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Company



Subscription-Based eLearning and Video Streaming Platform

A subscription-based eLearning platform to transform sports education into a profitable business model by offering exclusive content, a seamless user experience, and smart content recommendations.

Overview

- **Monetized Content:** The platform transformed sports education into a profitable business model by offering exclusive, structured video courses and expert content.
- **Enhanced User Experience:** Implemented an adaptive video player, smart recommendations, and a user-friendly interface to ensure high user engagement and retention.
- **Seamless Content Management:** Provided an intuitive admin site with a tutorial editor and CMS, enabling effortless content creation and management for the client.



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.

Challenges

- **Monetization Strategy:** They needed a robust, subscription-based model to ensure content exclusivity and profitability.
- **Content Delivery:** Providing a high-quality, uninterrupted video streaming experience for users with varying internet speeds was a critical technical challenge.
- **User Engagement:** They needed a way to keep users engaged and encourage them to subscribe and stay on the platform.

- **Content Management:** The administrative side required a simple yet powerful system for non-technical staff to create, edit, and manage a large volume of multimedia content.

QBurst Solution: Subscription-based eLearning Platform

Primarily focused on user experience and content management, the solution is built on a robust architecture that supports a seamless content delivery and a personalized learning journey. The platform leverages AWS Elemental MediaConvert for video processing and is powered by a Java and Node.js backend, secured via AWS Cognito.

Key Components of the Solution

- **Adaptive Video Player:** The platform features a video player with adaptive HLS playback, which automatically adjusts video quality based on the user's internet speed, ensuring a seamless viewing experience.
- **Smart Recommendation Algorithm:** We implemented a recommendation engine that suggests personalized content to users based on their viewing habits and interests, boosting engagement and retention.
- **Intuitive Admin Site:** The administrative portal includes a user-friendly tutorial editor that allows coaches and editors to effortlessly create complex, multi-faceted tutorials with videos, audio, images, and drills.
- **Robust Subscription Module:** The platform supports multiple payment gateways, including Stripe, Apple Pay, and Google Pay, providing users with a flexible and secure subscription process.

Technical Highlights

- **Modern Streaming Standards:** Utilized AWS Elemental MediaConvert and HLS to deliver a latency-free streaming experience with variable bandwidths.
- **Global Accessibility:** The sophisticated subtitle system was designed to make content accessible to a global audience, transcending language barriers.

- **Advanced User Analytics:** The system captures statistical user data, including course completion rates and app usage, providing valuable insights for future optimizations.
- **Community Features:** Integrated features like a user rating system and a YouTube live-stream system with timely notifications to foster an engaged learning community.

Impact: Driving Revenue and Operational Efficiency

- **Personalized Learning:** The recommendation system delivers relevant content, ensuring user engagement and satisfaction, which in turn boosted user retention by over 45%.
- **Enhanced Revenue:** The subscription model, combined with high user engagement, opens new avenues for revenue growth through paid content and premium offerings.
- **Global Reach:** The platform's global accessibility features, such as the subtitle system and a diverse content library, helped attract a global audience.
- **Operational Efficiency:** The intuitive admin site enables content managers to create and edit content with ease, streamlining internal processes and reducing time-to-market for new content by 50%.
- **Data-Driven Strategy:** Google Analytics provides real-time data for strategic decisions, allowing the client to continuously optimize the platform and its content.