

# Students-Targeted Platform For an EdTech Startup

How implementing visualizations into an educational platform and honing its UX allowed an EdTech startup to experience an 11% boost in newly registered users.

## Challenge

The customer contacted \*instinctools while looking for a contractor to help them implement several new features to their platform based on ExpressionEngine. Due to the startup nature of the project, cost was a major factor. The cost/quality ratio offered by \*instinctools turned out to be the best among all of the other competitors.

The customer hired a senior PHP developer to work on a number of challenging data visualization tasks.

The goal of the project was to modify the platform and to add a number of useful features to the existing functionality.

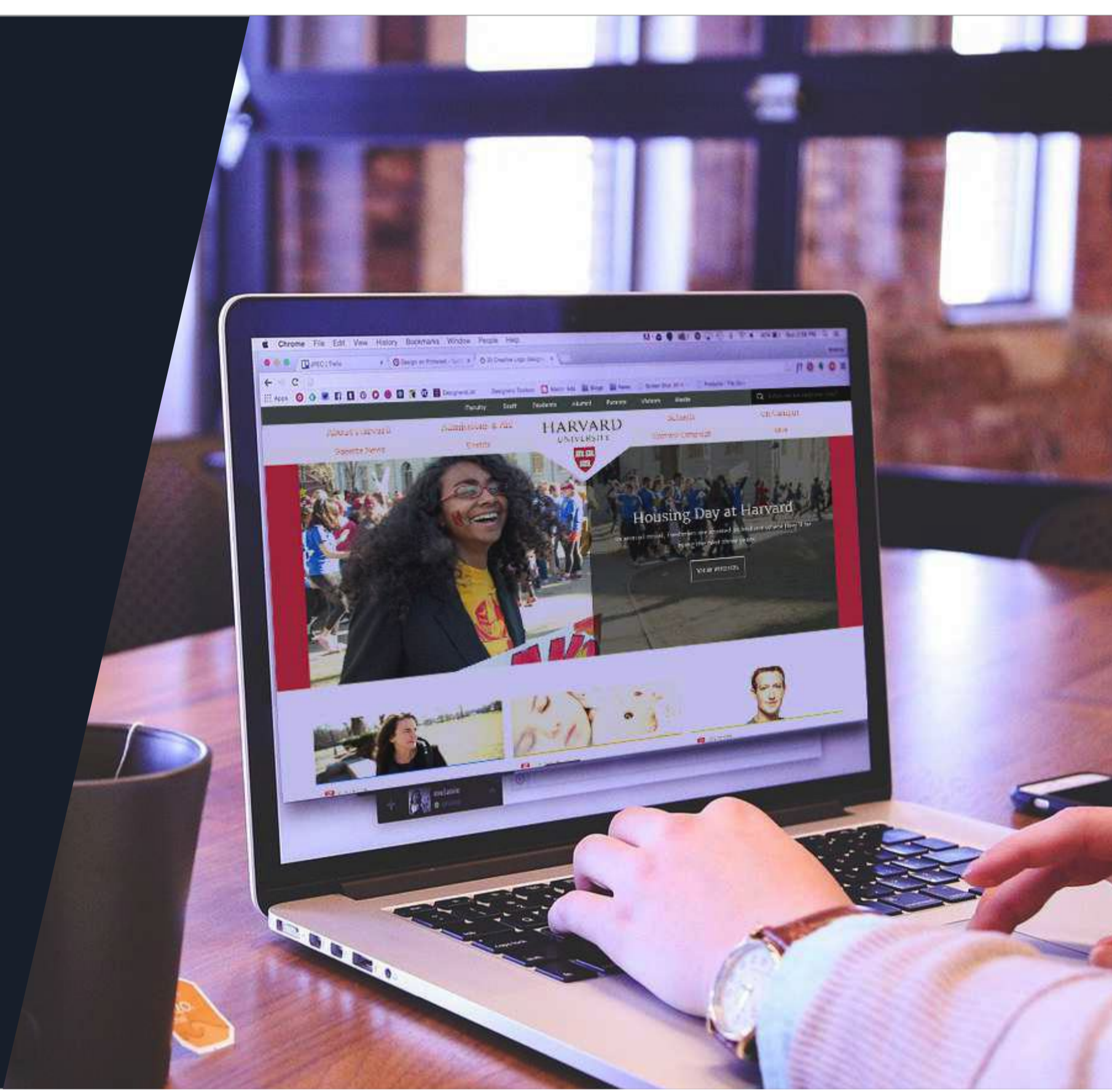


## Solution

The problem was solved by the creation of complex charts for visualizing the relationship between admission success and various parameters:

- Test results
- Number of unique words in the application essay
- Selected major

Charts were built using the D3 JavaScript library. However, the key challenge behind this task was to calculate the number of unique words. This required the use of the phpMorphy library for lemmatization.



## Key Features

All of the necessary features were successfully implemented to the platform including:



An adaptive user form completion wizard comprised of multiple steps.



Automatic filling of user forms with data from student application forms in PDF file.

As a result, the use of the platform has become much more comfortable for its users.

The customer was pleased with this cooperation and plans to outsource more development tasks to \*instinctools upon receiving an additional round of funding.

”

*I've worked with half a dozen overseas contractors as well as many local ones in the U.S. over the past 15 years at several different companies that I founded or was a part of. I am very impressed with \*instinctools. They are the best contractors that I have ever worked with in terms of expertise, professionalism, and value for the money. The quality of their work, their ability to take on complex tasks without much assistance from us, and their excellent daily communication make them second to none in my mind. Highly recommended.*

CA, Founding Engineer  
EdTech Startup

## Technologies



Angular



MySQL



PHP

## Do you have a similar project idea?

Contact us — and we will estimate your projects costs for free!

[CONTACT US](#)