

Case Study

Transforming a Content Authoring Tool to Improve Usage and Reduce Cost per Title

Magic
EdTech

The Client

The client is a leading educational publisher and provides content, assessment, and digital services to learners, educational institutions, governments, and other partners globally.

The Challenge

The client used an authoring tool that couldn't scale up to meet the needs of immersive digital content. It wasn't being adopted due to its slow user experience. As a result, authoring took place on 3rd party tools importing these lead to a delay in the production cycle.

Critical Success Parameters

- ✓ A next-generation content authoring platform that would improve publishing speeds and reduce the cost per title.
- ✓ Easy and intuitive user interface to ensure rapid adoption by the internal teams, authors and production staff.
- ✓ Stabilize performance for thousands of concurrent users working on the tool.
- ✓ Upstream QA teams to work closely with development teams to ensure high-quality releases.

Our Approach

- ✓ Established a solid core team consisting of developers, user experience specialists, performance testers working with the client team.
- ✓ 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 the end user perspective is ingrained in the development.



Key Result Highlights

40% Jump In Adoption In First 2 Weeks.

75% Jump In Adoption In First 2 Months

89% Time Saved In Creating Titles