INTERACTIVE LEARNING RESOURCES & VIRTUAL FIELD TRIPS FOR OUR EDTECH CLIENT

In this case study, we talk about how we developed interactive learning resources for our edtech client and helped them empower teachers.

KEY METRIC

Teachers can now assign student specific resources, track their growth, and assess their work, all through the same dashboard.

LMS is a great product-market fit

SUMMARY

Research confirms that students remember information better when taught with active engagement, as opposed to relying solely on memorization. Our EdTech client aimed to equip teachers with interactive learning materials to authentically engage students, thus enhancing their learning outcomes. We designed a virtual resource management system for our client, enabling them to oversee students, virtual assignments, responses, and other aspects efficiently through the software.

BUSINESS CHALLENGES

Our EdTech client encountered several challenges with their existing learning management software. It lacked interactive virtual resources and a unique selling point (USP), hindering teachers' ability to capture real-time student responses. To overcome this, they aimed to create diverse, engaging virtual resources like Field Trips, Mini Escape Rooms, Games, and Lessons, giving teachers the flexibility to customize content.

Ensuring teachers could easily review and assess student responses was vital for a smooth teaching experience. On the administrative side, a robust dashboard was needed for resource management, tracking user subscriptions, and understanding product growth. Additionally, access-based modules were required to cater to the needs of teachers, students, and parents.

In summary, our client's challenges included resource enhancement, real-time engagement, diversity, user-friendly assessment, admin dashboard development, user tracking, and access management.

Instant assessment of student responses

Student specific resource assignment

Significant increase in user stickiness

SOLUTION PROVIDED

To address these issues, we started by creating a database that categorized users and their system controls. This formed the foundation for a robust admin panel with specific modules and functions. The primary focus was giving administrators control over various resource types.

Next, we tackled the most complex task of coding triggers to transmit real-time data like student responses, slides, questions, and answers using JavaScript and APIs. We then displayed these captured responses on a user-friendly page for teachers to easily review. Our goal was to create a smooth experience for teachers, enhancing their engagement with the product.

Additionally, we implemented a feature allowing teachers to assign resources to students and generate student login credentials.

IMPACT ON BUSINESS

- Significant increase in user stickiness
- Positive word of mouth regarding interactive learning resources
- High popularity among both students and teachers
- Substantial conversion of free trial users to premium paid users
- Strong indication of the learning management system being a great product-market fit for the client

▽ nablasol