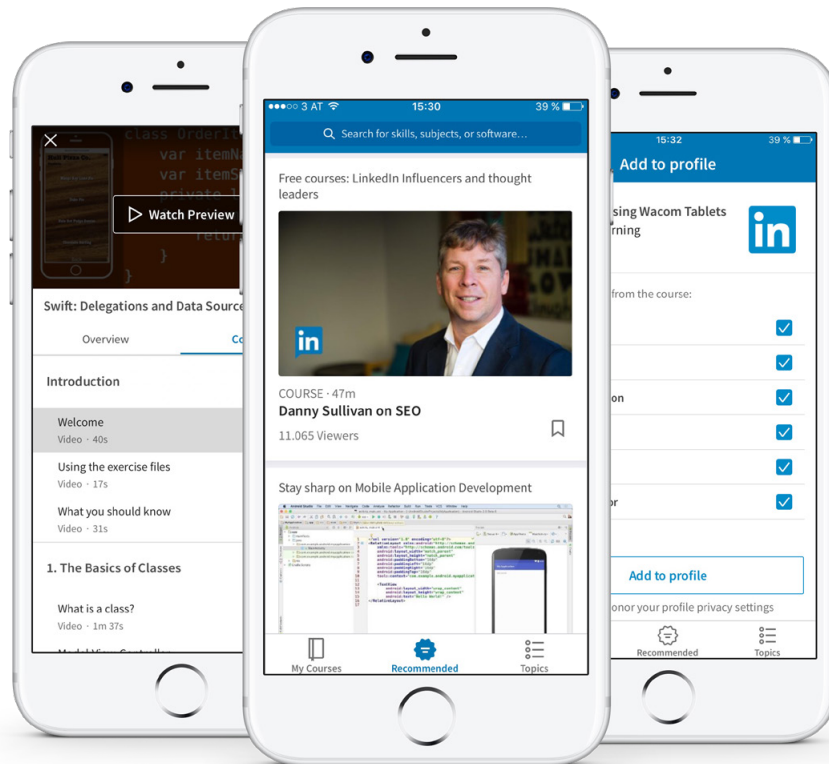


parkside



EDTECH CASE STUDY - LINKEDIN

Stay in the game and make a decisive pass

After LinkedIn acquired Lynda.com (which itself acquired Parkside's long-time client video2brain) for 1.5 billion USD, Parkside was asked to step in with its over ten years of experience in the e-learning market and help to create apps for LinkedIn's new learning platform, LinkedIn Learning.



LINKEDIN BUSINESS CHALLENGE

Fast track the development of the LinkedIn online learning platform after the acquisition of Lynda.com.

LinkedIn is the world's largest social networking platform designed for the business community world.

For LinkedIn, the Parkside team achieved:

- Reduced time-to-market significantly
- Feature exploration and product conceptualization
- Engineered critical features in all stages of the iOS and Android development
- Made apps accessible for all audiences
- Realized automated testing
- Setup tracking
- A/B testing

Project runtime: 2 years

www.linkedin.com/learning

PROJECT

Parkside acted as an extension of the LinkedIn development team, creating iOS and Android apps for LinkedIn Learning and achieving app accessibility for all audiences.

PARKSIDE APPROACH

Parkside engaged a committed agile engineering team that travelled regularly to San Francisco and Mountain View.

OUTCOME

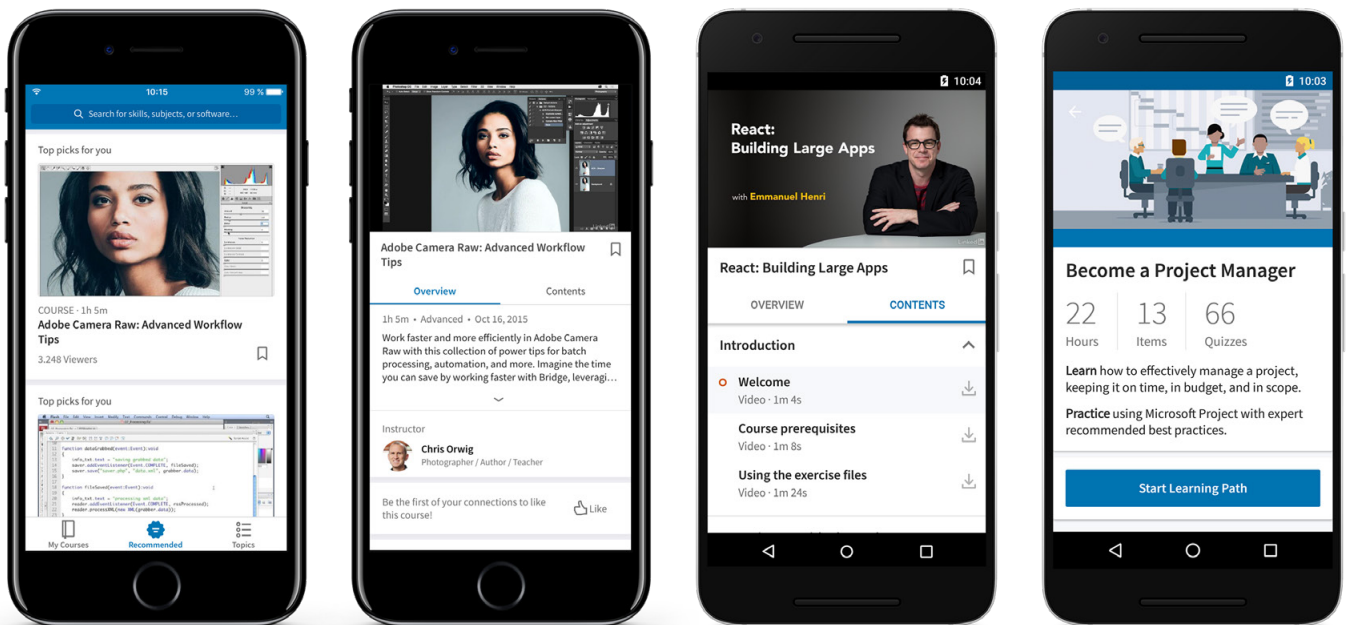
Due to Parkside's experience with video2brain and Lynda.com, the time-to-market for LinkedIn iOS and Android apps could be significantly reduced. The Android app won the Google Play award for Best Self-Improvement App in 2016.

TECHNOLOGIES UTILIZED

Java / Swift

PLATFORMS

iOS / Android



DELIVERED WORK & KEY FEATURES

Parkside was responsible for the iOS and Android apps for LinkedIn Learning, enabling users to do things like:

Watch videos and courses / Gain new skills / Create learning

paths / Get personalized recommendations (LinkedIn skills, profile) / Receive certificates from courses that can be displayed on LinkedIn / Use app with Chromecast

WANT TO LEARN MORE?

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