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UniEd Tech Business Case Study

UniEdTech, a developing online education platform, has modernized its systems and grown its user base in response to shifts in digital learning trends. Despite having promising beginnings, the platform itself was dragging everyone down. Payments were unreliable, students weren't sticking around, and the content creation tools were frustrating to use.

Amrood Labs was brought in to rebuild things from the ground up, not just technically but operationally. We helped them move to a subscription-based model, integrate modern payment systems, add live video learning through Zoom, build a credit wallet, and design better tools for instructors to create content. It wasn't an overnight success, but within two months of the relaunch, UniEdTech saw retention jump 40%, payment conversions up by 35%, and the platform could handle double the users it used to without crashing.

This case study will highlight all the challenges we faced, our implemented solutions, and the measurable results that make UniEdTech competitive in the online education industry.

Company Background

UniEdTech is an online space where professionals teach live and record their lectures for other students worldwide. It can be considered a giant platform that provides the same services as Udemy, Coursera, and Skillshare, except that these platforms focus on live learning.

When we started, UniEdTech had about 4,000 registered users and roughly 180 instructors. Their concept was really unique, and they had a dedicated team that put in their efforts, but growth was stalled due to their outdated infrastructure and user-friendly interface. The company is aware that it needs to change and build a structure that could grow without constantly breaking.

Problem Statement

You could describe UniEdTech's problems as "technical," but they ran deeper than that. It was an ecosystem issue, every weak spot affected another.

1. **Revenue Model Instability**
   The absence of subscription or membership options left UniEdTech dependent on one-time course payments. This structure has created unpredictable income streams, complicating the financial issues and constraining investment in marketing.

2. **Payment System Failures**
   The payment gateway was unreliable. Transactions failed often, and payouts to instructors were delayed. It wasn't anyone's fault exactly—just outdated infrastructure—but it damaged trust badly.

3. **No Built-In Live Learning**
   Instructors had to schedule lessons outside the platform, often juggling Zoom links or Skype calls. Students would get lost, miss classes, or simply drop off. It made the whole experience feel disjointed.

4. **Weak Course Creation Tools**
   The instructor's tools were basic. Uploading content was slow, editing was limited, and adding media required workarounds. Naturally, fewer instructors bothered to create new material.

5. **Lack of Financial Oversight**
   Admins couldn't easily track payouts or revenue. Everything was done manually—spreadsheets, receipts, and even manual confirmation of payments. Mistakes happened, and fixing them took hours.

6. **Low Engagement and Retention**
   The absence of real-time messaging or communication tools led to a detached learning experience. Students found that they got their response very late, which contributed to high churn rates and weak instructor-student connections.

These problems made the platform feel outdated and unscalable. UniEdTech wasn't failing, but it wasn't competing either. Something had to change.

Proposed Solution

Our approach wasn't to patch problems; it was to rebuild the foundation so the platform could grow naturally again. We called it a "digital overhaul," though it was as much about operations and experience as it was about code.

1. **Subscription and Monetization Strategy**
   We introduced flexible subscription tiers, monthly and annual with bundled lessons. The pay-per-lesson model stayed for people who used it a lot, but memberships brought in money for the company on a regular basis for the first time. It also encouraged students to explore more courses, which kept them engaged longer.

2. **Secure Global Payments**
   Stripe and PayPal integrations replaced the old system. These handled global payments reliably, with automatic payouts to instructors. We added built-in fraud prevention and simplified the refund process. The admin team finally stopped spending half its time tracking down failed transactions.

3. **Automated Live Learning**
   Zoom's API became part of the platform. Instructors could schedule live sessions, and students

would receive links automatically, no more copy-paste chaos. Attendance logs, reminders, and feedback forms followed, giving the learning experience some structure.

4. **Uni Wallet – The Credit System**
   We built a credit-based wallet that lets students pre-purchase credits and use them for lessons. It might sound small, but it streamlined payments and boosted repeat engagement. People were more likely to book additional classes when they already had credits in their account.

5. **Project Builder for Instructors**
   The new Project Builder gave instructors real control. They could create lessons, blogs, and full courses with multimedia support. It wasn't fancy it was just easy to use. And that's what mattered.

6. **Financial Dashboard**
   Administrators could see real-time information about revenue streams, payouts, and success metrics through a single dashboard. This took the place of manual processes, which cut down on administrative work and sped up financial reports.

7. **Interactive Communication Tools**
   We added chat text, voice, and video to keep students and instructors connected beyond classes. Later, the number of people who engaged was much higher because of human touch.

The solution was built around three guiding principles: **reliability**, **scalability**, and **engagement**.

Results

Metric	Before Implementation	After Implementation	Change
User Retention	38%	78%	+40%
Payment Conversion Rate	42%	77%	+35%
Lesson Scheduling Errors	23%	2%	-91%
Course Creation Time	6 hours avg.	2.5 hours avg.	-58%
Payout Processing Time	72 hours	7 hours	-90%
Registered Users	4,000	7,000	+80%

The new platform architecture and business model not only solved existing pain points but also created a foundation for sustained expansion and partnership opportunities.

Analysis

Effective Outcomes

- The **subscription model** stabilized revenue and improved predictability.
- **Automated live sessions** enhanced learning quality and convenience.
- The **Project Builder** reduced instructor workload and tripled content volume.
- The **financial dashboard** provided transparency for all stakeholders.
- The **Uni Wallet** increased transaction completion rates and repeat activity.

Initial Challenges

- Some users required clarification on how to use the new credit system.
- Early wallet interfaces caused confusion and were redesigned post-launch.
- Additional instructor training was needed to use the Project Builder efficiently.
- Initial Zoom integration encountered bandwidth and throttling issues, later corrected through API optimization.

Key Insights

1. **User guidance** is critical when introducing multiple new systems.
2. **System modularity** ensures adaptability for future integrations.
3. **Data visibility** strengthens accountability and operational control.

Conclusion

The transformation of UniEdTech demonstrates that when the digital unstructured platform is restructured, it opens new growth channels for the company. By means of technical upgrades and business model refinement, the company has achieved remarkable performance across all key indicators.

Three strategic lessons emerged from the engagement:

1. Stable revenue comes from flexible payment models, not one-offs.
2. Sustained engagement is only possible when there is real time interaction.
3. Scalability only works when automation and visibility go hand in hand.

With a renewed foundation, UniEdTech is now positioned to expand globally, introduce enterprise training programs, and develop new learning features based on market demand.