Case Study

Driving Platform Adoption with High-Quality Assessment Migration

Magic EdTech

The Client

The client is a global academic publisher offering print and digital resources across disciplines and levels.

The Challenge

The client wanted to migrate 4,000+ end-of-chapter questions from legacy formats to a new digital platform within tight timelines. They needed to preserve structure, metadata, and pedagogical intent while ensuring accuracy and compatibility with ingestion schemas, without straining limited internal editorial teams. Their internal editorial resources were limited, necessitating an external partner that could execute the migration with minimal supervision.

Critical Success Parameters

✓ Migrate 4,000+ assessment items across subjects and book series.

✓ Preserve question hierarchy, feedback logic, and metadata accuracy.

✓ Complete ingestion within a fixed budget and tight timeline.

✓ Minimize rework and reduce dependence on internal editorial teams.

Our Approach

✓ Built a structured ingestion and validation workflow tailored to platform schemas.

✓ Parsed and transformed content into JSON/XML with accurate metadata mapping.

✓ Embedded feedback and rationales preserving pedagogical intent.

✓ Tracked progress with version-controlled deliverables and change logs.

✓ Maintained a shared query register for editorial clarifications and fast issue resolution.

✓ Set up a staging environment to simulate ingestion and run QA checkpoints.

✓ Enforced scope controls to avoid scope creep and ensured milestone-based billing.

Key Result Highlights

Achieved **<3%** rejection rate across **4,000+** items, exceeding quality KPIs.

Delivered **100%** on time and on budget, meeting fixed-scope commitments.

Reduced internal editorial review effort by over **60%**, freeing up resources.

Accelerated digital platform adoption, enabling faster rollout across titles and subjects.

Established a trusted, repeatable model for future large-scale migrations.