

---

# Learn and Save

## Client:

LearnAndSave is a subsidiary belonging to Knowledge LearnAndSave is a wholly owned subsidiary of Knowledge Anywhere. Knowledge Anywhere started in 1998 and is a leader in the corporate e-learning market. Learnandsave headquartered in greater Seattle area and co-located with Knowledge Anywhere ([www.KnowledgeAnywhere.com](http://www.KnowledgeAnywhere.com)).

What is Learn and Save?

- Online Tutorials connected to a financial reward for the consumer.
- A new method for companies to engage consumers.
- Leveraging a community of enthusiasts sharing their knowledge/expertise.

(Excerpt: [www.learnandsave.com](http://www.learnandsave.com))

## Challenges:

- LearnAndSave a site that was already online and our mayor challenge was to improve the user experience by incorporating concepts associated with Web 2.0.
- Provide tools to increase site revenue by using online marketing and improving its positioning in the search engines.
- Join the existing team development LearnAndSave and successfully meet project objectives.

## Our Solution:

- Provide a development team with expertise in the latest Microsoft technologies, strong knowledge in the techniques to improve the user experience and graphic design skills.
- Development of new features to enrich the user experience, for example using Tool Tips, Shadow Boxes, etc
- Integrate the site with Facebook, using the standard mechanisms for integration (API) that provides for the development of Facebook applications.
- Development to incorporate the platform-ads so Google can incorporate advertising and increase revenue.
- Add to the site SEO techniques to increase its ranking on search engines and therefore the user visits.
- Implement a development methodology based on Scrum which allowed us to integrate the best with the development team LearnAndSave.