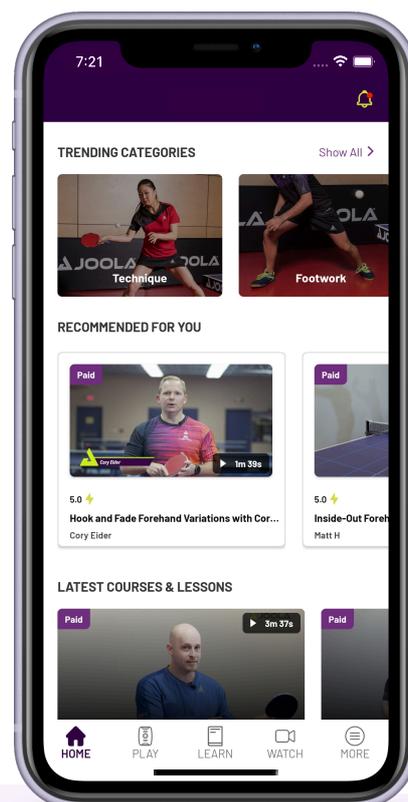
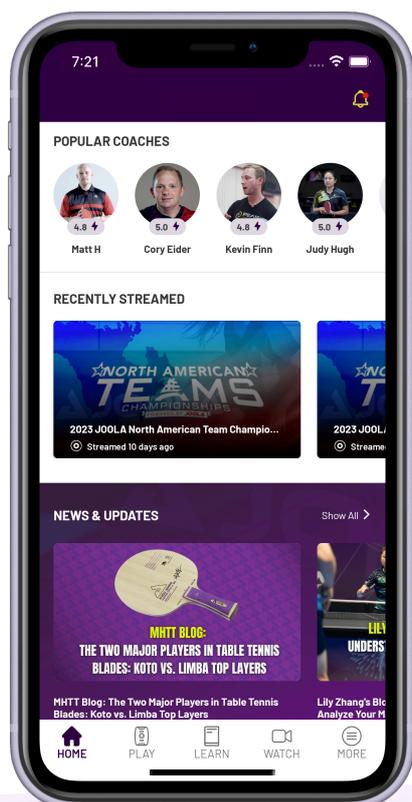
We developed an intuitive platform comprising a video/audio player with adaptive HLS playback, enabling user devices to seamlessly adapt to changing network conditions by raising or lowering the quality of the stream. The player integrates a multi-layered timeline, user-friendly navigation, and controls for subtitles and content sharing. The subscription module supports multiple payment gateways, including Stripe, Apple Pay, and Google Pay.

To boost engagement, we implemented a smart recommendation algorithm that personalizes the learning journey by suggesting lessons based on user behavior. The platform is equipped with an intuitive tutorial editor for content creation and a Content Management System for website management.

Key Features

Learning Platform

- ❖ Advanced video player with structured lessons and course timeline
- ❖ Modern streaming standards (HLS) for latency-free delivery to variable bandwidths and platforms
- ❖ Sophisticated subtitle system for global accessibility, transcending language barriers
- ❖ Access to podcasts by expert coaches, featured content, and news
- ❖ Subscription system ensuring exclusive access to paid content for subscribed users

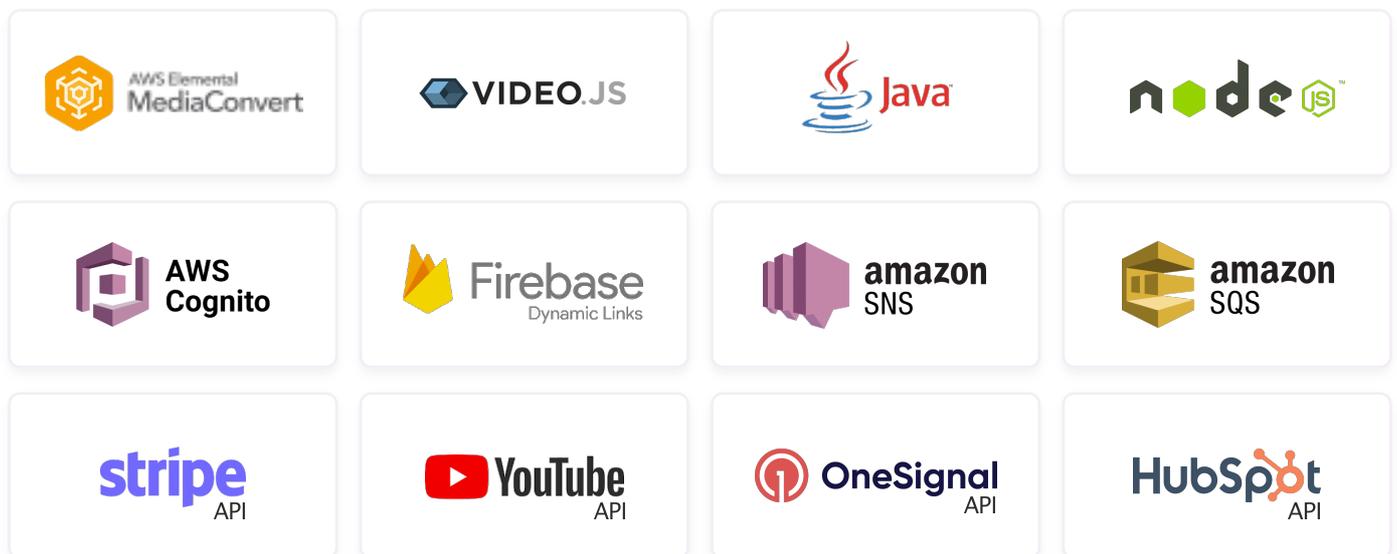


- ❖ Statistical user data capture, including course completion rates, and app usage duration
- ❖ Content recommendations based on user interests
- ❖ User rating system to encourage feedback and interaction
- ❖ Integrated YouTube live-stream system with timely event notifications

Admin Site

- ❖ User-friendly tutorial editor for creating multifaceted tutorials (video, audio, images, drills, and lessons)
- ❖ Content Management System enabling news article creation and swift content edits
- ❖ Secure access management system distinguishing roles such as Admin, Editor, and Coaches

Technologies Used



Business Benefits

- ❖ **Data-driven insights:** Google Analytics provides real-time data for strategic decisions and optimizations.
- ❖ **Personalized learning:** Recommendation system delivers relevant content, ensuring user engagement and satisfaction.
- ❖ **Global accessibility:** Subtitle system and a collection of diverse content attracts a global audience.
- ❖ **Community engagement:** Interactive events and feedback systems foster an engaging learning community.
- ❖ **Revenue growth:** Increased engagement opens avenues for monetization through ads and premium offerings.
- ❖ **Enhanced user retention:** Personalized content, collaborative learning, and engaging events boost user satisfaction and ensure user loyalty.

