

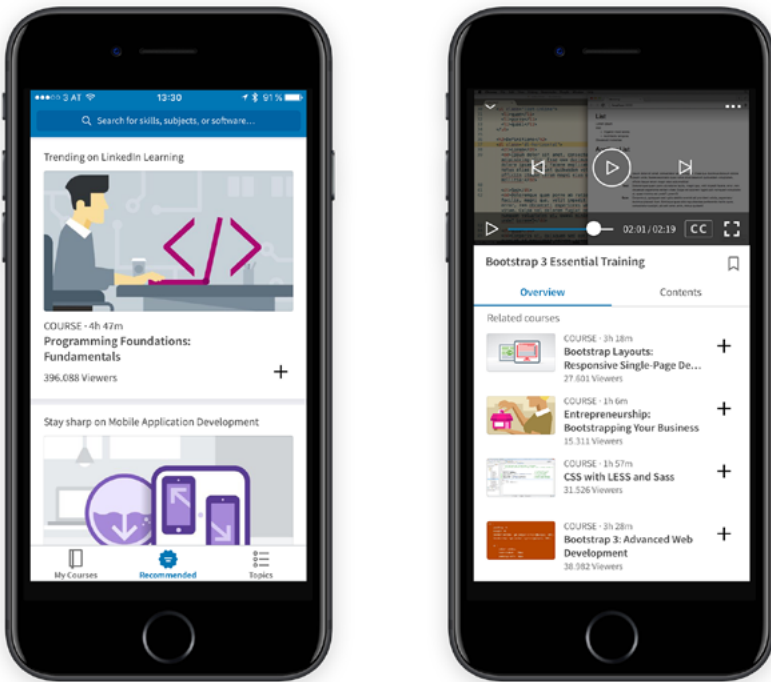


EdTech Case Study — LinkedIn  
Mobile Development

# Bringing LinkedIn Learning to Mobile

After LinkedIn acquired Lynda.com for 1.5 billion US dollars, Parkside was again asked to step in with its over 10 years of experience in the video learning market and create apps for LinkedIn's own learning platform, LinkedIn Learning.

LinkedIn is the world's largest social networking platform (500 million users), designed for the business world.



## Key features

Parkside was responsible for the iOS and Android apps for LinkedIn Learning, enabling users to do things like:

Watch videos and courses / gain new skills / create learning paths / get personalized recommendations (LinkedIn skills, profile) / receive certificates from courses that can be displayed on LinkedIn / Chromecast integration

## Technologies utilized

Swift / Java

## Project runtime

1.5 years

## Platforms

iOS & Android

## Project

Parkside acted as an extension of the LinkedIn development team, creating iOS and Android apps for LinkedIn Learning and achieving app accessibility for all audiences.

## Parkside approach

Parkside engaged a committed agile engineering team that travelled regularly to San Francisco and Mountain View.

## Outcome

Due to Parkside's experience with video2braind and Lynda.com, the time-to-market for LinkedIn iOS and Android apps could be significantly reduced. The Android app won the Google Play award for Best Self-Improvement App in 2016. LinkedIn was bought by Microsoft in June of 2016 for 26.2 billion US dollars.

For LinkedIn, the Parkside team achieved the following:

- Feature exploration and product conceptualization
- Engineered critical features in all stages of iOS and Android development
- Made apps accessible for all audiences
- Realized automated testing
- Setup tracking
- A/B testing
- Reduced time-to-market

## Want to learn more?

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

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