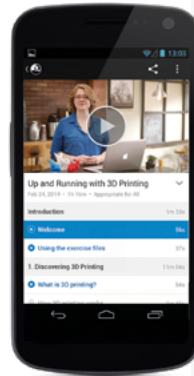
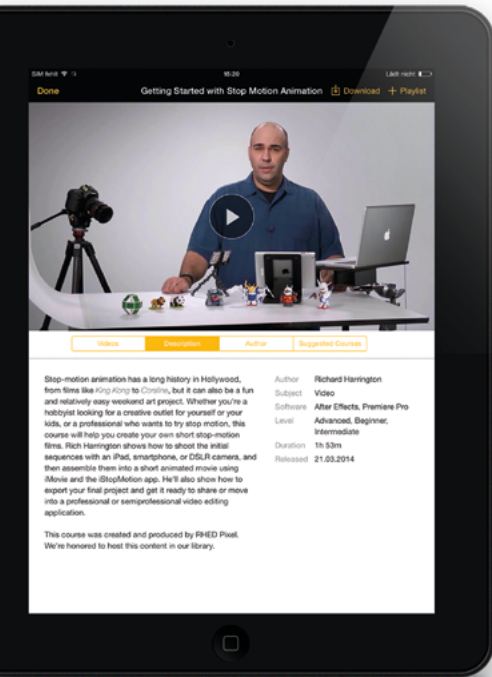


EdTech Case Study — Lynda.com
Mobile & Ubiquity Development

What can you do for a top US EdTech company?

Helping to fulfill their ubiquity strategy of everywhere, all the time, Parkside put together a full stack mobile team to bring products to seven platforms for the video learning market leader lynda.com.

Lynda.com is the global market leader in online video learning. The company offers more than 6,000 courses in business, technology and creative skills taught by experts worldwide in each specific field.



Key features

Mobile apps: concept / design / development / automated tests / analytics definition / analytics monitoring / crash monitoring / sprint planning & management / iTunes & Play Store setup, maintenance, monitoring / API development / Chromecast app development / In app purchases / online viewing / video playback / library browsing / multi-language / playlist management / audio only / progress synced to all devices / Chromecast integration / Shared code base for iOS, Mac and Apple TV

Technologies utilized

Objective C / Swift | Java / C# / BrightScript

Platforms

iOS, AppleTV, Android, Mac, Windows Store, Windows Desktop, Roku

Project

Parkside's assignment was to conceptualize, design, and engineer the entire Lynda mobile and TV ecosystem.

Parkside approach

Parkside engaged a dedicated agile UX/UI and engineering team to develop, maintain and improve the Lynda mobile ecosystem.

Outcome

After video2brain was acquired by Lynda.com, Parkside helped the market leader to scale their whole mobile and TV ecosystem. More than 2 million apps have been installed since Parkside become involved. Lynda.com was acquired by LinkedIn in 2015 for 1.5 billion US dollars.

For Lynda.com, the Parkside team achieved the following:

- Delivered products to seven different platforms, including Roku and Apple TV
- Closed gaps in terms of platforms and device types
- Turned low app ratings into the highest in company history
- Improved the overall user experience

“Parkside’s work was a game changer for lynda.com. They allowed us for the first time to fulfill our ubiquity strategy of everywhere, all the time.”

Eric Robison
CEO lynda.com

Want to learn more?

Great digital products and services require detailed research and development. Let's talk about your needs.

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