Case Study

Adaptive Assessments For A Leading News Station Moving Into Education

Magic EdTech

The Client

The client is a leading news channel that's making its foray into learning.

The Challenge

The client was looking to develop an assessment-based learning approach for competitive exams. The target audience is students who aspire to do well in competitive exams.

Critical Success Parameters

✓ To deliver a robust platform that administers tests based on the learners capability.

✓ The product should help learners understand the concepts at hand based on the outcome of assessments that they had already attempted.

Our Approach

✓ The client considered Magic to be their extended tech team which allowed allowed our engineers to get a better vision of the product they were building.

✓ We advised the client to build a custom solution over the MagicBox offering that includes assessment authoring, product management, and custom learning experiences based on 3PL Adaptive framework.

✓ Magic customized the integration with the adaptive engine. This returns the questions of the item bank based on the results and responses of previously attempted questions.

✓ Added features like product management, bulk upload for question ingestion, and assessment authoring.

Key Result Highlights

200K+ questions ingested via custom bulk upload functionality.

Custom **3PL** based Adaptive Engine Framework.