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Client: NDA
Industries: Education
Region: USA, Florida

PROJECT TYPE
eLearning

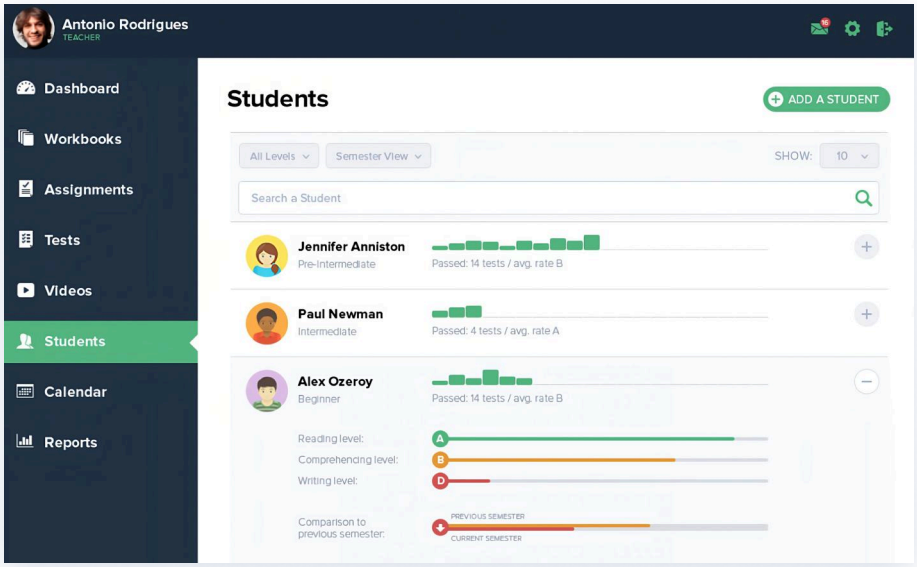
TECHNOLOGIES
Ruby On Rails, HTML5, MySQL, AngularJS

DURATION
6+ months

TEAM
2 Senior Developers
1 Middle Developer
1 Part-time QA Engineer
1 Part-time Designer
1 Part-time Project Manager/ Business Analyst

Language learning app development

An AI-powered online language learning platform for a US-based startup that achieved a 43% course completion rate across enrolled learners in its first year. Built to extend the Client's offline language training business into new international markets, the platform delivers live video lessons, adaptive AI content, graded assessments, and subscription-based enrolment management for students and teachers.



Project background

The Client is a US-based startup that requested that we design and develop a web-based platform with AI features for learning foreign languages online.

Business challenge

The Client used to have an offline business for foreign language studies. The company wanted to expand its business by launching an online education platform.

The Company had a general idea and specific business goals it wished to achieve:

- ✓ Diversify the business with an online business;
- ✓ Introduce AI-based personalization and smart content features;
- ✓ Attract new clients (students who'd like to study languages online);
- ✓ Get a tool for managing tons of student and teacher data;
- ✓ Enter new international markets.

It was looking for a team that would plan, design, and develop the application.

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The offline setup couldn’t grow the way we needed it to. Teachers had repeat students who’d come back for follow-up courses, but there was no structure to keep them in — it was all phone calls and manual scheduling. After the platform launched, that dynamic changed completely. Renewals started happening on their own, and students we hadn’t heard from in months came back for the next level.

Luke Hollis
CEO

Our solution

The SumatoSoft team began work on the business analysis stage, during which the specialists, together with the Client, planned the functionality for the MVP version to help the company test the business idea and achieve its future goals. Our design and development team then began work on the application's MVP.

The main functional modules are:

Functionality for students enabling them to:

- ✓ Participate in real-time video lessons;
- ✓ Study text and rich-media materials;
- ✓ Take online tests (including audio tests);
- ✓ See results and trace the progress;
- ✓ Get personalized learning materials and smart content;
- ✓ Pass online exams and get certifications.

Functionality for teachers enabling them to:

- ✓ Organize video lessons;
- ✓ Create and manage custom materials;
- ✓ Create smart content;
- ✓ Upload course materials;
- ✓ Create and manage tests (grammar, reading, listening);
- ✓ See the results of students’ work.

The main way of service monetization is a subscription model.

Customer’s benefits

The AI-powered platform achieved a 43% course completion rate across enrolled learners and 62% monthly retention on the subscription plan in its first year of operation, confirming the Client’s product-market fit in online language education and validating the move from a local offline business to an internationally accessible subscription platform.

What’s happening with the project right now?

The AI-based eLearning application was successfully launched on the market. The system was developed in full accordance with the specification. The Client got the opportunity to access and manage teacher and student data.

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