



edureka!

# Customer Experience Design & Mobile App Development

MANTRA LABS



# About Client

India's **fastest growing e-learning platform** offers live, online training in the latest technologies like AI, Big Data, & Blockchain.

Edureka has the **highest course completion rate** in the world, by enabling learners to pick courses based on guidance from experts; with 24x7 lifetime support for each individual.



# Problem Statement

The e-learning platform receives several thousands of daily requests seeking counselling & guidance on the best courses or career roles for their learners.

As the platform began to grow, it became vital to enable Edureka's vision of providing instructor-led online training from a convenient, scalable and engaging mobile application that carried the core of their platform's services.

## Key Objectives Mobile Application

01

View and access all purchased courses from one place.

02

Schedule and manage classes, timings, batches and curriculum.

03

Quick access to Edureka's main learning repository, including a personal library where the user can save notes as pdf, videos, docs, etc.



# Solution Component

A **product recommendation system** that can intelligently assess a user's requirements based on relevant experience and combination of skill-sets; along with a **dynamic mobile application** that facilitates live online courses.

**Content-based Filtering Algorithms:** An information filtering system tailored to user's interests, preferences, or behavioral history.

**Responsive Dashboard:** Manages the entire spectrum of recommendations and analytical insights.

**Cloud-connected Data Acquisition:** Advanced Learning algorithm that performs real-time analytics for very large data-sets.

**Mobile apps:** iOS & Android Corporate & Individual-level training and skilling based applications.

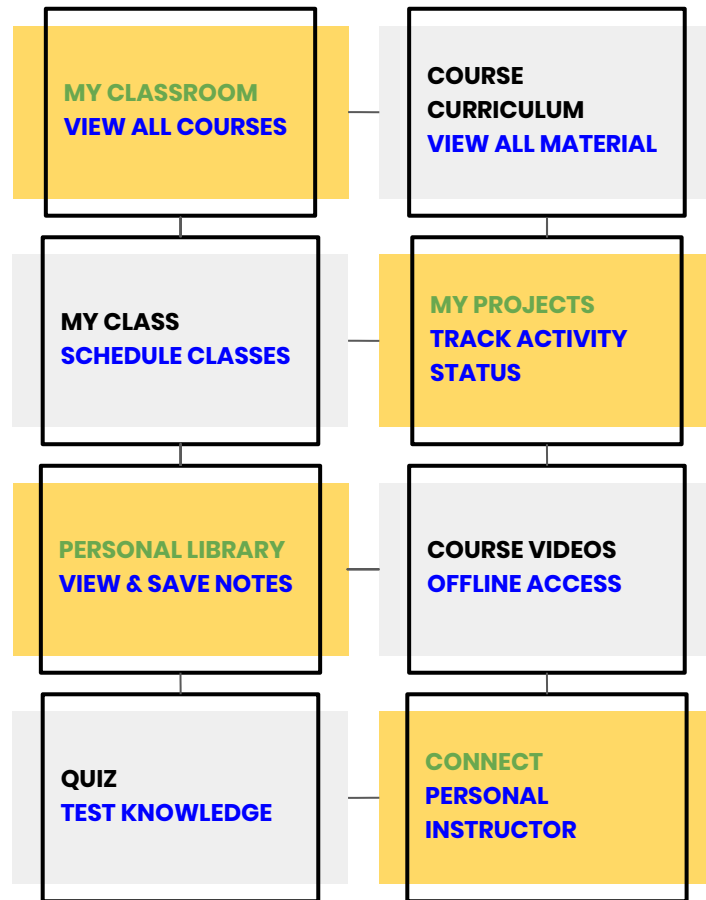


# Live Online Training Mobile App

Android & iOS

A **dynamic mobile application** that enables live online courses via a virtual classroom, where users can interact with their instructors.

Users have lifetime access to all recorded classes and reference material in an extensive **learning repository**.





