Case Study

# Increased the Adoption of a Content Authoring Platform

**Magic EdTech**

## The Client

The customer is one of the largest companies in educational publishing, assessment services, and digital learning.

## The Challenge

Magic was tasked with improving the adoption of the client's digital ebook authoring platform and enabling authors to meet their targets for titles and books.

## Critical Success Parameters

✓ Efficient, simple, and intuitive workflow that meets WCAG 2.0 guidelines.

✓ Content creation and authoring workflows should be seamless with unexpected cases being handled gracefully.

✓ 3s load time for a TOC with 800 slates with an average of 100 elements per slate.

## Our Approach

✓ Re-architect based on loose coupling and separation of concerned architecture design principles.

✓ Monolithic front-end components were transformed to Micro Front-end Applications (Single Page Applications).

✓ Microservices were developed following the Backend for the Frontend architecture.

✓ All the UI components were made based on Atomic Pattern and the functional components like data processing layer,

✓ Frame communication layer, ToC were developed considering reusability.

For more details, visit: **www.magicedtech.com**

## Key Result Highlights

Improved stability, performance and the user experience.

**40%** of improvement in the time spent on the tool.

**500%** increase in book production per quarter.

**80%** decrease in support tickets over a 4 month period.

**80%** improvement in the performance across the authoring platform.