Case Study

Coacherr

Web Portal for Online Coaching
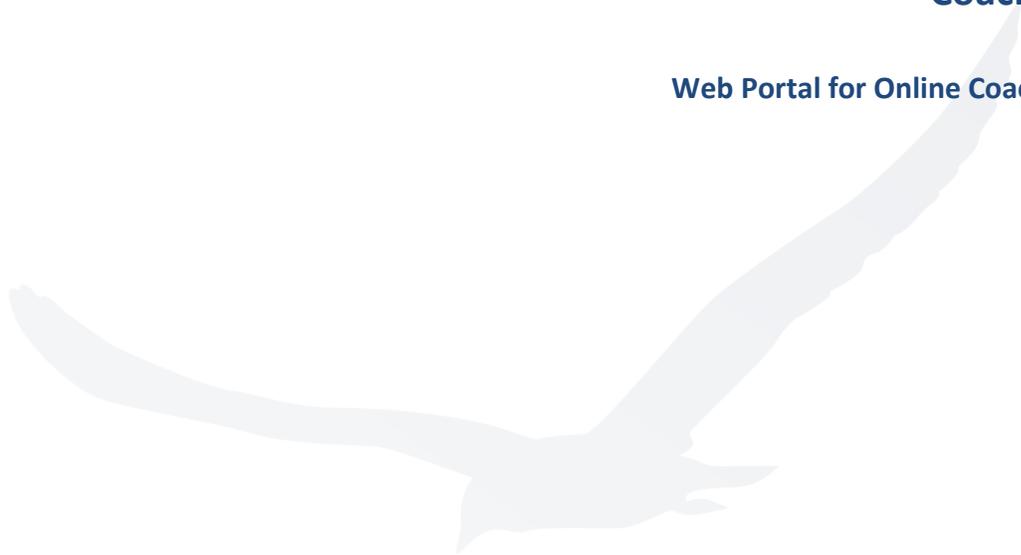
Veepal IT Services Pvt. Ltd.
Bangalore, India
Email: info@veepal.com
Web: www.veepal.com

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1. Introduction

This case study takes a look at the platform and technologies used by Veepal IT Solutions to design and deliver a platform to Coacherr – A comprehensive online system which connects people to coaches, who help them excel at various streams of personal and professional life. The solution we provided, aligned seamlessly to the expected outcomes, and helped the client reach milestones. While growing the business rapidly, by providing value to its customers across many levels.

2. Client Background

Coacherr is an emerging leader in coaching and training entrepreneurs, business leaders and common people to bring about substantial and positive change to their lives with multiple professional and lifestyle solutions.

3. Challenge

The client came up with an interesting challenge – to develop a platform that directs people to the right coach for their concerns and improvement areas, in one place at the right time. The challenge was to focus our resources so that -

   a. The online coaching platform delivered on the stated business objectives
   b. It helps deliver a smooth and robust user experience for the clients who sign up for the service

Some of the key outcomes expected in this online coaching platform
   a. Provide an easy to use and easy to navigate platform that helps people sign up for mentors or life coaching
   b. Ensure total availability of the coach's details to help clients make an informed decision making in the selection process
   c. Allow clients to book online based on availability
   a. Make the overall sign up and payment process easy and secure

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4. Solution and Technology used

Veepal IT Solutions designed and developed an elaborate online coaching system. The platform designed, made it very easy for clients across different operating systems and mobile devices to log in and find a coach for any of the 4 categories.

a. Life,
b. Business,
c. Diet & Fitness,
d. Mind

At the core of the solution were three key KRAs

☐ Provide a minimalistic yet highly effective layout for customers to find new coaches and get detailed information on them (Take a look of their bio, check out their presentation videos, and compare their prices, availability, packages and reviews)

☐ Ensure a high degree of interaction and engagement between the clients and the coaches

☐ Provide a seamless payment transaction module and delightful user experience

The below technologies were used

☐ Technology: Codeignitor, jQuery
☐ Database: MySQL
☐ Application Design Structure: MVC
☐ Browser Compatibility: All browser platforms
☐ Development Environment: Linux

5. Outcomes of the solution

The online coaching platform Veepal IT Solutions designed and developed, helped Coacherr achieve performance outcomes in line with their expectations –

☐ The portal helped establish Coacherr as a credible and dependable provider of its intended solution. It provided the much needed impetus for the company to grow as per their business strategy.

☐ The portal became a key revenue generator for the business with its intuitive design interface, powerful functionality, and secure payment processing.

Visit Coacherr for more details.