Developing Interactive Courses to Engage K-12 Students Better

About the Client

The client is one of the premier online educational institutions in the United States. As one of the largest online schools, their commitment to excellence in virtual learning is unwavering. They cater to a diverse community of learners who want personalized educational experiences. The client adopted a forward-looking approach to digitizing education for kids of all ages to impart essential skills and knowledge to equip them for the future.
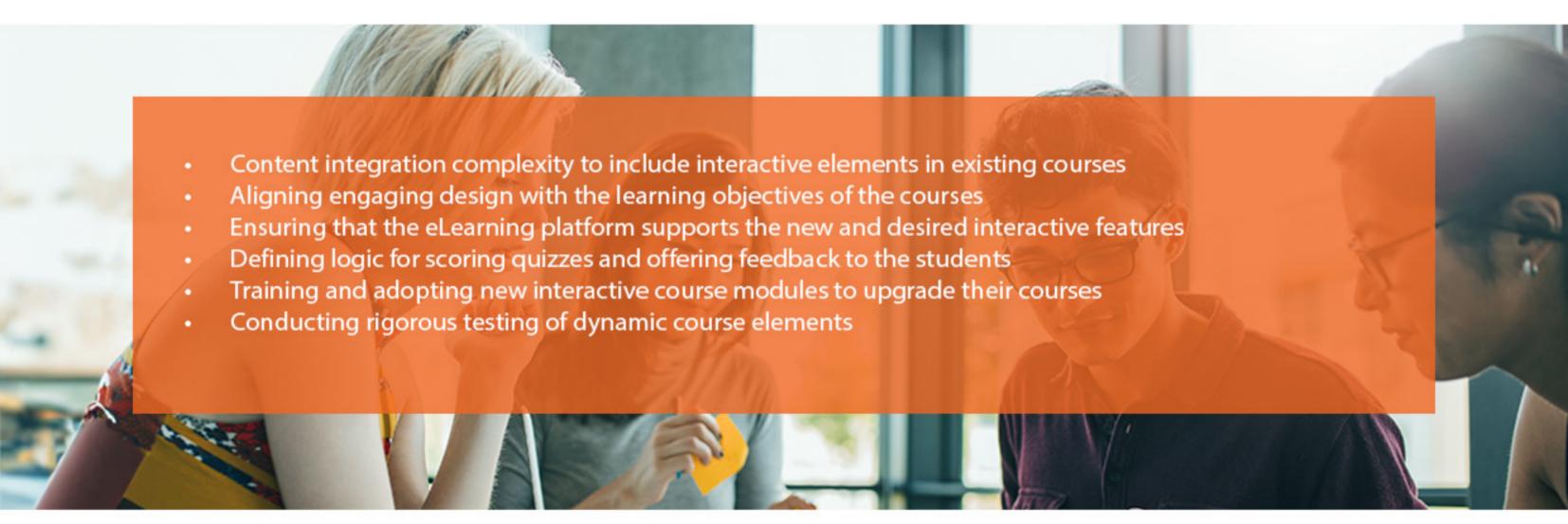
Business Requirements

The client recognized the value of ongoing support for critical business domains, such as course design and development. Their strategic approach demanded the use of cutting-edge and engaging educational content for their students with increasingly shorter attention spans. In the evolving educational landscape, they wanted to ensure that their course content remained relevant and interesting for the students. They also wanted to ensure that their learning resources aligned with the needs of modern learning systems.

MRCC helped the client set a benchmark for online institutions that could benefit both educators and students. The client's primary objective was to improve learners' engagement by incorporating quizzes and interactive elements into their existing courses. The client wanted MRCC to create a variety of quizzes in their courses to make learning more fun.

