

Case Study

Magic Develops New-age Learning Courseware

Magic
EdTech

The Client

The client is a renowned education management organization for public schools in the United States and the United Kingdom.

The Challenge

The client offered their learning curriculum through a flash-based delivery system. As their customers transitioned to new age interfaces, they knew that they had to move to an HTML5 interface to safeguard business and enhance the product and its delivery.

Critical Success Parameters

- ✓ Retain the key features of the current interface
- ✓ Achieve the aggressive timelines for Back-to-School deadlines. Any delays meant a loss in their revenues
- ✓ Ensure everything is reviewed and signed off by Learning Design Experts

Our Approach

- ✓ Developed the course player using Advanced JS frameworks.
- ✓ The App was designed as a single page app and allowed interfacing with backend through RESTful APIs.



Key Result Highlights

Enabled a rapid turnaround time of **2 months** to meet back-to-school deadlines.

Automated testing cycles using Magic's proprietary keyword-driven tool and enabled a **25%** cost savings.

Incorporated a two-way chat mechanism to improve customer experiences and feedback.