Enhancing Efficiency and UX with Cognitive Resource Navigation

Magic EdTech

The Client

The client is a top provider of scholarly resources, databases, and learning products for libraries, aimed to enhance the experience for K-12 educators.

The Challenge

The client sought enhancements for their platform's search and discovery capabilities, focusing on two key aspects: obtaining comprehensive information about content sets aligned with specific standards and implementing a dynamic resource alignment solution.

Critical Success Parameters

✓ Conduct workshops to delve into client products, user personas, and user journeys, with the goal of identifying decisions and outcomes to address the identified gaps.

✓ Implement an AI model to classify each resource at the sourcing level, adding semantics and critical metadata for efficient discovery and structured organization of both custom and third-party content.

✓ Utilize Natural Language Processing (NLP) and Voice Modulation techniques to improve resource discovery, enabling educators to search for context-specific resources aligned with their requirements and standards.

Our Approach

✓ Enhanced semantic resource access, allowing educators to search and retrieve precisely matched resources, saving time and effort.

✓ Reduced resource search time by three times through streamlined classification and discovery, enabling efficient teaching and planning.

✓ Integrated an on-demand API for client partners across multiple educational systems.

✓ Optimized the usage of underutilized resources and ensured the development of resources that align with user interests and demands.

Key Result Highlights

Enhanced search precision and efficiency for over **40 million** resources, saving educators time and effort.

Reduced resource search time by **3 times**, improving teaching and planning efficiency.

Conducted **6** workshops to address gaps in client products and user journeys.