

Case Study

Inclusive & Accessible Product Strategy for a Math Problem Authoring Tool

Magic
EdTech

The Client

The client is one of the top 3 educational publishers in the world. They develop cutting-edge K12, Higher Ed, and Professional Learning digital products.

The Challenge

Client had acquired a math authoring tool 30 years ago, which evolved over time and leveraged modern HTML5 based front-end along with canvas for drawing. They wanted to explore a way to make the tool and the outcomes accessible such that it can be used by individuals with disabilities.

Critical Success Parameters

- ✓ Feasibility analysis for accessibility implementation both in tool and outcomes.
- ✓ Mitigation strategy to overcome non-compliances
- ✓ Design thinking for accessible product, solution considerations, and implementation roadmap along with indicative pricing support in execution.

Our Approach

- ✓ Set up a team of Product Consultants with diversified competencies in Accessibility, User Experience & Tech
- ✓ Conducted user interviews and product analysis to arrive at the final analysis and recommendations
- ✓ Stage-wise prototypes built to align with client expectations
- ✓ Seamless handover to help the implementation team absorb the recommendations before they implemented the same in the final tool.

For more details, visit: www.magicedtech.com



Key Result Highlights

Helped highlight and streamline multiple interdependencies and clear them before project initiation.

Played a key role in the project success. The transformed product got better adoption.

45% new registrations were realized post the implementation.