



Case Study

Delivering online mentoring to over 15,000 users

MyConsultingCoach

Business Benefits



Complex web platform delivered on budget and on time, made possible by Polcode's deliberate time estimations and routine project evaluation.



Improved user experience with page load performance enhancements, and user-friendly dashboards for end-users, coaches and site admins.



Enabled premium purchase options for users wanting full site access or one-off purchases like mock interviews and assistance with CVs.



Able to serve over 15,000 active users and scale as needed with cloud-compute hosting.

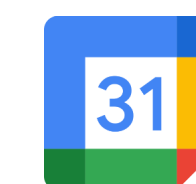
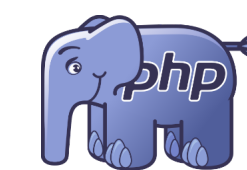


Reduced in-house development costs by leveraging Polcode's combined experience in building ecommerce, distance learning and web applications.

SERVICES USED:

- Web Development
- E-commerce Development
- E-Learning Development

TECHNOLOGIES:



Delivering online mentoring to over 15,000 users with Polcode

MyConsultingCoach is an innovative platform for aspiring candidates to get into management consulting with digital mentorship. Instead of practicing with rigid books and tutorials, candidates can build their own original frameworks and learn from hired consultants before their interviews. Polcode developed the web platform which serves over 15,000 users, wrapped in an ecommerce solution for users to pay for premium services.

New consultants often turn to reading books and learning rigid step-by-step programs before their job interviews at big management consulting firms. MyConsultingCoach gives candidates a better way to learn through digital experiences: online mentoring, mock interviews, feedback from real professionals and even help with crafting the perfect CV and cover letter.

Polcode was challenged with the task of building a very complex site that needed to handle multiple workloads: online exercises, live coaching, mock interviews, tutorials, videos. All while making it seamless to manage from the coaching side and business side. Because the platform caters towards a B2C audience and offers premium content, it was also important to build a robust ecommerce system to handle everything from subscriptions, international currencies and integrations with payment providers.

Polcode Developers Were Able To:

- **Lead the entire web development process** primarily using the Laravel PHP Framework, Javascript and MySQL
- **Write testable** code that is maintainable and resilient to problem
- **Optimize web performance** to have reliable uptime and seamless UX
- **Deliver detailed project estimates** to stay on-budget from start to finish
- **Build an admin panel** to easily manage all modules from one interface
- **Understand business requirements** not just the technical side of things
- **Integrate ecommerce features** and payment systems: Stripe and Paypal

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Mateusz – Polcode’s developer, has been a tremendous asset to the team.

He is very skilled technically and understands the business very well.

Giovanni Braghieri, Co-Founder of MyConsultingCoach

Creating **Adaptive Learning Experiences**

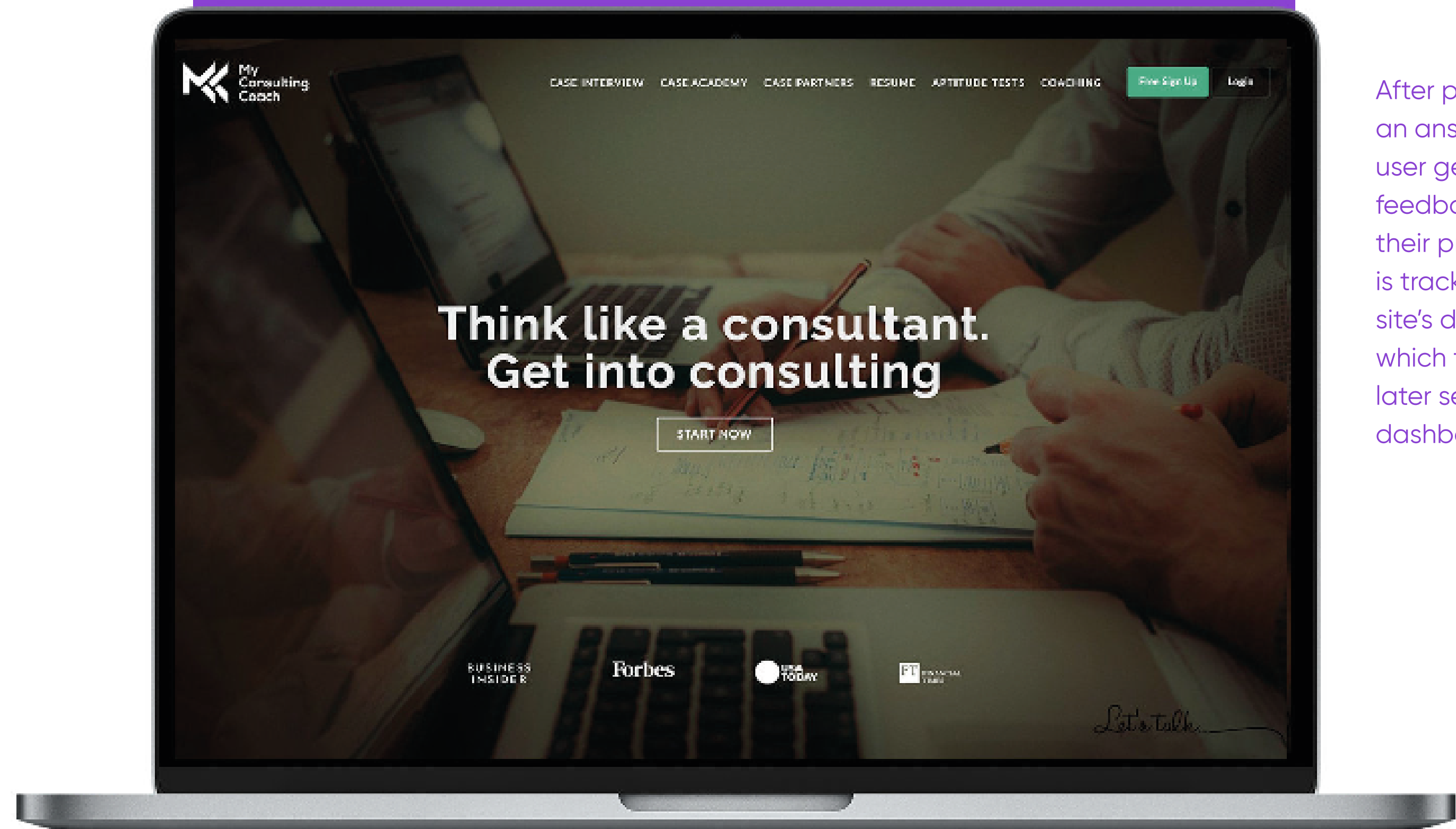
The MCC Academy uses a personalized approach for teaching people the skillsets of real consultants, without a one-size-fits-all approach. By leveraging the digital experiences of personalized elearning, candidates can get their own unique exercise layouts and self-made frameworks to “solve cases like a real consultant.”

