Case Study

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

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



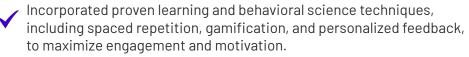
 Developed a convenient and accessible platform for students to access lessons anytime, anywhere.

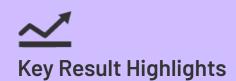


Structured lessons in a way to make essential skills easily understandable and applicable.



Created bite-sized micro-lessons that take only ten minutes per day, promoting regular skill development without overwhelming learners.





Magic

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.