

CASE STUDY

LANGUAGE LEARNING APPLICATION DESIGN FOR VISTA HIGHER LEARNING



Client Background

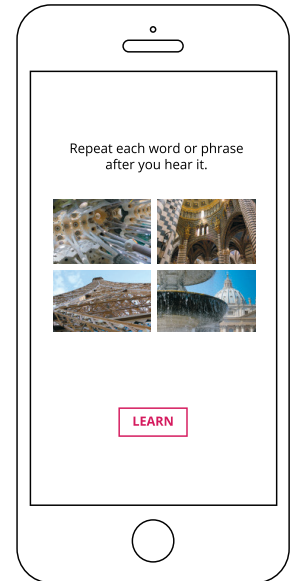
Independent, specialized, and privately owned, Vista Higher Learning (VHL) was founded in 2000, as a publisher focused exclusively on world languages instructional materials. VHL's main goal is to provide students with the tools necessary for achieving success in languages learning, both inside and outside the classroom. VHL's mission is to create superior quality language programs that boldly integrate text, technology, and media.

softserve

Business Challenge

To encourage more users to learn languages through their products, Vista Higher Learning created an application to help introductory students of Spanish successfully and confidently communicate in real-life situations. The current mobility era pushed VHL to expand their products to mobile platforms and devices. Hence, the company decided to iteratively transfer features of their main Web product to mobile.

The application needed to be supported on both iOS and Android platforms to serve the needs of more users. Having developed the core features of the application, Vista Higher Learning partnered with SoftServe to ensure its usability through unique design and powerful course management tools.



Project Description

Within a 6-month project divided into three stages SoftServe's team of 2 iOS and 2 Android developers, as well as a Quality Control engineer and a Project Manager accomplished the following:

- **Stage 1.** Refactoring and optimization of the existing iOS app code base; implementing tweaks to UX.
- **Stage 2.** Building Android app from scratch (with functionality identical to iOS).
- **Stage 3.** Reworking both iOS and Android apps to support bookshelf approach, i.e. when every book and every particular lesson within a book can be downloaded independently from the rest of the content.

To streamline the process, increase stakeholders' awareness, and reduce rework, the SoftServe's team:

- Applied Scrum iterations of 1-2 week length
- Established frequent communication (emails, Skype chat, on demand calls) with product owners and other decision makers to clarify requirements
- Set daily stand-ups and delivered weekly demos for all stakeholders to report on every iteration.

The collaborative SoftServe`s and VHL`s teams accomplished the following:

- Divided the application features into two groups: functional units and content. As a result, functionality handled content by parsing the appropriate XML files, which allowed customization or a complete update of lesson materials without any changes to the application logics.
- Enabled the application in both online and offline modes.
- Developed and implemented an intuitive design taking into account the iOS User Interface guidelines and standards, as well as UI/UX expertise of the client`s designer team.
- Added the ability to share users` achievements with their friends via Facebook, Twitter, or email.

Value Delivered

As SoftServe has vast expertise in mobile apps development, Vista Higher Learning addressed our company to create their language learning application from scratch. As a result of the project, SoftServe designed multifunctional and fully tested mobile iOS and Android applications with user friendly and intuitive interface. Another benefit for Vista Higher Learning is application`s scalability. Even though the current version of the application serves only Spanish learners, the content update approach facilitates easy expansion with minimum intervention in the core application logic.

“When our customers asked us to deliver learning products on mobile devices, we turned to our trusted partner, SoftServe. SoftServe worked closely with us to deliver mobile learning applications that satisfy Vista Higher Learning’s rigorous quality standards.”

Kurt Gerdenich, SVP, Technology,
Vista Higher Learning

ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, media, financial services, software, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation—from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience are built on a foundation of empathetic, human-focused design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy—No matter where you are in your journey.

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