The Case Academy section of the web platform is essentially a progression-based learning model. It provides lectures and exercises, and follows them up with tests that contain both closed and open questions.

Polcode was responsible for developing the technical processes behind features that allow customers to:

- Review basic interview fundamentals
- Master business concepts for case interviews
- Get to know common scenarios in case interviews
- Solve cases faster and more effectively
- Watch full examples of case interviews solved
- Learn compelling storytelling

After providing an answer, each user gets feedback and their progression is tracked in the site's database, which they can later see in their dashboard.



Mock Interviews

With Community

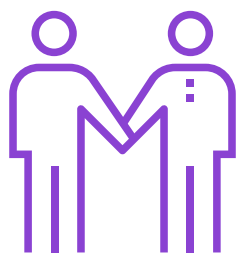
Bringing people together was one of the core goals for the MyConsultingCoach project.

In Case Interviews, users can meet other people to practice their consultation interviews.

Instead of juggling email threads, time zone issues or distance between people, users can create open invitations or schedule interviews with specific users.

Real-life meetings could also be added to the system by filling out a form and answering feedback questions prepared by MCC.

Polcode built out the digital web services that allowed the MCC website to:



Adjust user roles between 'interviewer' and 'interviewee'



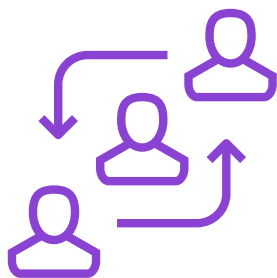
Automate sending meeting reminders



Offer instant messaging features and file attachment sharing



Set up meeting times across



Suggest or approve invitations with other users



Let participants send evaluations by answering the list of questions for a given case prepared by mcc.

Building Dashboards and Admin Panels

Polcode developed a number of panels to meet the business requirements from 3 major stakeholders on the platform: end users, consultant coaches and MCC administration.

University Manager UI

MCC cooperates closely with Universities, making collaboration possible online between distant researchers, consultants and professionals. Polcode developed the front-end for managers to organize their student groups. With these groups, managers at the Universities can assign users to different student groups, and distribute sessions with professional consultants. They can also generate reports with statistics on completed sessions and each student's results. The UI also helps managers and students interact via instant messenger, with email notifications sent when there are unread messages.

