

Case Study

Developed Interactive Online Courses for “At-Risk” Students

Magic
EdTech

The Client

The client is a U.S.-based edtech company focused on providing innovative, evidence-based, data-informed instruction, experiences, and assessments to educators, clinicians, and parents.

The Challenge

The client was looking for edtech experts to create 27 unique online courses, covering ELA, algebra, geometry, chemistry, earth science, and world history. These courses needed to align with standards, cater to different grade levels, and they needed advice platform enhancements for ELA and mathematics course markets.

Critical Success Parameters

- ✓ Develop, align, and launch 27 secondary school courses on the client's platform within 6 months for student use.
- ✓ Advise the client on enhancing their platform to cater to the pedagogical requirements of ELA and mathematics, while simultaneously developing content for these features.
- ✓ Create courses that provide an equal opportunity for success, especially for the at-risk student population they are specifically designed for.

Our Approach

- ✓ Trained SMEs, writers, and educators who worked “backward” from standards to outline, design, and write the courses.
- ✓ Ensured course content quality, accuracy, clarity, engagement, and adherence to standards during the fast-paced development timeline.
- ✓ Advised the client on unique feature needs, markup language, and pedagogical considerations, working closely with the client's technical team.
- ✓ Educators experienced in teaching at-risk students guided the content creation to ensure it addressed their specific needs and maximized their chances of success.

For more details, visit: www.magicedtech.com



Key Result Highlights

27 tiered online secondary school courses conceived, outlined, written, and released to students within 6 months.

6 disciplines covered: Algebra (I-II), Chemistry, Earth Science, ELA (I-III), Geometry, World History.

Provided concurrent consulting services on the development of new product features for **2** key disciplines: ELA and mathematics.