

Case Study

Transforming Soft Skill Development for a US-Based Learning Product Enterprise

**Magic
EdTech**

The Client

The client is a US-based learning product enterprise offering mobile-first micro-lessons for learners to develop academic, career, and life skills.

The Challenge

The client wanted to revamp soft skill development with a mobile-first learning platform. Their challenge was to create engaging, ten-minute daily lessons that build comprehensive skill development over time, meeting learners where they are and alleviating facilitators' burdens.

Critical Success Parameters

- ✓ Integrate learning and behavioral science principles and methodologies to maximize learner engagement and effectiveness.
- ✓ Implement a mobile-first approach, ensuring the platform is accessible anytime, anywhere for convenient learning.
- ✓ Structure lessons in a scaffolded manner to facilitate effective skill development.
- ✓ Design daily micro-lessons within a ten-minute timeframe for regular and manageable learning.

Our Approach

- ✓ Developed a convenient and accessible platform for students to access lessons anytime, anywhere.
- ✓ Structured lessons in a way to make essential skills easily understandable and applicable.
- ✓ Created bite-sized micro-lessons that take only ten minutes per day, promoting regular skill development without overwhelming learners.
- ✓ Incorporated proven learning and behavioral science techniques, including spaced repetition, gamification, and personalized feedback, to maximize engagement and motivation.

For more details, visit: www.magicedtech.com



Key Result Highlights

Created a mobile-first platform driven by learning science, empowering learners for the evolving job market and professional success.

Transformed soft skill development, enhancing engagement, improving skills, and increasing workforce readiness.