Personal Dashboards

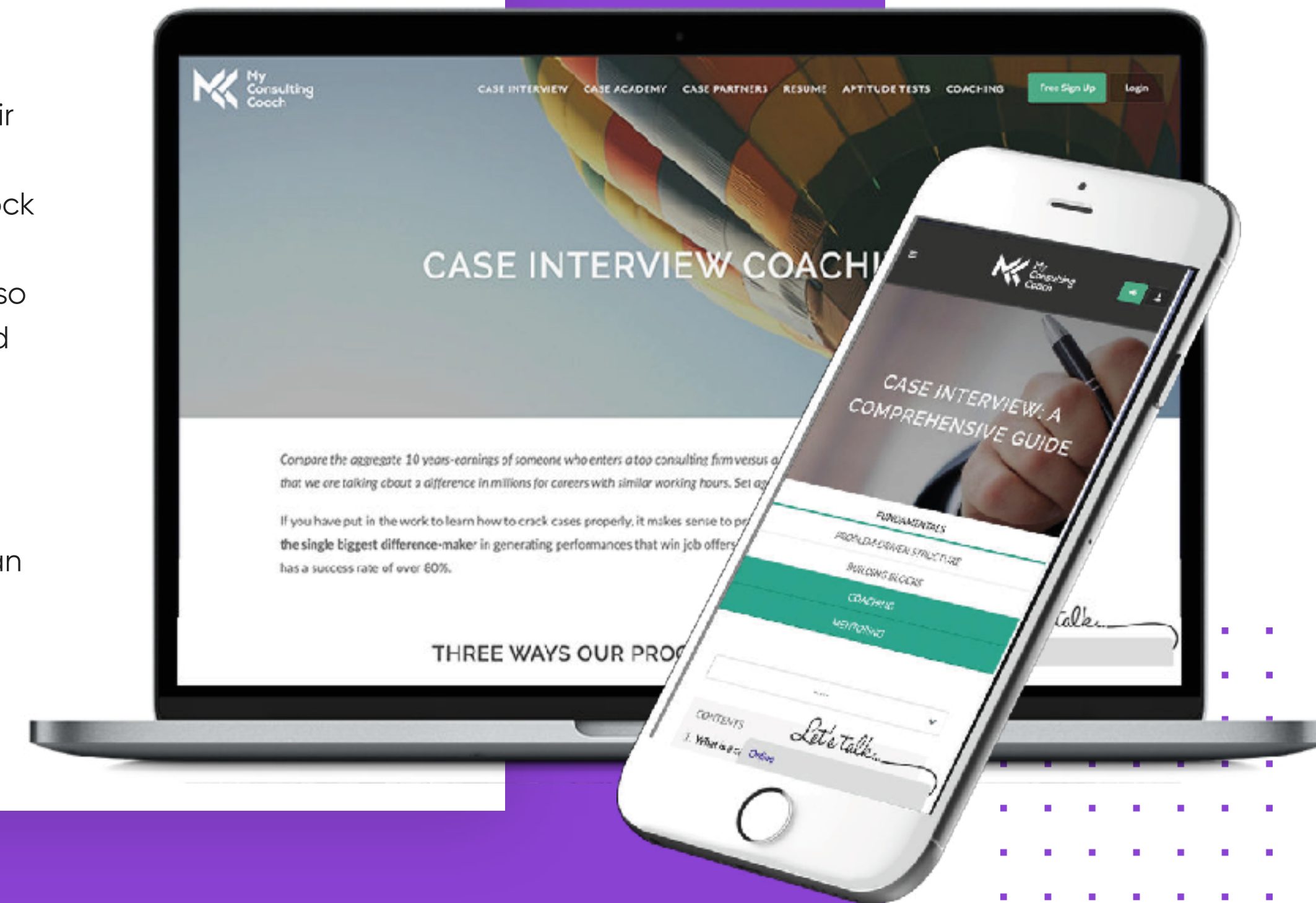
Each user has an at-a-glance dashboard where they can see and access their „case academy“, „meeting board“ and „coaching“ sections. Statistics are based on percentiles that show how a user is performing relative to other users on the site. They can also create their own personalized plan for preparing for an interview, which will generate a list of tasks to be performed each week, based on their performance in various activities.

Admin Panel

Admins and sub-admins gain access to a single screen to manage their users, blog articles, ecommerce products, currency types, and other configurables on the site.

Coaching Dashboards

Each professional consultant has their own panel which helps them control their schedule and availability for mock interviews, coaching sessions, feedback rounds . The dashboard also helps them manage cover letters and CVs sent in by their mentees. The service syncs automatically with a coach's Google calendar and any appointments requested are then added to their calendar. Coaches can also deliver assessments from this panel by entering overall scores, percentage grades, comments, and answering questions.



Education and Ecommerce in One

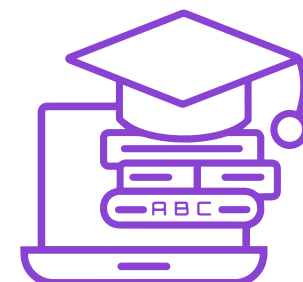
While many services within the MCC platform are free, MyConsultingCoach offers premium users full access to features behind a paywall. Polcode's expertise in building ecommerce platforms made integrating payment systems and paid accessible features a breeze.

The ecommerce system uses a custom built checkout solution that provides: session-based shopping, cross-device support and international currencies. Integrations with PayPal and Stripe allow users to pay seamlessly with their preferred cards.

Ecommerce products that users gain access to, or can purchase as one-offs:



Mock interviews with real consultants



Full access to case academy



CV and cover letter assistance

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We were thrilled to continue working with Polcode because of their responsiveness, detailed estimates, and how their **developers and project managers had a good understanding of business and really clicked with our team.**

Giovanni Braghieri, Co-Founder of MyConsultingCoach

Let's Talk!

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