case study
advise • create • transform • measure

second avenue
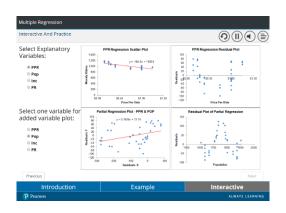reimagine learning

our client

Pearson Education is the largest educational publisher in the world, producing leading products and services across every academic discipline. For this project, we worked with the Math team in the Pearson Higher Education division to create accessible math interactives.
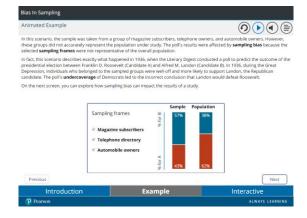

the opportunity

Acquiring and maintaining a competitive advantage in higher education markets requires attention to evolving technical standards, user experience design, and emerging accesibility requirements. All these factors and more were important in this project.

As Second Avenue Learning assisted Pearson by responding to new technical requirements, Pearson expressed a desire to create new interactive content with an updated look and feel to complement their more recent products. This new content also needed to meet accessibility standards in order to meet new customer demands.

Second Avenue Learning worked collaboratively with Pearson to identify challenging learning objectives, and then took over the production process start to finish. The result was a set of flexible and accessible interactives that we will use to support many of our titles across the higher ed Math and Statistics disciplines.

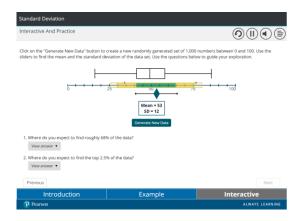Timothy Gardiner, Producer, Production & Digital Studio, Mathematics & Statistics, Pearson Education

the solution

To meet this matrix of challenges. Second Avenue Learning created a cross-functional team of learning designers, subject matter experts, project managers, software developers, and quality assurance and accessibility experts. This team created new Statistics interactives from the ground up, including script creation, interactive design, software development, and quality assurance. To improve the ROI of the project, the interactives and their learning objectives were designed to support multiple higher education titles in the Pearson portfolio.

Standard Deviation

Interactive And Practice

Click on the "Generate New Data" button to create a new randomly generated set of 1,000 numbers between 0 and 100. Use the sliders to find the mean and the standard deviation of the data set. Use the questions below to guide your exploration.

Mean = 53
SD = 12

Generate New Data

1. Where do you expect to find roughly 68% of the data?
   View answer ▼
2. Where do you expect to find the top 2.5% of the data?
   View answer ▼

Previous   Next

| Introduction | Example | Interactive |

Ⓟ Pearson   ALWAYS LEARNING

At every stage, Second Avenue Learning leveraged its unique expertise in developing interactive educational content, utilizing best practices in learning design and accessibility.

accessibility

Accessibility was a primary concern for the new interactive content, and Second Avenue Learning had previously proven its expertise by implementing an accessibility evaluation of Pearson's existing Flash content and redesigning assets to meet new and evolving standards. Second Avenue Learning applied the lessons learned from these efforts to inform the design of this new interactive content. Key design decisions included:

- Implementing interactivity of buttons to support non-visual learners.
- Creating readable content to support understanding of math equations, allowing access to individuals with mobility, visual, and cognitive impairments.
- Utilizing zoom functionality to aid users with low vision who rely on screen enlargement.
- Developing transcripts to allow those with hearing impairments to access audible information.

Once we mapped out the accessibility challenges, we were able to drive a strategy to maximize the effectiveness of the new content, creating a more inclusive learning experience.
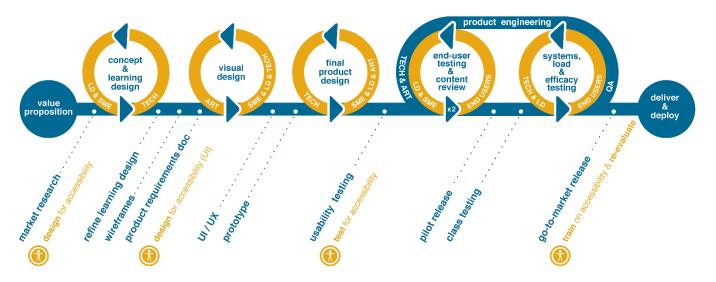
the impact

Through our collaboration, Pearson added new content aligned with Pearson's brand in a cost-effective process aligned with Pearson's editorial calendar. By prioritizing accessibility, Pearson can showcase its commitment to supporting learners with diverse backgrounds and needs, which can be a key differentiator in a competitive market.

our process

Creating engaging, effective, and accessible content is at the forefront of both Second Avenue Learning's partnership model with our customers and our technology design process. In addition, by starting with an evaluative process before launching into learning, visual, and product design, Second Avenue Learning can help its partners set clear goals and expectations so that they can meet accessibility compliance standards.

product engineering

| value proposition | LD & SME | concept & learning design | TECH | ART | visual design | SME & LD & TECH | TECH | final product design | SME & LD & ART | TECH & ART | LD & SME | end-user testing & content review | x2 | END USERS | TECH & LD | systems, load & efficacy testing | END USERS | QA | deliver & deploy |

market research .... design for accessibility

refine learning design
wireframes
product requirements doc .... design for accessibility (UI)

UI / UX
prototype

usability testing .... test for accessibility

pilot release
class testing

go-to-market release .... train on accessibility & re-evaluate

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