



Audax Labs helps GrowthCafé deliver contextual learning experiences to its enterprise users.

## *How Audax Labs helped GrowthCafé deliver contextual, intuitive and gamified learning experiences to its enterprise users.*

### Overview

The concept of eLearning led to the emergence and growth of Learning Management Systems or LMSs. Today, enterprises use such systems for employee training, administration of learning programs, performance management, and more. Originally designed for local, on-premise hosting by enterprises, many LMSs are now offered on Software-as-a-Service (SaaS) model.

GrowthCafé is an LMS aimed at enterprises but can be used by educational institutions as well. It is a web-based LMS that can be used on smartphones as well. It supports SCORM courses and Hybrid content (video, voice, text, etc) and allows coaches to run classroom-based or self-paced courses. It started as an LMS for single enterprise use and it did so exceptionally well. GrowthCafé, however, needed to cater to multiple enterprises as well as it did for a single enterprise. GrowthCafé partnered with Audax Labs to accomplish their mission.

### Client Need

GrowthCafé had a few key requirements that they needed the platform to fulfil for its end users, as GrowthCafé was preparing to scale up to support multiple large enterprises:

- **Multiple organization's use** – How can GrowthCafé be scaled for use by multiple enterprises?
- **Better coach-student interaction** – How can GrowthCafé improve the coach-student interaction?
- **Fine-tuning** – How can GrowthCafé run well when catering to multiple enterprises just like it did when handling a single enterprise.



## Our Solution

Upon understanding the needs of GrowthCafé, Audax Labs came up with appropriate solutions for their needs:

- **Supporting multiple organizations** – Multiple enterprises can use GrowthCafé at the same time. They are assigned a unique organization code and URL for this purpose.
- **Database handling** – For use by multiple enterprises, GrowthCafé needed to manage multiple databases. It does so by creating a central database and allowing each enterprise access only the assigned part of the database by using the unique organization code.
- **New features** – To ensure better coach-student interaction, GrowthCafé offers multiple new features like:
  - a. Group Feed and chatting
  - b. Notification handling (can be switched on/off)
  - c. Announcements
  - d. Performance monitoring
  - e. Multi-content courses
  - f. Gamification
  - g. Course and Lesson ratings
  - h. Course progress review and certification
- **Improved user experience** – Earlier, students and coaches had to filtered before they could use GrowthCafé. Today, they are segregated once they have logged in to the app, eliminating the filtration process.
- **Mobile first** – GrowthCafé was created with mobile-first approach. To that end, new features like course creation and support services are now available in the app.

## How GrowthCafé Benefitted

- **Personalized experience** – The creation of a unique organization code and URL helps enterprises tweak GrowthCafé to their needs, enabling it to be used in a highly personalized manner.
- **Future ready** – Since GrowthCafé has been created with mobile-first approach, it has always had the future-ready outlook. With more features built into the app, it is now better positioned for use by more enterprises in the future.
- **Ahead of the curve** – GrowthCafé aims to make learning a fun process. With new features, fine tuning and improved user experience, it continues to stay ahead of its competitors every step of the way.

GrowthCafé, with Audax Labs' help, continues to be the preferred LMS for many enterprises. Its mobile-first approach, personalized user experience, and future readiness help it stay ahead of the curve.

### Contact Audax Labs

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### About Audax Labs

Audax Labs offers Application Services, Product Engineering, and solutions for transformative digital technologies including Augmented, Virtual and Mixed Reality.