

Case Study

Enhancing Authoring Tools for Efficiency and Adaptability

Magic
EdTech

The Client

The client is a leading educational publisher catering to various global and domestic entities.

The Challenge

The challenge was twofold: firstly, their existing authoring tool failed to meet expectations, leading to reliance on third-party tools for content creation. Secondly, the client wanted to develop a next-generation authoring platform that could enhance publishing speed and reduce costs while ensuring ease of adoption for their staff.

Critical Success Parameters

- ✓ The tool needs to have an easy and intuitive interface to facilitate rapid adoption by internal teams.
- ✓ Ensure consistent performance while accommodating thousands of users working on the tool simultaneously.
- ✓ The upstream QA teams must collaborate closely with the development teams to guarantee high-quality releases to the business teams.

Our Approach

- ✓ Magic formed a robust core team comprising of developers, user experience specialists, and performance testers that collaborated closely with the client team.
- ✓ Regularly tested every release for publishing performance improvement and stability during concurrent usage.
- ✓ Involved the user groups (Authors, Editors, Production teams) at every stage of the development process to ensure that the end user perspective was ingrained in the development.



Key Result Highlights

Tool adoption surged to **40%** within two weeks of its final release and escalated to **75%** within two months.

The improved workflow resulted in an **89%** reduction in the time required to produce a title.

The success of the tool prompted other groups within the organization to customize and leverage it for their own purposes.