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Case Study

Scorebuilders

www.scorebuilders.com

Background

The Scorebuilders team came to MSC for help in rebuilding their entire product line from scratch and to also help build some brand new offerings in the mobile and web app space. Scorebuilders wanted to reach wider audiences by focusing on usability, experience, and being mobile-friendly and Main Street Computing was here to help build out the infrastructure, ecommerce platform, customizable testing suite, and comprehensive statistics engine.

Our Solution

Main Street Computing designed a load balanced web app architecture with a single central server and multiple connected servers to meet business requirements. We then designed admin-, student-, and instructor- facing portals with iterative feedback from Scorebuilders staff. A custom solution was built using Javascript, Ruby on Rails, a database layer, a notification system, and a 3rd party payment processor. Administrators are able to create and update content for the entire Scorebuilders ecosystem from a central interface, manage orders, users, and all Scorebuilders products, and track important system information. Instructors can manage their students, view comprehensive class-based statistical analysis, and review examinations while students can take examinations, view personalized statistical analysis, and interact with a multitude of multimedia content.

Results

Scorebuilders has seen unprecedented growth in their online user engagement and have completely revamped their mobile and web offerings. Running 24 hours a day 7 days a week, the new Scorebuilders ecosystem is an educational force to be reckoned with.

Summary

The logo for Scorebuilders, featuring the word "SCOREBUILDERS" in white capital letters on a dark blue rectangular background, with a stylized orange and blue circular graphic to the right.	Features	E-Commerce	Complete Testing Suite	Personalized & Universal Statistics
	Statistics	20 Products	7500+ Students	350+ Institutions
	Project Data	12 Month Build	2 Designer & 6 Developers	8+ Months Uptime