

## Success Story

# Developing an ed-tech platform for the US-based startup

### Customer

Leading US-based Startup

### Country

US

### Industry

Education Technology

## About The Client

The client is a US-based technology company operating in the education sector. With a focus on enhancing the admissions process and counseling services for students, our client offers a unique platform designed to disseminate information about admissions into higher education institutions. The platform serves as a central hub for students, teachers, counselors, and school administrators, offering a range of features to support academic growth and career development.

## Technology Stack

 **ANGULARJS**  
by Google

 **Laravel**

 **PostgreSQL**

## Business Situation

Our client identified a common struggle among high schools across various regions of the United States. These schools faced challenges in managing student admissions and providing effective counseling services. With manual processes and disjointed systems in place, the schools encountered inefficiencies, confusion, and a lack of transparent information for students navigating their educational journey.

The absence of a centralized platform compounded these challenges, making it difficult for schools to provide seamless support to their students. This outdated approach hindered students' ability to make informed decisions about their academic future, impacting their transition from secondary to higher education.

In response to these pressing issues, our client envisioned a solution that would streamline the admissions process, offer comprehensive counseling services, and empower students with the information they need to make confident choices about their educational path.

In order to turn this vision into a market-fit software application, the client chose Daffodil Software as its technology arm.

### The key requirements were to:

- ✔ Conceptualize and plan the entire development process for the career counseling web application, including recommending the most efficient technology stack.
- ✔ Create a centralized system to manage all aspects of the admissions process, including applications, document submissions, and communication between schools and students.
- ✔ Implement a counseling support system to guide students through their academic journey, offering assistance with course selection, career planning, and college admissions updates.
- ✔ Develop a user-friendly admin panel to streamline course-related tasks, manage user roles, and oversee student information effectively.
- ✔ Incorporate gamification elements into the platform to increase student engagement and motivation, making learning more interactive and enjoyable.

## The Solution

The project kicked off with a product discovery session, where the Daffodil team engaged deeply with the client to outline the project's vision and pinpoint specific needs. This collaborative session was instrumental in laying a foundation for the platform, enabling us to tailor the development process precisely to the client's goals.

Once we had a solid plan in place, we incorporated these requirements into our technological framework. Our UI experts carefully examined the solution requirements and crafted user stories, feature lists, process flow diagrams, and prototypes for the system.

Throughout the development process, we remained agile and responsive to client feedback, iteratively refining the solution to meet their evolving needs and preferences.

**Here are the unique features of the career counseling platform we built:**

**Gamified learning pathways:** The platform offers a variety of interactive learning pathways designed as quests or missions, guiding students through different stages of the college admissions process. These pathways incorporate gamification elements such as achievements, badges, and leaderboards to motivate students to progress and achieve their goals.

**Challenges and rewards:** Students can participate in challenges and quizzes related to college admissions topics, earning points and rewards for their achievements. These challenges are designed to test their knowledge, critical thinking skills, and problem-solving abilities, fostering a sense of competition and accomplishment.

**Themed “islands”:** The platform features themed “islands” that serve as personalized learning environments for students. Each island is dedicated to a specific aspect of the college admissions process, such as test preparation, essay writing, or extracurricular activities. Within each island, students can access curated resources, interactive activities, and expert advice tailored to their interests and academic goals.

**Content curation tools:** Administrators have access to content management tools that allow them to curate educational resources, assessments, and counseling materials. They can easily upload, organize, and update content to ensure that students have access to the latest information and resources.

**Granular access controls:** The platform defines distinct user roles, including super admin, school admin, staff, and students, each with specific permissions and access levels. Super admins have full control over the platform’s settings and configurations, while school admins can manage users, content, and activities within their respective schools. Staff members have access to counseling tools and resources, while students have access to learning materials and interactive features tailored to their needs.

**Feedback surveys:** The platform includes built-in feedback mechanisms, such as surveys and polls, to gather insights from students, parents, and counselors. These feedback surveys are designed to assess user satisfaction, identify areas for improvement, and gather suggestions for new features or enhancements.

**Performance analytics:** Administrators can access comprehensive performance analytics and reporting tools to monitor platform usage, track user engagement metrics, and measure the effectiveness of counseling interventions. This data-driven approach allows administrators to identify trends, patterns, and opportunities for optimization, ensuring that the platform continues to meet the evolving needs of its users.

## The Impact

Our collaboration with the client has led to tangible improvements in the educational landscape. By combining the client's vision with our technical expertise, we've created a platform that simplifies the college admissions process. With gamification and content curation tools, students now have access to tailored guidance. This platform doesn't just benefit students; it also eases the workload for school administrators, streamlining their tasks. Moreover, with a growing user base exceeding 10,000 active students, the platform is making a real difference in helping students navigate their academic journey confidently.

## Services Used

Software Consulting

Software Product Engineering

**Have a software product vision in mind?**

Setup a personalized consultation with our technology expert.

Let's Talk