# Users & Roles



**STUDENTS**



**PROFESSIONALS  
(UPSKILL)**



**CAREER CHANGE  
OR UNSKILLED**



## **CERTIFICATIONS, COURSES & CAREER ROLES FOR UPSKILLING**

**PYTHON  
SELENIUM  
AWS ARCHITECT  
BIG DATA HADOOP  
APACHE SPARK & SCALA  
FULL STACK DEVELOPER**

**PMP  
SCRUM MASTER  
DATA SCIENTIST  
AZURE ARCHITECT  
CYBER SECURITY  
APACHE KAFKA**

**DEVOPS  
DATA ANALYST  
TEST AUTOMATION  
CLOUD ARCHITECT  
ETHEREUM DEVELOPER  
PREDICTIVE MODELLING**



# Technologies Deployed

**OBJECT STORAGE**  
**AWS S3**

**OBJECT DATABASE**  
**MONGODB**

**BACKEND**  
**PYTHON-TORNADO**

**SERVERLESS  
FUNCTIONS**  
**AWS LAMBDA**

**GRAPH DATABASE**  
**NEO4J**

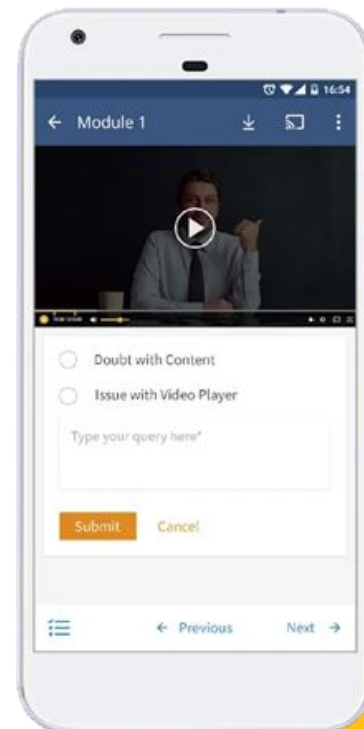
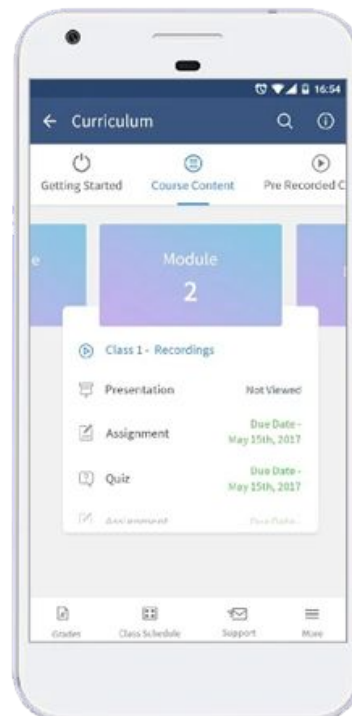
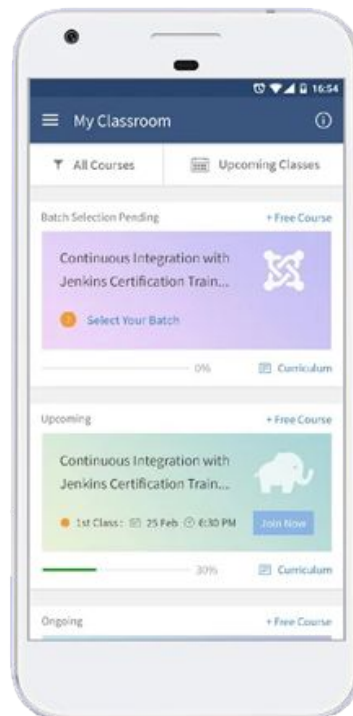
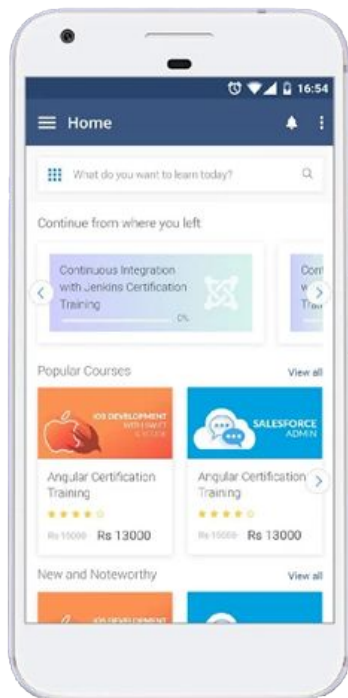
**IN-MEMORY  
DATABASE**  
**REDIS**

**WEB SCRAPING**  
**BEAUTIFUL SOUP**

**QUEUES**  
**AWS SQS**



# Mobile App Screens





# Key Results



**50,000+**

Android app installations.

**99.99999%**

Durable learning repository

**18%**

Increase in user engagement through product recommendation system



# About Mantra Labs

- ◆ Domain Focused Products and Solutions for the Digital Insurer
- ◆ Real World Problem Solving using Artificial Intelligence and Customer Experience Consulting



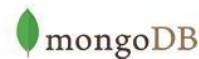
**100+**  
PROJECTS

**175+**  
GEEKS

**03**  
OFFICES



## Key Partnerships





# Leading Clients





# Let's build what you need, together.

Get in touch with us.



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