

## Case Study

# Improving Usage by Revamping UX for a Digital Library App

Magic  
EdTech

### The Client

The client is a large content aggregator and a distributor who provides books, digital content, and technology solutions that help public libraries improve community outcomes.

### The Challenge

The client was facing challenges with their mobile content delivery application. The application was slow and unstable. A few of their library partners had given a clear indication of switching to another solution if the application wasn't stabilized immediately.

### Critical Success Parameters

- ✓ The customer sought a technology partner and wanted to collaborate with someone who had good experience in developing performant mobile applications and a strong understanding of the domain i.e. digital content production and delivery platforms.
- ✓ Expected to make the application stable and achieve a turnaround within 90 days.

### Our Approach

- ✓ Based on loose coupling and separation of concern architecture principles, we completed architecture redesign.
- ✓ Constructed user experience redesign which made it more intuitive and less cumbersome.
- ✓ Created an analytics solution to generate and share meaningful insights.



### Key Result Highlights

**70%** Improvement in performance.

**99%** Crash free performance.

**45%** Improved average session time.