CASE STUDY ANALYSIS:
Open Languages
Online Language Learning

OPENLANGUAGES
ONLINE LANGUAGE LEARNING

Open Languages

Technical Specifications

Programming: ASP.Net MVC

CMS: Umbraco

Database: SQL Server

Design: HTML, CSS, Bootstrap, jQuery

Hosting: Azure

Overview

The open language is an online learning platform offering language courses to their users for improving their communication or helping them in learning new languages. This is a multi-lingual website which provides free trial/paid courses through Skype, live virtual tutoring platform and innovative teaching methods. The users need to login into the website for registering themselves for free trail/paid membership plans. Also, it provides the facility for making a payment online using credit or debit card.

Problems

The website would be used by almost all age groups and be accessed on any platform like mobile phone, tablet or laptops etc, so biggest challenge is to develop device independent, easy to navigate, responsive and modern website.

Open language is a multi-lingual website and its content is fully dynamic so managing and maintaining the content of the website is quite complex as well as implementation of various payment gateways is also difficult

Also, a virtual classroom is required for connecting the student and teacher.

Challenges

Single page to multiple pages: Initially, the requirement was to create a single page website. Later requirements turned into multiple pages, which was quite a challenging task to convert single page website to multiple pages.

Payment gateway: There are various payment gateways integrated with the website, so implementing and customizing the payment gateways as per requirements is quite complex.

Maintaining dynamic data: It is difficult to maintain the dynamic data including forms, labels, validation messages, data fields and email templates etc.

Virtual Classroom: For connecting the teachers and student simultaneously, there is a requirement to create a virtual classroom which is quite confusing and time consuming task in this project.

Solution (s)

For creating a multiple page, multi-lingual and fully dynamic website, we have used CMS where we can create custom fields in the backend and call them in the frontend.

To implement payment gateways as per the client's requirements, we implemented credit card using Stripe API as well as integrated and customized PayPal and other payment gateways.

A virtual classroom is created for teachers and students, where student can meet dynamic team of teachers or a private teacher for learning new language in a friendly and cultural environment.

Result

The website has been successfully launched and gained huge success in a short time interval due to its high quality teaching methods, ultimate user experience and user-friendly language. The website is responsive, easy to navigate and can be accessible on all the devices which is one of the main reasons behind its success in e-learning market.