Challenges

The client already had a massive database of course materials and content that their students used. However, they were not satisfied with the engagement rates and wanted to upgrade the courses to meet the demands of the younger generation. Despite having several years of experience in the virtual learning landscape, the client had not developed interactive courses. They needed input from domain and industry experts to proceed cautiously. Some of the challenges MRCC tackled are:

- Content integration complexity to include interactive elements in existing courses
- Aligning engaging design with the learning objectives of the courses
- Ensuring that the eLearning platform supports the new and desired interactive features
- Defining logic for scoring quizzes and offering feedback to the students
- Training and adopting new interactive course modules to upgrade their courses
- Conducting rigorous testing of dynamic course elements

MRCC Solution

MRCC assisted in online course development with quizzes by bringing in a brand new, dedicated team of experts who could navigate the new course structure and architecture. The MRCC team analyzed all of the assets of the client to determine standardization and quiz logic. The team was also trained as per the online standard educational framework to ensure compliance.

▶ Template Standardization

The MRCC team analyzed the assets and identified that 90% of them could be standardized using 17 predefined templates. The team ensured these templates covered a wide range of asset requirements. Streamlining asset categorization and utilization of templates reduced the time and effort by 80-90%.

▶ Talent Acquisition Drive

MRCC conducted a proactive interview before project imitation to form a team of talents with exact project requirements. More than 10 resources specializing in asset analysis and categorization were successfully hired and trained. A team leader with a deep understanding of the school was appointed to train the new and existing team members.

▶ Interactive Elements Integration

The MRCC content development and technical team created interactive elements like quizzes, exercises, and engaging multimedia content within the courses. To cater to the diverse learning styles, MRCC added different quiz types, like multiple-choice, true/false, short answer, and interactive scenario-based. The team also implemented a scoring system to provide immediate feedback to learners after completing their quizzes. The correct answers, along with explanations, were presented after quiz completion to reinforce learning. MRCC also integrated analytics to track learner engagement with interactive elements to improve the course content in the future.

▶ Quality Control

Rigorous quality control measures were employed to ensure that all the assets adhered to the standardized templates. The MRCC team conducted regular reviews to maintain consistency and quality.

▶ Ensure Adherence to the Online Instituition's Framework

The course development team at MRCC employed continuous improvement through feedback loops to ensure that the project follows the institution's framework. The team established milestones and checkpoints for effective progress tracking. This approach also ensured reduced time and effort for project completion.

MRCC Workflow

01. Needs Assessment and Planning

The MRCC team engaged in extensive discussions with the client to understand specific goals and requirements for incorporating interactive elements. Then, milestones, timelines, and resource requirements were detailed and planned.

02. Content Design and Development

The MRCC content team collaborated with subject matter experts to design an engaging content strategy for interactive quizzes. The team members were trained on the online institution's framework to meet the educational standards. The team tailored the interactive element design to the course content.

03. Quality Assurance Testing

The MRCC development team created quizzes and interactive elements, which were tested to ensure that all functionalities behaved as expected. The team also completed user testing to gather feedback to analyze the effectiveness of quizzes in boosting learners' engagement.

04. Course Deployment

Once the interactive elements and course modules were tested, they were integrated into the existing LMS of the client. Apart from deployment, MRCC also provided continuous monitoring and support of the course modules to ensure an uninterrupted learning experience for students.

MRCC Impact

MRCC's achievement of delivering bug-free course assets with interactive element integration expedited the online school's content deployment. It helped the client drive business growth with new interactive and engaging learning content, improved quality, and enhanced user engagement. MRCC successfully collaborated with the client to elevate their position in the competitive online education sector. It resulted in the following business benefits:

Delivery of more than 750 defect-free digital assets in Phase 1

Doubled down to deliver 1,450 assets, including complex ones with multiple sub-assets in Phase 2

Reduced the time-to-market for new course content by 50%

Expanded and diversified course offerings with upgraded digital assets

Interactive course modules improved learning experiences

Streamlined asset development using standardized templates resulted in cost savings

Improved brand reputation

Met scalability and growth objectives within the time frame with Phase 1 and Phase 2 deliveries

Despite the initial delay due to limited client experience in developing such interactive courses, the MRCC team employed an iterative process that made it possible to deliver the project within the expected time frame. By enabling Phase 1 and Phase 2 deliveries, the MRCC team ensured the seamless integration of modern course modules without disrupting the user experience.

MRCC Group Offices

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