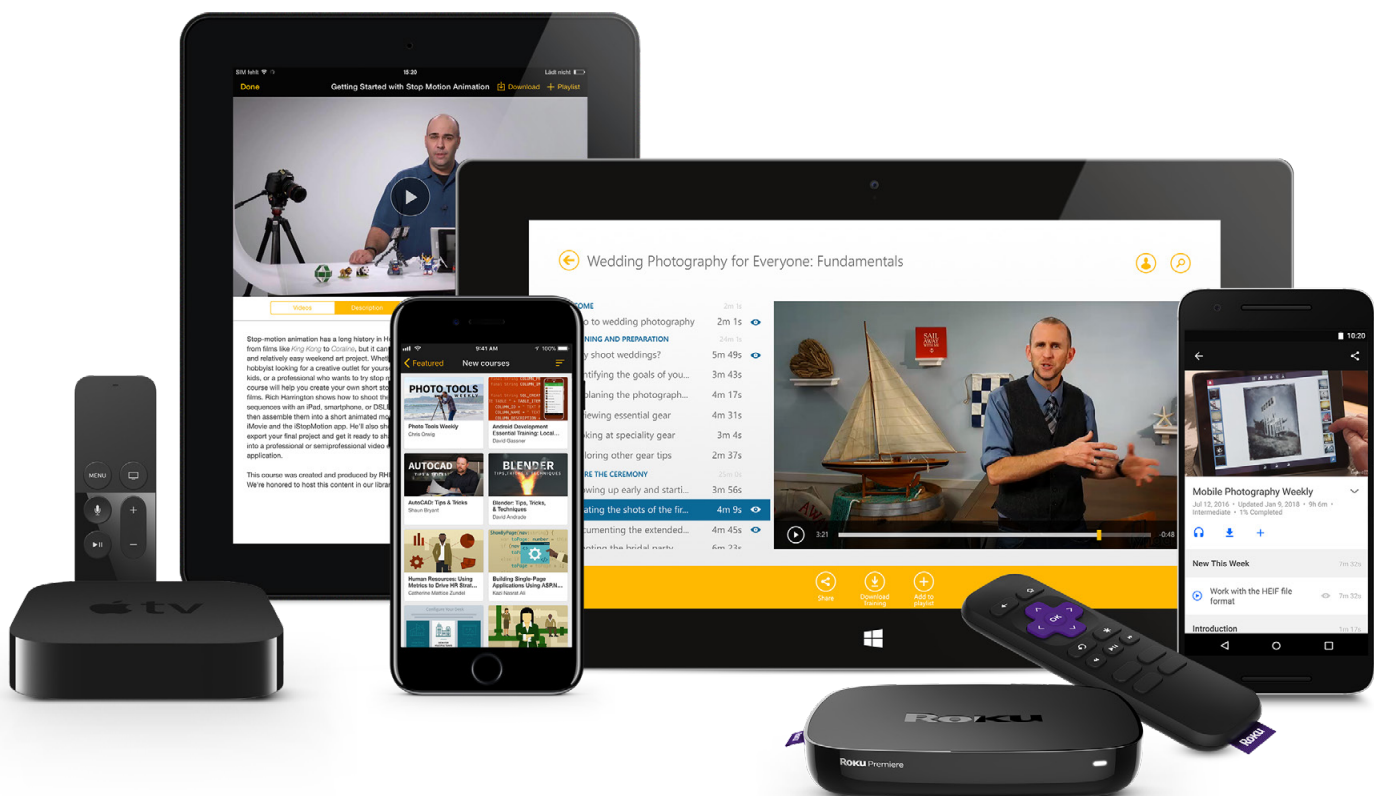


parkside



CASE STUDY - LYNDA.COM

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 video learning market leader Lynda.com.

Lynda.com®

LYNDA.COM BUSINESS CHALLENGE

Bring Lynda.com online courses and learning videos to all relevant platforms the fastest way while taking the current user experience to the next level.

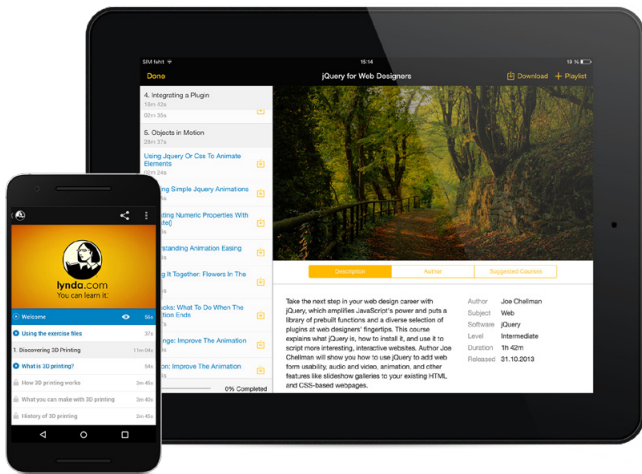
Lynda.com is the global market leader in online video learning. The company offers more than 6,000 courses in business, technology and creative skills taught by worldwide experts in each specific field.

For Lynda.com, the Parkside team achieved:

- 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

Project runtime: 3 years

www.lynda.com



DELIVERED WORK & 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 / Offline viewing / Video playback /

PROJECT

Parkside's assignment was to concept, 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 became involved. Lynda.com was acquired by LinkedIn in 2015 for 1.5 billion US dollars.

TECHNOLOGIES UTILIZED

Objective C / Java / Swift / C# / BrightScript

PLATFORMS

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

“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

Library browsing / Multi-language / Playlist management / Audio only / Progress synced to all devices / Chromecast integration

TV apps for Apple TV and Roku

Shared code base for iOS, Mac and Apple TV

WANT TO LEARN MORE?

Andreas Jaritz | VP Client Solutions | jaritz@parkside.at | +43 699 16 17 60 97
Parkside Informationstechnologie GmbH | Graz | Austria | www.parkside-interactive.com

